



# APRIL

**TRANSFORMING  
RETAIL EXCELLENCE  
APRIL'S DIGITAL  
REVOLUTION WITH  
REALO**

## INTRODUCTION

April, a leading beauty brand in Israel with a strong European presence, has consistently been a pioneer in the beauty industry's innovation landscape. In a recent collaboration with ReaLo, April embarked on a transformative journey to digitize its stores, aiming to create an immersive and personalized shopping experience for its customers that would set new standards in retail excellence.

## INNOVATIVE TECHNOLOGY FOR A MODERN RETAIL ENVIRONMENT

Initially focusing on digital signage, the collaboration quickly evolved as ReaLo identified an opportunity to introduce a comprehensive digital solution. Beyond traditional digital displays, ReaLo proposed a sophisticated product suite that included uniquely shaped displays tailored to harmonize with April's redesigned store aesthetics. These displays were complemented by RetailOS, a powerful software platform that enabled seamless communication and synchronization among all digital assets within the store environment. This integration not only enhanced aesthetic appeal but also facilitated dynamic content delivery and personalized messaging, surpassing the limitations of traditional printed campaigns.

## PERSONALIZED DESIGN AND SEAMLESS INTEGRATION

April's commitment to personalized customer experiences extended to the redesign of its stores. Working closely with ReaLo, April ensured that the unique displays seamlessly integrated into the store's new design. The result was an environment where functionality met aesthetics, enhancing the overall shopping experience. RetailOS played a crucial role in ensuring that these displays operated in harmony, creating a cohesive narrative that engaged customers from the moment they entered the store.

## IN-HOUSE DESIGN STUDIO AND CONTENT CREATION

Central to April's strategy for delivering a compelling in-store experience was its partnership with ReaLo's in-house design studio. This collaborative effort empowered April to create engaging content and materials that were finely tuned to resonate with its customer base. ReaLo's in-house studio, ensured that all content was not only visually captivating but also harmonized seamlessly across all digital displays. This meticulous approach contributed significantly to creating an immersive and cohesive shopping experience that enhanced customer engagement and loyalty.

## MONETIZING CAMPAIGNS AND ACHIEVING ROI

One of the standout advantages of April's adoption of digital displays was its ability to monetize campaigns effectively. By offering advertising space to consumer packaged goods (CPG) companies, April established a new revenue stream while enhancing brand visibility within its stores. This strategic initiative not only accelerated brand partnerships but also demonstrated a significant return on investment (ROI), achieving financial viability in under a year.

## ENHANCING CUSTOMER ENGAGEMENT AND EXPERIENCE

The integration of a digital ecosystem fundamentally transformed the in-store experience for April's customers. Synchronized displays captivated attention and engaged customers in ways that traditional printed campaigns could not match. Dynamic content and personalized messaging tailored to individual preferences made shopping not just a transactional activity but a memorable and enjoyable experience, reinforcing brand loyalty and customer satisfaction.

## NAVIGATING EVOLVING RETAIL DYNAMICS

In a rapidly evolving retail landscape marked by changing consumer behaviors and expectations, ReaLo's innovative digital solutions provided April with the agility to adapt and thrive. By embracing cutting-edge technologies, April proactively addressed the diminishing impact of traditional in-store promotions, establishing itself as a forward-thinking brand that anticipates and meets customer needs effectively.

## ENHANCING FOOT TRAFFIC AND CUSTOMER ENGAGEMENT

Strategic placement of digital displays played a pivotal role in optimizing foot traffic and enhancing customer engagement within April's stores. Eye-catching LED displays strategically positioned at entrances effectively captured shoppers' attention, drawing them into the store environment. Inside, strategically placed LCD screens provided dynamic content that encouraged product exploration and extended dwell time, fostering deeper interactions between customers and products.

## SUCCESSFUL COLLABORATION AND IMPACTFUL RESULTS

The collaboration between ReaLo and April culminated in a groundbreaking transformation of April's stores. The project exceeded expectations, delivering a unique digital environment that not only delighted customers but also generated substantial returns for the brand. Increased customer engagement, enriched shopping experiences, and the establishment of new revenue streams through monetized campaigns underscored the project's success and its pivotal role in enhancing April's market position. April redesigned six stores in this new concept with hundreds of displays installed and thousands of customers impacted with even more stores soon to be redesigned in the new concept.

## CONCLUSION

April's partnership with ReaLo exemplifies the successful integration of innovative technology and personalized design in creating a remarkable retail environment. By leveraging ReaLo's expertise and embracing cutting-edge digital solutions, April has not only met but exceeded customer expectations, setting new benchmarks for customer experiences in the beauty industry. As April continues to innovate and adapt to evolving consumer preferences, its collaboration with ReaLo stands as a testament to its commitment to excellence and leadership in the retail sector.

# ReaLo

## Our Partners



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