

Touchify optimizes customer engagement during CES 2019



The French startup Touchify has been selected among the top 1000 global startups to exhibit its innovations at the CES in Las Vegas in January 2019.

Interactive content to improve customer experience

Touchify is a cloud-based platform to create and share interactive marketing and sales contents for any touch screens.

It helps companies to transform their old-fashioned marketing and sales campaigns into truly interactive, personalized and memorable experiences to increase their transformation rates and to improve their brand image.

Features

- Easily create interactive experiences using an online graphical composer;
- Broadcast and update content remotely on all company's digital devices;
- Play interactive content on any platform and OS online and offline;
- Analyze campaigns' performance and relevance using usage statistics.

Touch screens for better communication

Touch screens are generating about 20x more attention than old-fashioned passive screens (30 sec vs 1.5 sec on average). It allows brands to communicate more effectively on their flagship products.

Touch screens also offer the best experience to the client who becomes an actor of his content consumption. He avoids advertising that do not match his needs and chose the offers that suit him the most.

Touch tablets are also a powerful sales tool for companies and sales persons that can offer customer personalized speeches tailored to their needs.

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