



## Cooler Screens Frequently Asked Questions

For a few of us, new technologies can be frustrating—and disinformation can spread. We remember when the original iPhone launched and the unbelievable [twitter comments](#) and [news](#) that followed. While we find this amusing, we have learned that it is important to share factual information as industry transformation occurs.

*If you don't see your question or need some more facts, [contact us here for an answer.](#)*

### **Q. What is Cooler Screens?**

Cooler Screens brings the power of digital to brick-and-mortar retail. We are making available in-store what consumers love about shopping on-line. We transform retail surfaces into digital IoT smart screens that deliver in-store retail media and merchandising for the ultimate consumer experience at the intersection of commerce, context and content. We are also helping retailers and consumer brands modernize their businesses. To do this, we have built the Cooler Screens platform, the world's first digital media and merchandising platform for physical retail.

*Didn't find your answer? [Contact us.](#)*

### **Q. What does Cooler Screens mean for consumers?**

Cooler Screens provides an exciting new digital shopping experience in the freezer and refrigerator aisles of local grocery, drug, and convenience stores. It brings what consumers love most about their online shopping experience—pictures, information and promotions—directly to the store's cooler doors and surfaces. You no longer have to open the door and sort through products to see what's behind the door, what's in stock or what's on sale. The doors are your visual screen to see what's behind it, and what's on the shelf.

Like giant iPhones, retail doors are transformed into digital IoT smart screens that deliver in-store retail media, merchandising and other valuable information for the ultimate consumer experience.

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### **Q. How does Cooler Screens work?**

Cooler Screens is a proprietary technology platform that delivers a first-of-its kind shopping experience and creates the world's first digital media and merchandising platform for brick-and-mortar retail. Bringing the power of digital to brick-and-mortar retail, the platform was designed and built to deliver the company's "CX" vision, a vision intended to close the consumer's retail shopping experience gap. Unlike any other solution that has come before it, Cooler Screens captures the

latest digital technology including IoT, cloud processing and storage, edge computing, artificial intelligence and high resolution displays, all in real-time, to transform brick-and-mortar retail.

The Cooler Screens platform serves the entire retail ecosystem including consumers, retailers and product brands. The platform has four key components:

**Cooler Edge**—our in-store, consumer-facing technology platform. Built using the latest digital technology and directly integrated into the physical shopping environment, the Cooler Edge delivers an unparalleled consumer experience. Consumer privacy is central to the design of the Cooler Edge. The platform is “identity blind” so sensitive consumer data is never gathered, used or put at risk in any way. Using our secure API’s, retailers and brands can extend the capabilities of the Cooler Edge and integrate it with custom applications.

**Cooler Media**—our proprietary merchandising and advertising application. Cooler Media gives retailers and brands the ability to define smart, in-context promotions, design digital planograms and deliver flawless product displays and real-time pricing at the point of sale. With Cooler Media, retailers and brands can capitalize on the critical 3-5 seconds of in-store consumer decision-making.

**Cooler Analytics**—our proprietary analytics engine delivers unprecedented insights into consumer behavior, promotion effectiveness, inventory and compliance. Through our scale data infrastructure, we analyze consumer activity patterns in real-time using machine learning and other advanced analytics.

**Cooler Marketplace**—where brands purchase ad space and manage campaigns for Cooler Screens. Cooler Marketplace optimizes ad delivery with intelligent targeting and precise placement to ensure the right offering is delivered at the right time, in the right place, to the right customer. Cooler Marketplace supports the full advertising lifecycle including campaign management, A/B testing, analytics, yield management and supply/demand optimization.

*Didn't find your answer? [Contact us.](#)*

### **Q. Why was Cooler Screens created?**

Cooler Screens was created to solve a problem: the experience gap between consumers, retailers and brands. It was founded by Arsen Avakian, former CEO of Argo Tea, after years of witnessing the challenges facing traditional retail and consumers, particularly in the cooler aisle. Arsen saw, firsthand, high frustration across the value chain: consumer experiences were below their heightened expectations; retailers struggled with basic operations including merchandising and inventory management; and product brands had little visibility into the results of their advertising spend and no way to influence purchasing at the point of sale. A serial innovator and entrepreneur, Arsen set out to create a better way in 2017. The result is Cooler Screens.

*Didn't find your answer? [Contact us.](#)*

### **Q. Where are Cooler Screens in use today?**

Since its founding, Cooler Screens has grown rapidly and gained unprecedented support from the world's leading companies in retail, consumer products and technology. Cooler Screens has

nationwide scale reaching over 90M in consumer traffic per month across 10,000 screens over 700 stores in 31 DMAs. Retail partners include Walgreens, Kroger, CVS, Get Go and Chevron. Over 180 of the top consumer product brands have joined the Cooler Screens' brand network including Anheuser-Busch InBev, Nestle, PepsiCo, Tyson, Unilever and Red Bull. Cooler Screens' technology partners include global category leaders Microsoft, Verizon, Dover, BOE and Foxconn.

*Didn't find your answer? [Contact us.](#)*

### **Q. What is Cooler Screens data privacy policy?**

Cooler Screens data privacy policy is “identity blind”. It uses no cookies and no profiling. Unlike other digital companies, we designed privacy into all aspects of our technology and operating model from day one. Cooler Screens never seeks to identify individuals and never gathers or uses personally identifiable or linkable information. Our technology does not support it. Our business model does not require it. Unlike others who are identity-dependent, Cooler Screens is “identity-blind”. Without access to a consumer’s identity – and without incentive to associate private information – the usual privacy risks are eliminated and consumers are more safe.

### **The first digital retail platform to fully adopt Privacy by Design**

While previous generations of digital retail have pursued personal data, we do not rely on capturing personal data and linking it to individual buyers to deliver new insights and make money. To ensure we are delivering on our privacy commitment, we have fully adopted and been certified in “Privacy by Design,” a rigorous framework developed by privacy advocates to advance user privacy. We are the first retail technology platform to make this commitment. Privacy by Design makes certain that privacy safeguards are proactively woven into every step of our processes and every element of our technology.

For more information regarding our approach to privacy please click [here](#).

*Didn't find your answer? [Contact us.](#)*

### **Q. Is Cooler Screens collecting my data, using facial recognition or tracking me?**

Cooler Screens does not collect, capture or store any data that at any time could be linked to an individual consumer. The Cooler Screens platform includes optical sensors which anonymously detect consumer presence and interaction, such as dwell time (time in front of a screen) and door opens.

*Didn't find your answer? [Contact us.](#)*

### **Q. Does Cooler Screens use cameras? What images are captured?**

The Cooler Screens platform includes several sensors that are placed on the inside and outside of the cooler doors. Among the sensors are three internally facing cameras used to track product inventory and positioning, and front-facing optical sensors used to anonymously detect consumer

presence and interaction with the platform. These optical sensors never capture or store images or any other data that at any time could be linked back to an individual consumer.

*Didn't find your answer? [Contact us.](#)*

#### **Q. What consumer information is Cooler Screens gathering?**

The Cooler Screens platform gathers a record of a person's presence (not identity) in front of the door, the dwell time (time in front of a screen) and door opens for merchandising and campaign performance information. The platform includes optical sensors which anonymously detect consumer presence and interaction. Cooler Screens does not gather any personally identifiable information.

*Didn't find your answer? [Contact us.](#)*

#### **Q. How is the information that is collected being used?**

The anonymous consumer presence and interaction data is used to display relevant product information on the screens. When a consumer approaches the screen, the view flips to show the products behind the door including relevant promotions and pricing. Internal sensors in the door track product inventory and positioning. The anonymous consumer data combined with product inventory and positioning provides valuable insights to Cooler Screens retailer and brand partners to understand consumer interaction (dwell time and door opens) and stocking levels enabling them to improve the consumer experience.

*Didn't find your answer? [Contact us.](#)*

#### **Q. Who has access to the information that's being gathered?**

Retail and brand partners have access to their own information. Your personal privacy information is not captured and therefore never shared.

*Didn't find your answer? [Contact us.](#)*

#### **Q. How is the Cooler Screens experience a better shopping experience for me or for others?**

Cooler Screens is a better shopping experience. Cooler Screens has conducted independent research on their digital shopping experience with over 10,000 consumers, using a combination of in-store and post-usage testing. Quantitative research confirms that over 90% of consumers no longer prefer the traditional glass cooler doors—confirming a strong majority preference. Furthermore, Cooler Screen's goal is to create the best consumer "CX," a far better experience than what is typically available at brick-and-mortar retailers. Cooler Screen's ambition is to close the in-store consumer experience gap. This goal drives ongoing and active consumer testing to deliver a more positive experience to the consumer every day and in every Cooler Screen's location.

## **Cooler Screens brings the power of digital to the cooler aisle**

The CX journey begins by bringing what consumers love about shopping online to the frozen and refrigerated food aisles. Cooler Screens replaces the old glass cooler doors with new digital smart screens that seamlessly integrate into the existing retail environment. They have built the world's first and largest in-store digital media and merchandising platform for brick-and-mortar retail.

## **Cooler Screens brings shopping ease, relevance and transparency**

- The CX journey continues by improving product visibility and access. It does so by allowing consumers to:
- quickly scan brands and products on the door without having to dig through the cooler;
- access relevant information on brand and promotions when they need it most—at the point of sale; and
- access up-to-date product, pricing and promotion information—just like when they are online—leading to better choices.

With improved convenience, relevance and transparency consumers can be more confident that they are making purchase decisions that best fit their budgets, taste and health preferences.

*Didn't find your answer? [Contact us.](#)*

## **Q. Why is it important to have the product image on the door versus having the product just on the shelf?**

Not only is the product more visible when it is on a Cooler Screens door, it is also easier to find. For example, if a consumer scans a cooler door for a specific favorite flavor of Ben & Jerry's ice cream, they can quickly see if the retailer carries it, whether or not it's in stock and learn more about its key nutritional benefits. It may also be on sale. The consumer can learn all this information without even opening the cooler door or ever reading product labels. Additionally, this eliminates an endemic industry problem: cooler door condensation that can make it difficult to see products.

*Didn't find your answer? [Contact us.](#)*

## **Q. Why is the image larger than what appears on the shelf?**

Cooler Screens uses digitized versions of impeccably lit, high-resolution product photos. As a result, the products are vibrant and legible. While the actual products may, in fact, be larger or smaller than the images on the Cooler Screens door, professional lighting and high-quality photography displays them with greater clarity and precision, increasing their appeal.

*Didn't find your answer? [Contact us.](#)*

**Q. Am I able to see information that might be helpful, like nutrition information, on the product image on the door?**

Yes, you are able to see information that might be helpful, such as products' nutritional information, on a Cooler Screens door. In fact, Cooler Screens recently rolled out nutritional badges that detail calories, sugar, fat, and sodium which can help consumers spot products that meet their dietary needs without having to read the fine print. Our "More coming soon" label lets consumers know when a product is out of stock. When the last product is removed from the cooler, the label will display on the door.

*Didn't find your answer? [Contact us.](#)*



**Q. Can I learn about pricing promotions on the outside of the door?**

Yes you can. We show the pricing discount and label that are on the shelf—only they are larger and easier to see because they are well lit. Pricing and promotions can be updated real time by the retailer automatically without going to the shelf.

*Didn't find your answer? [Contact us.](#)*

**Q. Can I learn about new products?**

Yes you can. New products and flavors information can be updated real time.

*Didn't find your answer? [Contact us.](#)*

**Q. Does Cooler Screens help diverse populations in any way?**

Cooler Screens helps diverse populations in general by improving the consumer experience, but specifically through particular benefits it offers vision-impaired and diet conscious consumers.

**Vision Impairments and Seniors**

Because Cooler Screens' product imagery is vibrant and better lit than what consumers see in traditional coolers, products are more "readable." This is important to an increasingly growing senior population. In 2019, about 16.5% of the American population was 65-or-over, a figure that is

expected to reach 22% by 2050. This is a significant increase from 1950, when only 8% of the population was 65-or-over. This same population experiences eye problems that make simple daily tasks difficult or impossible, even when wearing glasses or contact lenses. The risk of severe eye problems has been found to increase significantly with age, particularly in those 65-or-over.

### **Dietary Restrictions**

Cooler Screens has the ability to flag packaging for those that have dietary restrictions—a benefit for the more than four in 10 Americans that now follow nutritional rules (with low or no-carb intake the most widespread nutritional regimen). A significant number of consumers must have lactose-, gluten- or hormone-free products; follow specific diets such as vegetarian, vegan, Keto or Paleo: or require Kosher or Halal products. Cooler Screens can easily flag all of these characteristics.

*Didn't find your answer? [Contact us.](#)*

### **Q. Can this help the retailer stock the shelves faster?**

Yes it can. When the last item is removed from the shelf, an “More Coming Soon” message is displayed on-screen allowing them to easily see how quickly a product sells through and expediently restock it.

*Didn't find your answer? [Contact us.](#)*

### **Q. Does Cooler Screens cause more “out of stocks?”**

Cooler Screens assigns the label “ More Coming Soon” when a product is out of stock. Its sensors note when the shelf is empty. Given the magnitude of industry supply chain problems causing out-of-stocks, Cooler screens is committed to collaborating with retailers to help solve this very important issue. During Covid-19, it was estimated that grocery retail out of stocks was a \$1 Trillion dollar problem.

*Didn't find your answer? [Contact us.](#)*

### **Q. Why does Cooler Screens encourage brand advertising?**

Cooler Screens encourages brand advertising to improve their awareness at the point of sale. 75% of consumer cooler and freezer purchases are based on impulse decisions that can be influenced by in-store messaging. However, brands are spending more than \$100 billion per year on advertising that is most often placed out of stores, where they cannot directly impact consumer impulse purchase decisions. With Cooler Screens, brands are able to assess consumer response to their ads in real-time and provide them with relevant information about products and brands as they are considering and selecting products.

*Didn't find your answer? [Contact us.](#)*

**Q. What is Cooler Screens' impact on brands?**

Traditionally, product brands have had limited visibility into the effectiveness of their advertising and merchandising, and limited influence on consumers at the point of purchase. Cooler Screens is providing a new platform to build brand awareness, market their products at the point of sale and drive sales. For the first time, it allows brands to directly engage with consumers digitally in-store. They can increase sales and market share by delivering the right offerings and messages at the right time, in the right place and to the right audiences.

With Cooler Screens, brands are able to measure the performance and consumer response to their media buys in real-time. With instantaneous feedback, brands can rapidly test and refine their offerings. Unlike other digital offerings, Cooler Screens also provides advertisers with a brand-safe marketing environment and 100% verified views. For these reasons, many of the world's largest consumer product companies have become a part of the Cooler Screens ecosystem.

*Didn't find your answer? [Contact us.](#)*

**Q. What is Cooler Screens' impact on the retailer?**

Cooler Screens accelerates digital transformation for retailers and provides new paths to growth by digitizing their in-store operations. Retailers gain insight from consumer analytics and efficiencies through automated merchandising and pricing. With digitized planograms, merchandising is dramatically improved as products are never hidden, disorganized or consistently out-of-stock. This allows retailers to meet the demands of today's digitally savvy consumers in-store.

With Cooler Screens, retailers can also enter the digital media business with speed and ease, tapping a massive growth opportunity as they offer brands access to millions of consumers with contextually relevant messages and promotions at the point of purchase. With Cooler Screens flawless merchandising, new revenue streams and an enhanced brick-and-mortar shopping experience, satisfied shoppers increase their purchases and return more frequently.

*Didn't find your answer? [Contact us.](#)*

**Q: Who should media partners contact for coverage or media related questions?**

Media contact: Allie Kuopus at Purpose Brand, [akuopus@purposebrand.com](mailto:akuopus@purposebrand.com)

**If I have a complaint about Cooler Screens or a suggestion, where do I go?**

We would love to hear your feedback. Please [contact us.](#)



