tokinomo® shelfobot

Case Study: Giovanni Rana

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

Total No. of Impressions	**165.203**	Average Impressions per day	**8.435**
Total estimated traffic	**502.437**	Sales Results	**+82%**

Company: Giovanni Rana

Brand: Rana Pasta

Category: Grains

Retailer: Auchan

Country: Romania

No. of stores: 9

Duration: 13 days

Audio

I can't decide which ravioli are more delicious. Filled with 4 cheeses or porcini mushrooms? Whatever you choose, you get a healthy meal ready in 3 minutes. It leaves me speechless.

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.

tokinomo.com