

Miappi | BrightSign®

Making the Valuable, Visible on Digital Signage.

Introducing Miappi

Miappi lets brands increase customer engagement and sales by helping them to collect, curate and distribute their most valuable user-generated content to digital signage.

Miappi finds compelling 'social proof' stories around a brand and its products or services and helps them to distribute the very best of that content to digital signage networks and other marketing channels.

Miappi displays the content in a series of beautiful, customizable templates so it looks great on any screen and what makes us really stand-out in the space is the ability to moderate high volumes of social content quickly and efficiently using a suite of AI tools before its distributed.

Existing Partners



The Challenge

User-generated (earned) content is one of the most trusted forms of marketing. The power of the social proof provided by authentic customer stories has been shown to help brands increase engagement and sales.

“Brands see 25% increase in conversions when user-generated photos are used instead of professionally made product shots”.

The challenge now is how to collect that content, quickly curate the most valuable assets and then distribute and display those assets.

The Solution

1. Use Miappi to collect impactful social media content from more than 15 different sources including Facebook, Twitter, Instagram, YouTube, Pinterest, Weibo, VK, Slack, TrustPilot.
2. Use Miappi's AI tools to quickly curate content into meaningful campaigns. AI tech then scans images, text and sentiment to find (or hide!) content matching your criteria.
3. Select and customize a display template so your content looks great.
4. Miappi offers BrightSign approved integration with XD3/XT3 players





Impactful social media distributed to any screen.

The Science

Adding social media, especially UGC, to your digital signage screens increases engagement. More than 59% of millennial shoppers reach out for user-generated content before buying major consumer electronics, 53% search for it before buying major appliances, 46% before buying mobile phones.

85%

Of users surveyed find visual user-generated content more influential than brand photos or videos

70%

Of customers say that in-store messages sway their purchasing decisions

86%

Of millennials believe that user-generated content is a positive indicator of the quality of a brand or service

63%

Digital signage showing social media such as Instagram is something 63% of people report catches their attention

Selected Features



Geo-fenced content



Duplicate Detection



Fully customizable

26

THE NUMBER OF
INDUSTRY SECTORS
WHERE MIAPPI IS BEING
USED

9,000

THE NUMBER OF LIVE
SOCIAL WALLS

50

THE NUMBER OF
COUNTRIES WHERE WE
HAVE LIVE CUSTOMERS

100m

THE LIVE AUDIENCE
REACH OF OUR
CUSTOMER WALLS

