
Xibö

CASE STUDY – XIBO x VPZ



webOS





Founded in 2012, VPZ is the UK's largest e-cigarette and vape retailer, and Scotland's fastest-growing company.

VPZ founders – brothers Callum and Connor Henderson - spotted a gap in the market for a premium e-cigarette offering to counter the poor customer experience and limited selection of existing retailers.

VPZ now own 140 brick-and-mortar stores located across the UK, with plans to grow to 300 stores by 2021, alongside an ambitious roadmap for European expansion in 2020.





VPZ was searching for a powerful digital signage solution to improve their in-store marketing.

Enter Xibo...

Opting for Xibo's commercial solution, VPZ now operate 550 displays across their UK retail estate, with 3-5 screens in each store.

VPZ chose to cloud-host Xibo's Content Management System (CMS), which is installed on dedicated hardware.

The CMS is monitored for issues 24/7, with regular maintenance completed by the experts at Xibo.

Free from worrying about admin, VPZ can concentrate on what matters most to grow their business and improve the customer experience – **displaying great content.**

VPZ's set-up has been **designed to grow with them.** Extra bandwidth, server storage and CPU can be added to their CMS within 10 minutes of placing an order, thanks to Xibo's Display Slot model.



Xibo's highly competitive pricing has allowed VPZ to invest more in hardware and content production.

VPZ's hardware of choice – *DS Devices DSCS9* – can be connected to any HDMI-enabled screen, and offers uninterrupted visuals thanks to its ability to cache content.

The Xibo CMS includes a range of enterprise-grade scheduling tools that make managing a large digital signage network easy.

From display groups and playlists to campaigns and dayparting, the VPZ team can enjoy complete control of their content schedule from wherever they are in the world!



“

Xibo have played a valuable role in our remarkable growth.

The time we've saved by moving away from inefficient marketing processes alone would be worth the investment, but digital signage has also proved cost effective AND more environmentally-friendly. What's not to like?

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VPZ have saved significant time and money by making the switch from static media to digital signage.

Yet, despite the sheer scale of their planned adoption, VPZ expect to break even on their investment by late 2020.

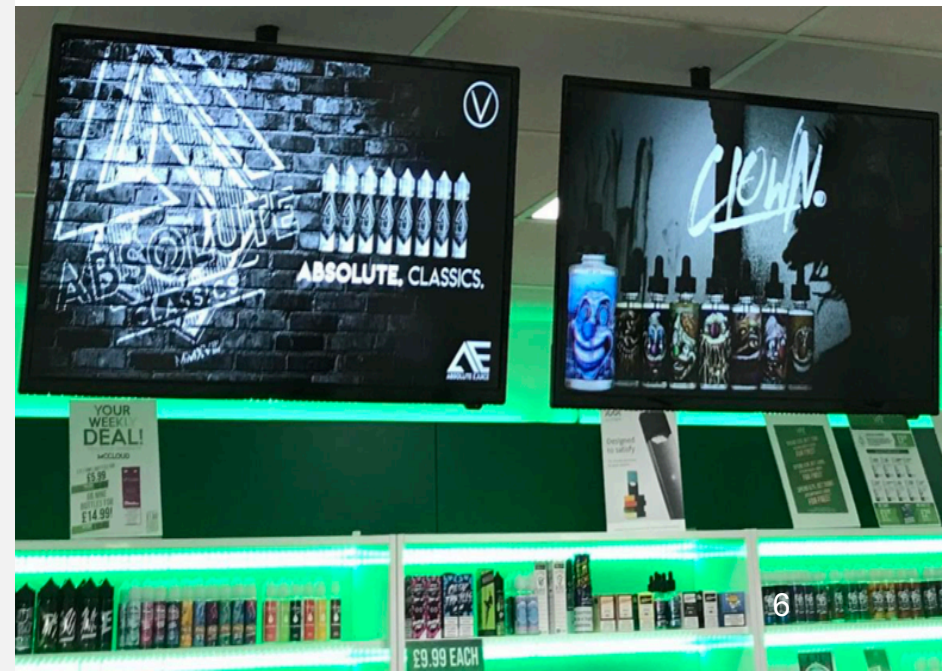
VPZ's old process saw the marketing team send static designs to a printing company.

Sufficient collateral for the entire estate would then be ordered, organised and dispatched to individual shops to display. An altogether time-consuming, inefficient and expensive process.



The process with Xibo can be completed in UNDER 10 MINUTES.

The marketing team approve new designs, upload them to the central CMS and select which displays to feature them on and for how long. Xibo then automatically prompts the selected players to download the new content and display it as directed.





Xibo will collaborate with VPZ on three exciting projects:

- 1) **GUERILLA MARKETING** – Picture this - vehicles with large LED displays mounted on the back to advertise to passers-by. It's all about location, location, location, after all...
- 2) **INCREASED HTML FUNCTIONALITY** to deliver new, fun and interactive content that delights customers
- 3) **GENERATING NEW REVENUE** – achieved by monetising third-party advertisements across the whole of VPZ's digital signage network

Want to find out how Xibo can help grow your business? Get in touch today
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