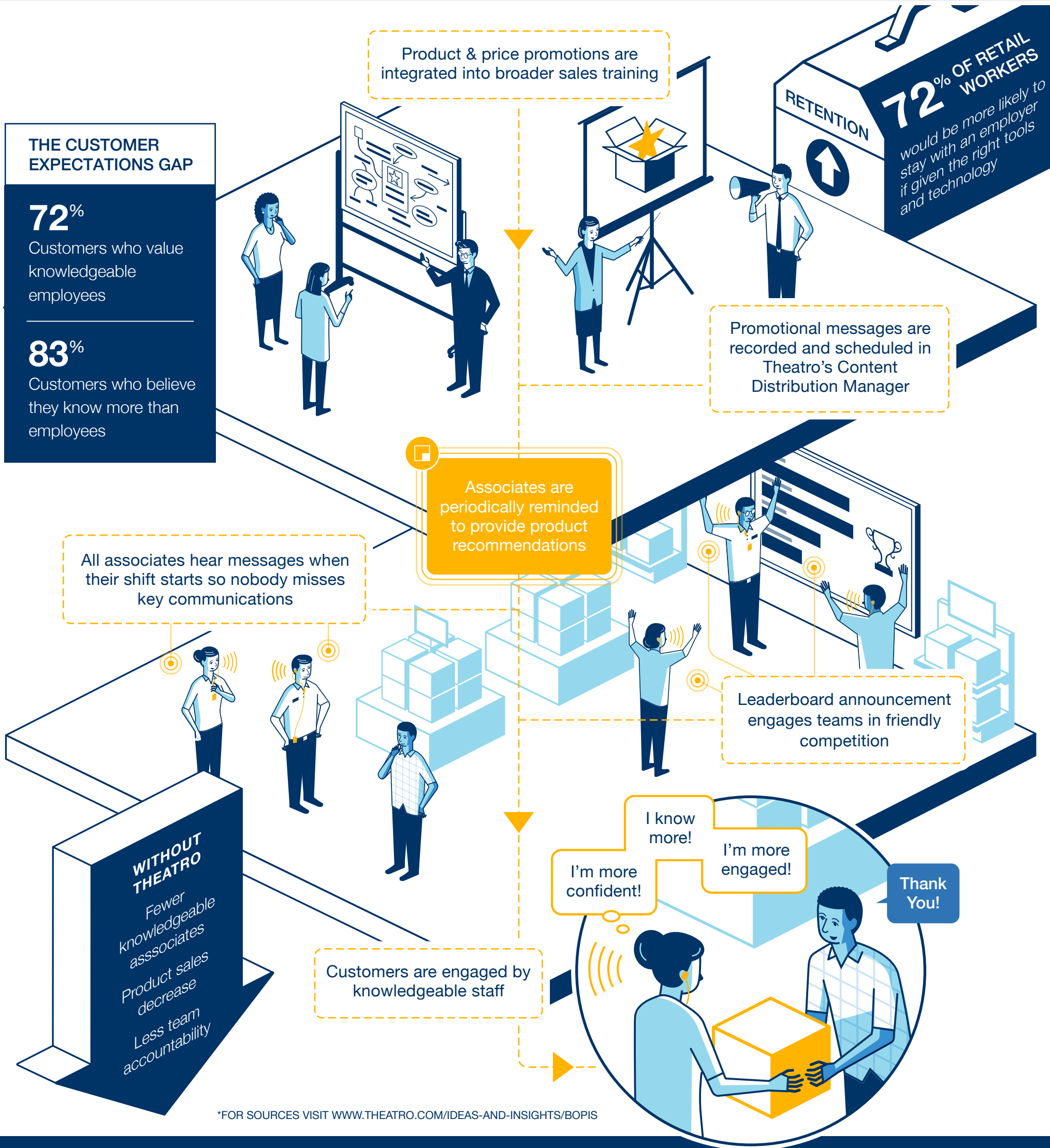


ASSISTED SELLING

More than 50% of in-store shoppers seek product advice*, so it's critically important to have knowledgeable, engaged employees. But most retailers can't effectively provide product training and updates without taking staff off the floor. Theatro has a better way.



THEATRO PRODUCES RESULTS

THEATRO'S SCALABLE, AGILE APPROACH TO ASSISTED SELLING WILL TRANSFORM YOUR SALES CULTURE:

- Notifications are customized to store product and needs
- Staff are more knowledgeable about products and business objectives
- Training doesn't get missed — Theatro delivers messages to each employee and tracks what they've heard
- Teamwork and excitement increase

IN A RECENT CUSTOMER PILOT, WE SAW:

↑ .3% gross revenue — millions of dollars by promoting 2 products a week

BUSINESS CASE

Average ROI: 708%

Average IRR: 696.2%