

Guide

HOW TO UNLOCK THE POWER OF  
INTERACTIVE AND IMMERSIVE CUSTOMER  
EXPERIENCES WITH

# Lift & *Learn*



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# Creating Premium Customer Moments Through Immersive Digital Signage

— 2025

In today's competitive retail landscape, delivering engaging and immersive in-store experiences is no longer optional, it's essential. Consumers expect meaningful interactions that go beyond traditional shopping. Digital signage, and more specifically, interactive solutions like Lift and Learn, are revolutionising how customers engage with products and make purchasing decisions.

This guide explores how Lift and Learn technology enhances the retail experience, providing real-time data insights, dynamic content, and an interactive shopping journey that drives engagement and sales. For retailers, this is the next best thing to help customers learn about products, make informed decisions, and ultimately increase sales.



Let's get started.



# Why Interactive In-Store Experiences Matter

A recent study found that over 75% of consumers want brands to create experiences that leave a lasting impression.



More than **61%** of shoppers desire intense emotional connections with brands, while **65%** expect brands to "**WOW**" them through multi-sensory experiences. The demand for engaging retail experiences is clear. With **Millennial** and **Gen Z consumers** dominating the market, digital transformation is key to staying relevant. These shoppers no longer just browse; they expect technology to assist them in making purchasing decisions.



# What is Lift and Learn?

Lift and Learn is an interactive signage solution that allows customers to pick up a product and instantly receive tailored digital content about it. Whether it's product comparisons, feature highlights, demonstration videos, or additional brand messaging, this technology ensures that customers receive the information they need, when they need it.

Retailers who implement Lift and Learn provide an engaging and informative shopping experience that keeps customers in-store longer, increases interaction with products, and ultimately leads to more confident purchasing decisions. The technology doesn't just enhance the customer experience; it provides retailers with real-time insights into shopper behaviour, tracking how often products are picked up, which items are most compared, and how engaged customers are with certain displays.



*Interactive signage solution that allows a customer to interact and learn about a product*



# The Business Impact of Lift and Learn

*Retailers investing in Lift and Learn are seeing real-world results.*

A major beverage company deployed Lift and Learn across circa 100 sites in three markets, showcasing premium brands. The results were striking with a 42% increase in sales directly attributed to interactive customer engagement. By providing shoppers with a hands-on digital experience, the brand captured a younger audience, refined its in-store messaging, and strengthened customer loyalty.

## **This is not just about adding screens to stores;**

it's about transforming the way customers interact with products. When shoppers are given a richer, more immersive experience, they are more likely to trust the product and make a purchase. Lift and Learn bridges the gap between physical and digital retail, making product discovery more engaging and driving conversion rates.





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# Implementing Lift and Learn in Your Retail Space

*To successfully integrate Lift and Learn, retailers should consider how seamlessly the technology fits into their store layout. The solution can be embedded into store fixtures, shelving units, and display tables, ensuring a natural and intuitive shopping experience. Content should be relevant, engaging, and tailored to customer needs, providing real value at the moment of consideration. By analysing customer interactions, retailers can refine their messaging and improve future campaigns based on real-time data.*

Another key advantage is the ability to re-merchandise quickly. Digital content can be updated on the fly to reflect promotions, new product launches, or seasonal campaigns. This flexibility allows retailers to remain agile and ensure their messaging is always fresh and impactful.

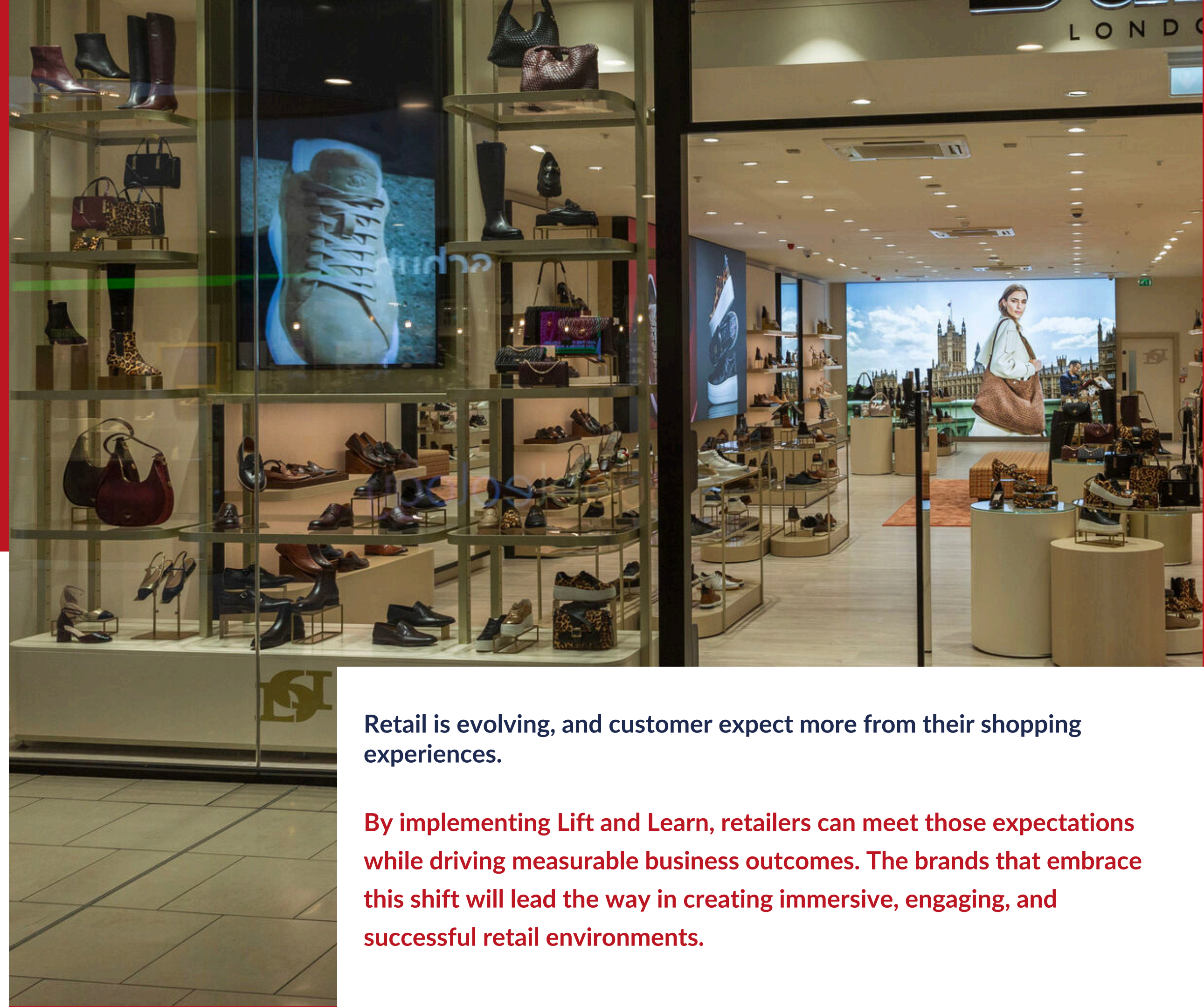
Retailers who implement Lift and Learn are not just enhancing customer experience; they are also strengthening their position in the evolving Retail Media space. The data generated through customer interactions can help demonstrate value to suppliers, opening opportunities for co-investment and advertising revenue.



# Beyond the screen:

*The future of retail engagement.*

Lift and Learn is more than just a digital signage solution, it's a retail game-changer. By embracing interactive technology, retailers can increase customer dwell time, improve conversion rates, gain deeper insights into shopping behaviour, and build stronger supplier relationships.



Retail is evolving, and customer expect more from their shopping experiences.

**By implementing Lift and Learn, retailers can meet those expectations while driving measurable business outcomes. The brands that embrace this shift will lead the way in creating immersive, engaging, and successful retail environments.**





# Start your journey today!

Are you ready to transform your retail space with interactive digital signage? Contact us to explore how Lift and Learn can elevate your in-store experience and drive measurable results.

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*Lift and Learn solution in partnership with Evexi.*

**Lets talk!** Get in touch today to discuss how we can support your digital signage journey.

[digital@trustsystems.co.uk](mailto:digital@trustsystems.co.uk)  
[www.trustsystems.co.uk](http://www.trustsystems.co.uk)