

## ABOUT THE CLIENT

Brimit is a web development company specializing in information technology and mobile applications.

## INSIGHT

In the Digital Age, everyone and everything is connected. When Consumer Relationship Management platforms are utilized with HYPERVSN SDK, brands are able to create customized consumer engagement. This bridges the gap between online profiles and real-life experiences, providing only the most revolutionary and consistent of consumer journeys.

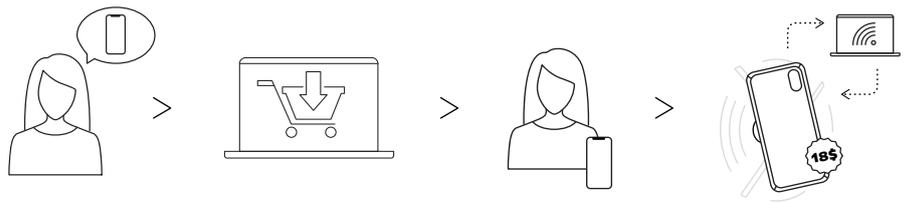
## CASE STUDY: CUSTOMIZED CONSUMER JOURNEYS WITH HYPERVSN SDK

### CHALLENGE

Brimit wanted to demonstrate how to achieve personalized consumer journeys between online and offline contact points, at Sitecore Symposium in Orlando (a world premier digital marketing event).

### SOLUTION

Utilizing HYPERVSN SDK, a Solo device and Sitecore's CRM platform (with an integrated webcam), Brimit showcased how 3D content being displayed can be customized for individual user. The unique content displayed for each user was selected based on online user profiling.



For example: a young woman with a Marketing profile who purchased an iPhone was presented with a holographic visual of a red iPhone case when standing in front of the HYPERVSN Solo device.

The customized content presented to each user was selected based on the market segment that they were divided into. Market segments were identified and categorized according to user profile information (age, gender and purchase history). When a new user interacted at the Brimit stand, the Solo device displayed targeted 3D content that was relevant for this particular user.





Revolutionary HYPERSVN Solo device installed at the Birit booth at the 2019 Sitecore Symposium.



Customized 3D holographic content displayed for visitors based on their online user profiles.

## TECHNICAL METHOD

### Step 1

A user profile was created on the Sitecore (CRM) Experience Platform. (This included taking and uploading a user image).

### Step 2

A product was purchased on the Sitecore Commerce website, where the self-pickup delivery option was selected.

### Step 3

The user profile was segmented into a particular group of online profiles based on age, gender (using facial recognition) and product purchase. Customized 3D content was respectively assigned to each user profile using marketing automation tools.

### Step 4

Consumer arrived on-site to collect their purchase and logged into their user profile.

### Step 5

After successful identification, built-in Message Bus Technology sent a message to the HYPERSVN Solo device from the Sitecore (CRM) Experience Platform, triggering the relevant content.

For example: a man with a Business Development profile who purchased a Samsung device was presented with a holographic visual of a grey Samsung smartwatch when standing in front of the HYPERSVN Solo.



**“Our HYPERSVN experience was a 10 out of 10! We would certainly consider using HYPERSVN for our next big event.”**

— Alexei Vershalovich, Managing Director, Birit

## RESULTS

Birit had one of the most popular booths at Sitecore Symposium, because of the world-class customized consumer experience that turned online profiles into visual experiences in the real world — thanks to HYPERSVN SDK. According to Birit representatives, the traffic to the demo exceeded all expectations, delivering the most consistent, cohesive and above all, cutting-edge brand experience.

Find more HYPERSVN case studies on [YouTube](#).

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**HYPERSVN**

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