tokinomo® shelfobot

Henkel

Case Study: Henkel

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

Total No. of Impressions	**29.037**	Average Impressions per day	**345.7**
Total estimated traffic	**70.465**	Sales Results	**+159%**

Company: Henkel

Brand: Le Chat

Category: Detergents

Retailer: Auchan

Country: France

No. of stores: 20

Duration: 10 days

Audio

Don’t say anything, I’ve got it, you want a detergent that’s easy to use!

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