tokinomo® shelfobot

Dia

Case Study: DIA Caprichoso

How Dia Caprichoso increased sales, brand awareness and shopper engagement by using Shelfobot, the in-store advertising robot.

Total No. of Impressions	**87.411**	Average Impressions per day	**7.111**
Total estimated traffic	**967.311**	Sales Results	**+653%**

Company: DIA

Brand: DIA Caprichoso

Category: Dairy

Retailer: DIA

Country: Spain

No. of stores: 12

Duration: 32 days

Audio

Attention. One moment, please. I, Mario Vaquerizo, El Caprichoso, invite you to crown yourself with my rock dessert made today.

About us

Shelfobot is a unique robotic solution for in-store promotions that uses a combination of sensors, sound, motion and light to bring products to life at the shelf.

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