

# MAP ACTIVE

## Innovating In-Store: How MAP ACTIVE Amplifies Retail Experience with CAYIN's Digital Signage

### BRIEF PROFILE

Place: Philippines

Industry: Retail

Solution:

- SMP-2300

Embracing Innovation: MAP ACTIVE's Retail Dominance

In the ever-evolving retail sector of the Philippines, MAP Active carves its niche, reigning supreme with over 2,300 retail outlets. The company, a celebrated steward of prominent footwear labels such as Foot Locker, Converse, Planet Sports, and Sketchers, has not only set benchmarks but also revolutionized lifestyle retailing in Southeast Asia. However, the vast expanse of its operations brought forth significant challenges, particularly in managing consistent marketing communications across its myriad locations. The traditional, manual system of content dissemination was no longer feasible, giving rise to the need for a digital overhaul.



### The Challenge: Overcoming Content Dissemination Hurdles

The primary obstacle MAP Active faced was the logistical nightmare of manually updating marketing content across each store. This method was not only resource-intensive but also prone to inconsistencies, a risk unacceptable for a brand of its stature. The necessity for a centralized, automated solution for their digital marketing assets was glaring, and this marked the genesis of their collaboration with CAYIN Technology, a partnership destined to set new paradigms in the retail industry.

### The Solution: Centralized Digital Signage Systems

The project commenced in 2023 with a clear objective: to metamorphose the way MAP Active managed and scheduled its digital marketing content. The strategy was to implement a network of digital signage solutions, specifically the SMP-2300, across various MAP Active stores, including high-traffic brands like Converse and Footlocker. This initiative was not a solo endeavor; it involved the concerted efforts of the Mediacast Digital Group's Marketing and Technical teams, working in synergy to actualize this ambitious project.

## Seamless Integration: Content Management Reimagined

What set this project apart was not just the advanced technology but the seamless content management it facilitated. The system empowered the MAP Active teams to remotely control and schedule content uploads, whether they were on-site or off, using either a mobile device or a PC. This flexibility was crucial, especially considering the ongoing store renovations and expansions, ensuring that the marketing content was always current, consistent, and captivating.

## Resounding Success: Transformative Results and Client Testimonials

The impact of the digital signage network was immediate and profound. MAP Active experienced a revolutionary change in how they handled marketing content, with enhanced efficiency and reduced operational costs. The feedback from the teams was overwhelmingly positive, emphasizing the convenience and ease the new system introduced in their routine tasks. The project, though initiated in 2023, continues to be an integral part of MAP Active's store renovation and expansion strategies, speaking volumes about its success and indispensability.

## A Step Ahead: Innovative Features and Future Prospects

The project is a beacon of innovation, primarily due to its unique feature allowing content management via mobile devices or PCs. This convenience has set a new standard in digital marketing management, making it an exemplary model for other retailers. The ongoing success of this initiative underscores the potential for similar future endeavors, promising a new era of digital retail experiences powered by CAYIN Technology.



### CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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