SMARTIFY Visitor Experience • SaaS Platform • Creative Studio

The Rise of Digital Visitor Guides

Welcome!

Thanos Kokkiniotis

CEO, Smartify

+15 years in Enterprise and B2C Tech.
Designed and led orgs of >150 people.
MBA from London Business School

About Smartify

Smartify is **leading the digital transformation of visitor experience in the world's most popular museums and heritage sites**.

Trusted by cultural organisations around the world, we entertain, enliven and enrich audiences.

700+
Collection partners

4.7 star
Average rating across app stores

6.2 m
Registered & contactable users

THE NATIONAL GALLERY

Smithsonian

V&A

ACROPOLIS MUSEUM

RA

NATURAL HISTORY MUSEUM

Philadelphia Museum of Art

belvedere

Historic Royal Palaces

Starting with the Conclusion

From audio guide...

SMARTIFY

.. to Digital Visitor Guide!

Impact

What do these places have in common?

Scripted linear → **Personalised**

Single sensory → **Multimedia & XR**

Passive interaction → **Participatory**

The results..

Net Promoter Score [0 to 10]

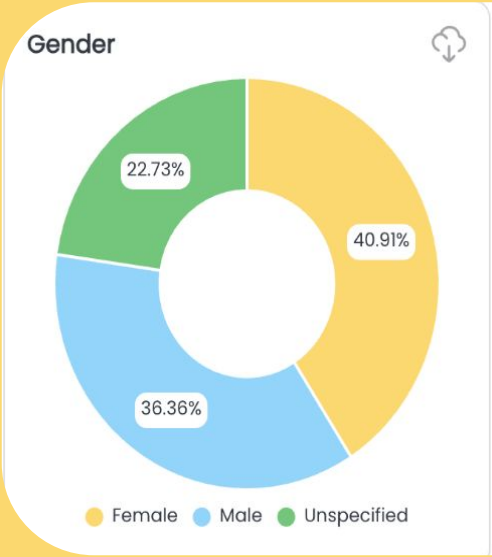
NPS 8.6

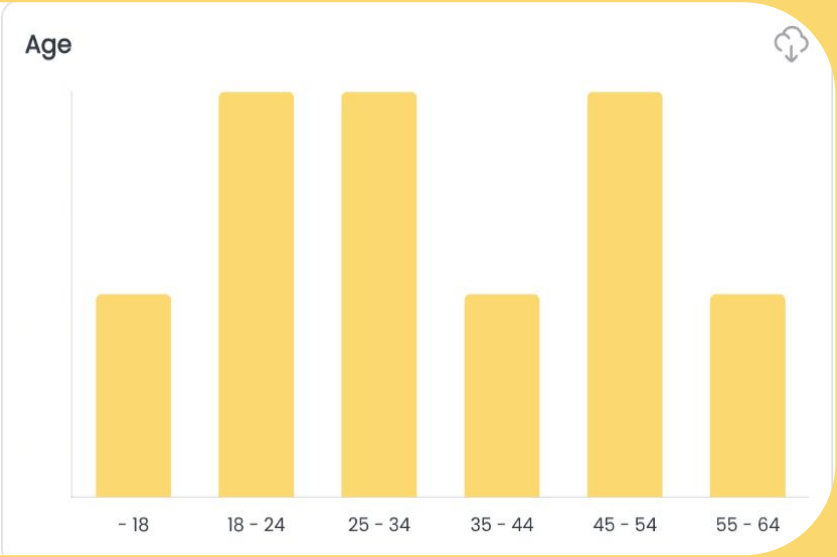
▲ 1% vs previous period

Satisfaction Rate %

97%

▲ 0% vs previous period





What made these places invest in such a digital transformation?

Visitor Expectations

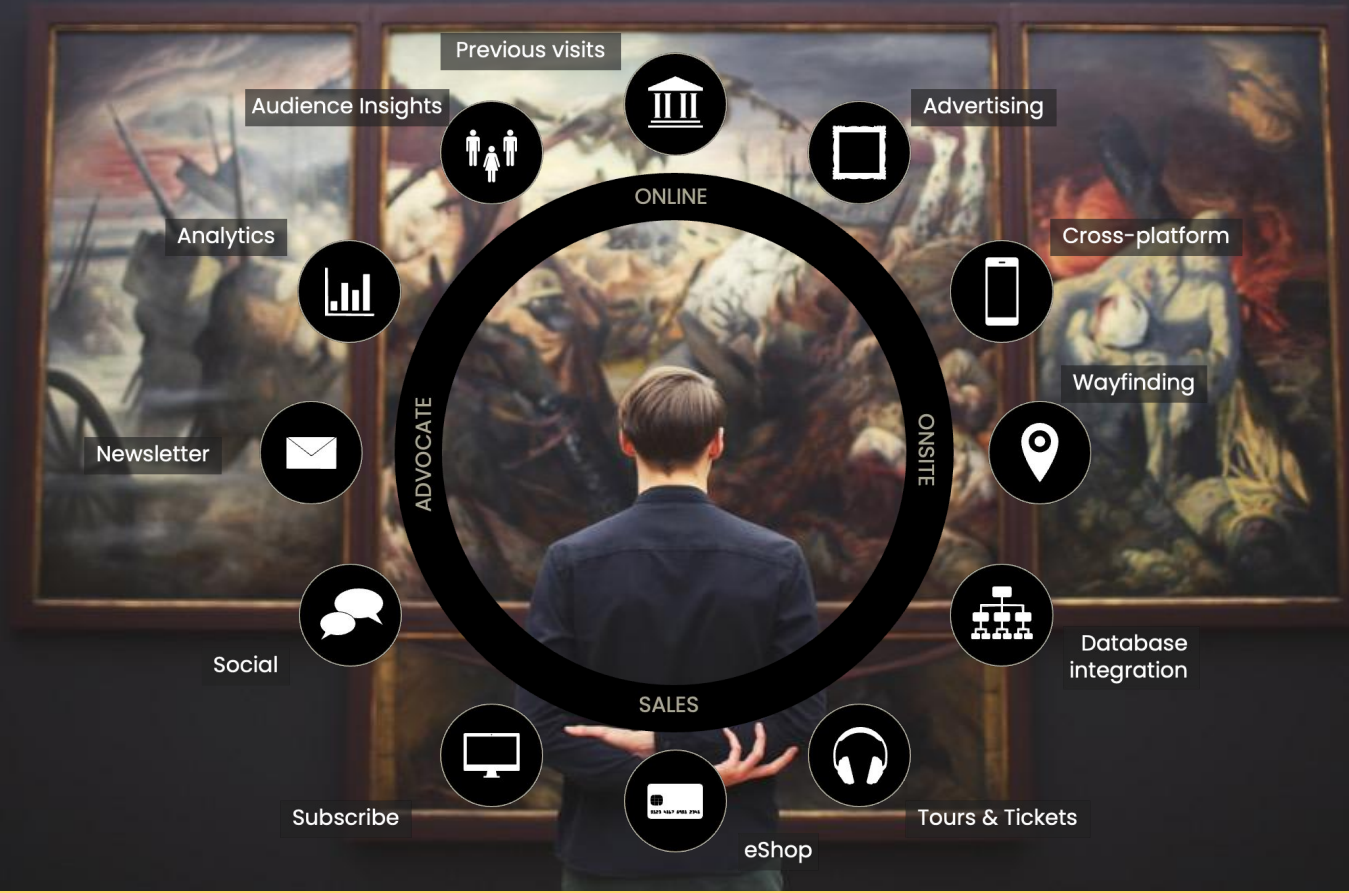
What visitors want..

Sources:

- British Museum Visitor Research and Evaluation Project, 2023
- AIM - Success Guide in Understanding your audiences, 2021
- ICOM - What visitors want, 2023

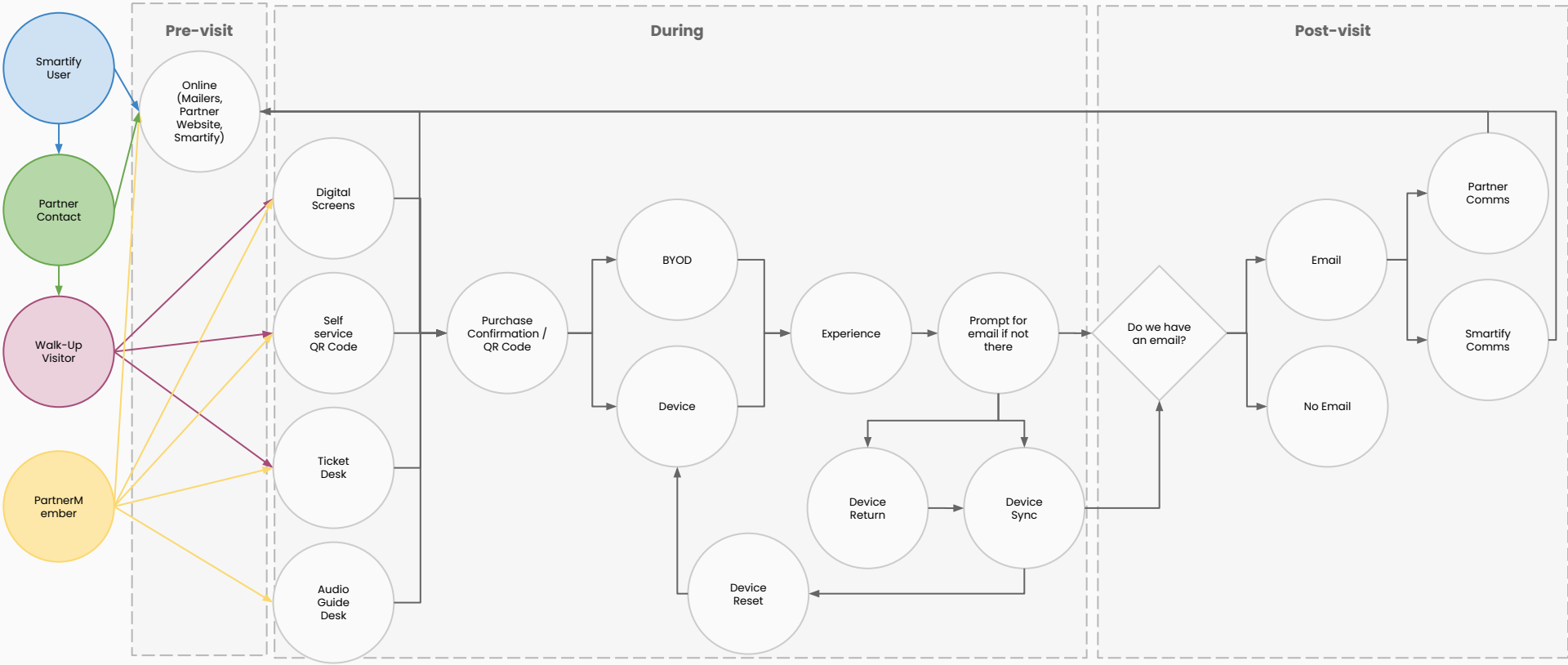
More Complex Business Models

What cultural attraction management sees..



Prepare for audible gasp

The operational reality



Better Tech IS here..

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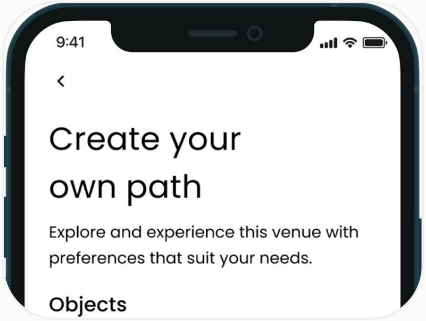
What's best in tech at the Moment



AI for User-Centric Experiences

Empowering your visitors to tell you what they are interested in, what they don't want to miss, and how much time they have.

AR for Dynamic Digital Storytelling

Relevant and specific uses for Augmented Reality experiences to bring to life historic scenes and characters.

Digital wayfinding and navigation

Enable a more carefree and accessible experience enabled by easy and intuitive navigation.

Where do we start?

Know your audience & your KPIs

Think Feel & Do

What do we want visitors to **think?**

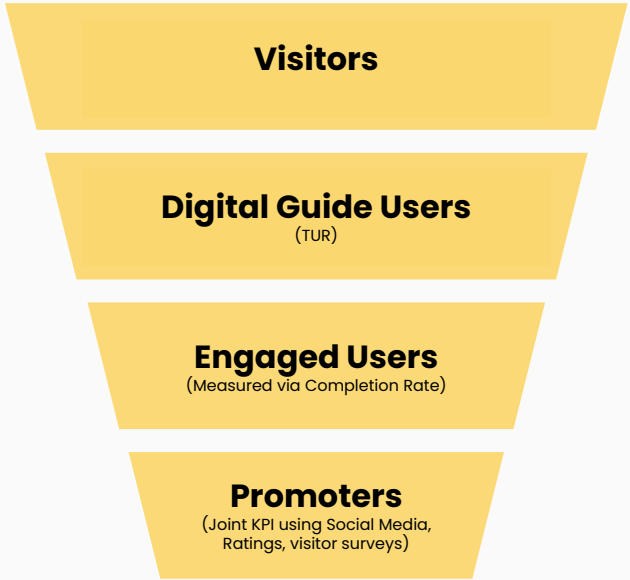
How do we want visitors to **feel?**

What do we want visitors to **do?**

KPIs

Digital tour guide effectiveness is measured as a **conversion funnel** that starts from visitors and goes all the way to completion rate. The conversion funnel revolves around the **three primary objectives** that indicate success of a digital experience:

- Take-up rate
- Completion rate
- Net Promoter Score



Bringing a DVG to life: Technology & Storytelling

Creating content that is modular and flexible

Modular Content

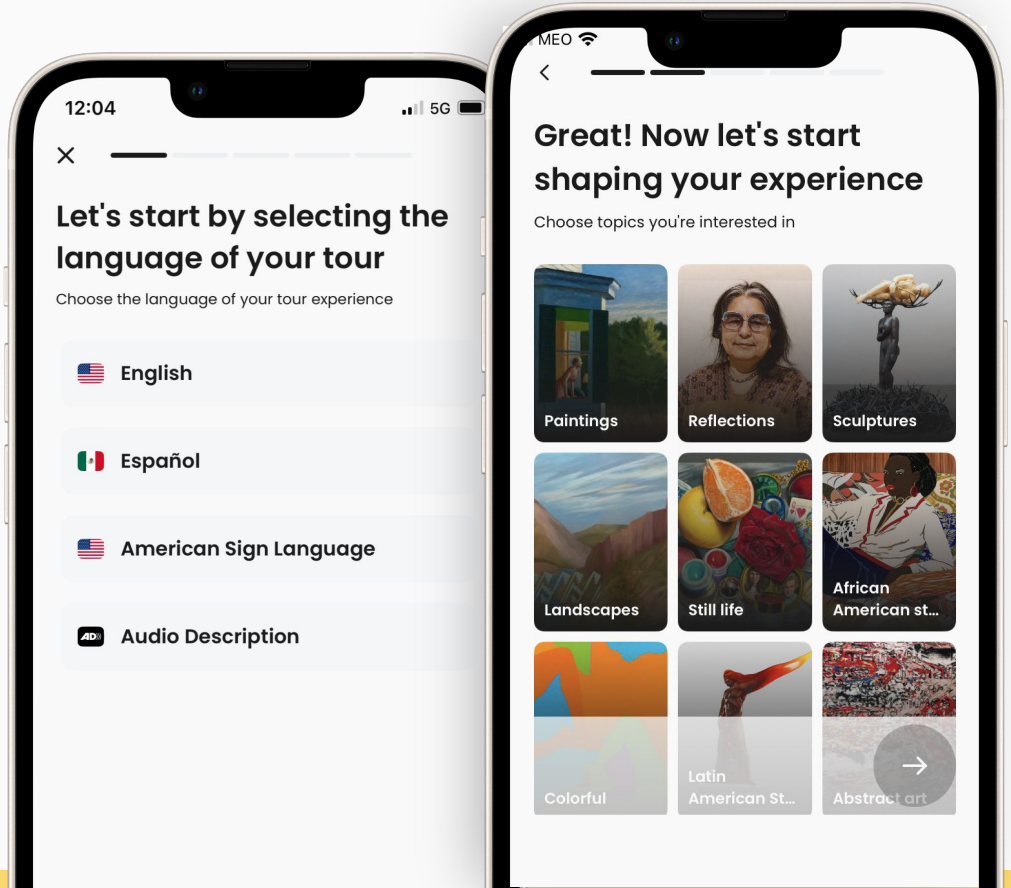
Visitors take full control of their experience.

Whether they access content through object recognition or curated audio tours, each stop is designed to be enjoyed as standalone as well as part of a whole.

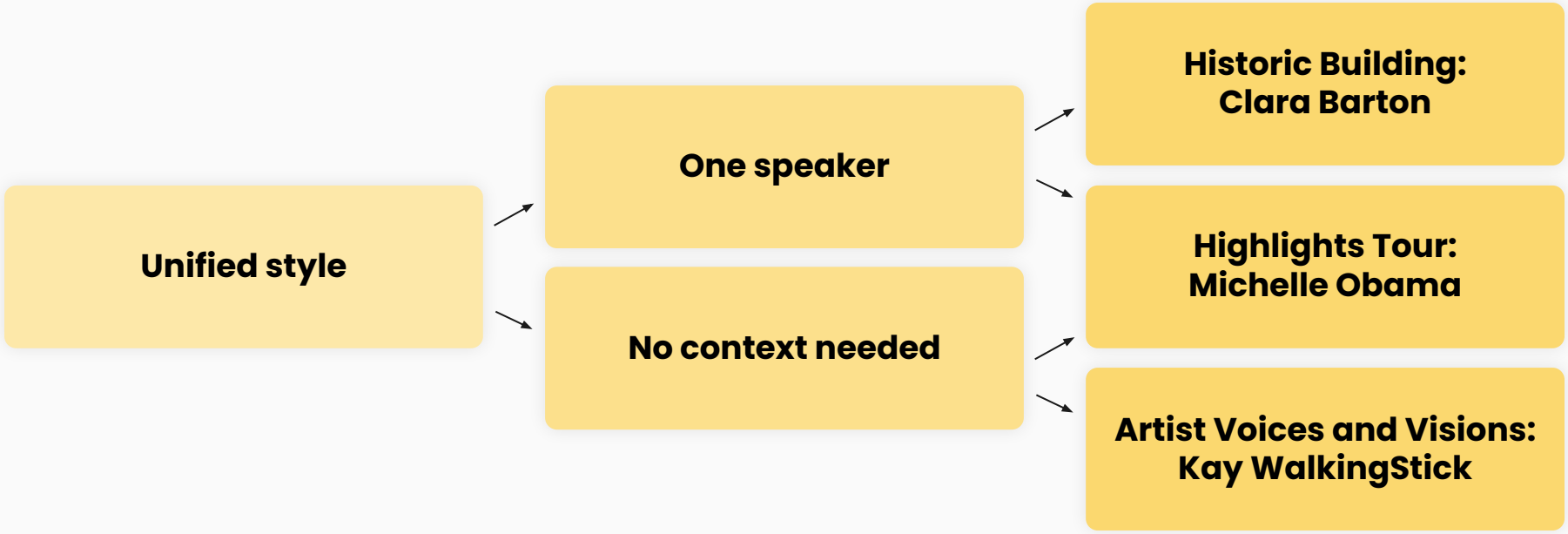
This means that visitors do not need to have listened to any other stops in the tour to enjoy the narrative content.

Modular Content

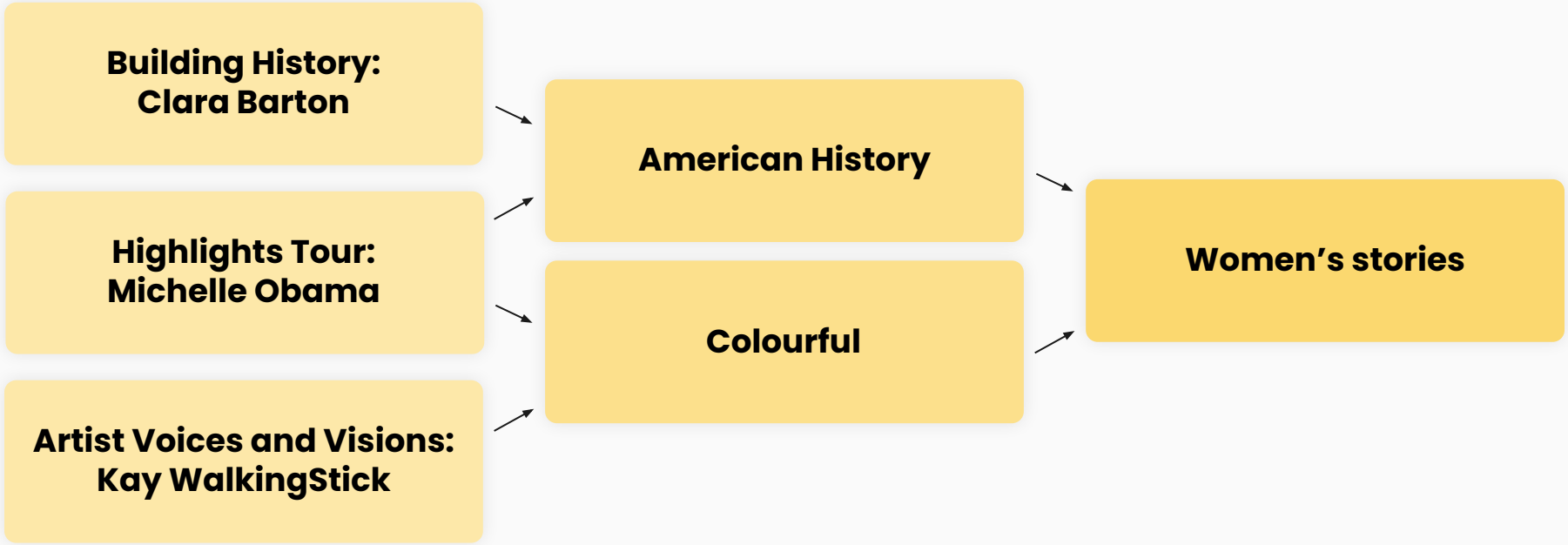
- Modular design
- Content tagging
- Increased visibility
- Using analytics
- Bringing it all together



Modular content creation



Content tagging



Community Based storytelling

Community based storytelling

- **Local communities**
- Families & Kids
- High Profile Voices

Spirit of the Highlands, 2022

Community based storytelling

- Local communities
- **Families & Kids**
- High Profile Voices

Smithsonian American Art Museum, 2023

Community based storytelling

- Local communities
- Families & Kids
- **High Profile Voices**

Royal Academy of Arts, 2024

The Technology

What visitors want..

Sources:

- British Museum Visitor Research and Evaluation Project, 2023
- AIM - Success Guide in Understanding your audiences, 2021
- ICOM - What visitors want, 2023

Accessible

Go cross-platform

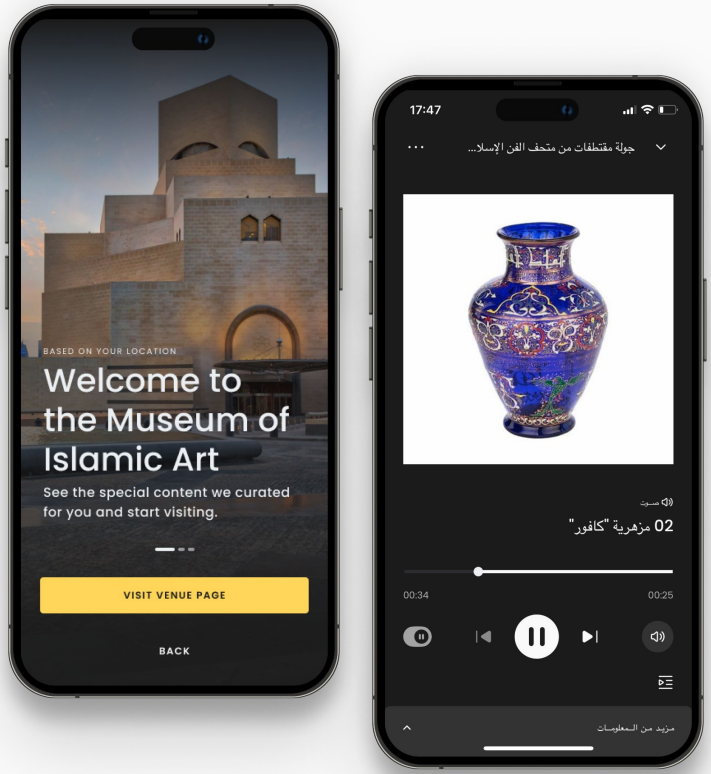
BYOD

Web App

Onsite Devices

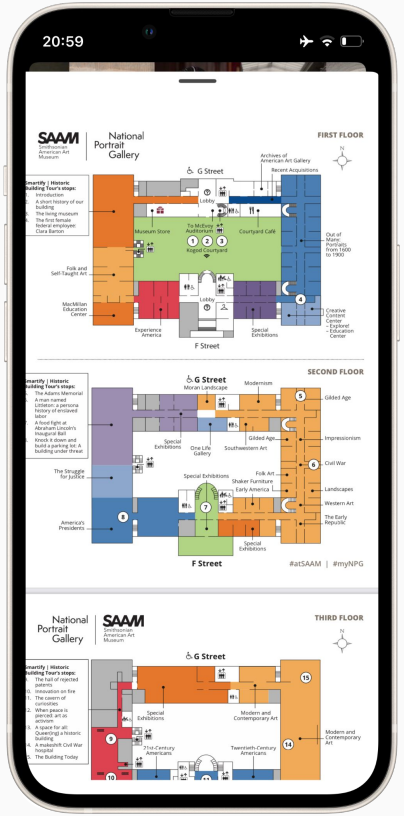
Prioritising Accessibility

- **Evergreen platform** with continuous improvements
- Ensuring the product conforms to enhanced accessibility **WCAG 2.2 AA/AAA** guidelines
- The extra mile:
  - Text to voice
  - Screen reader and induction loop friendly
  - AI translations
  - Interactive wayfinding with accessible routes

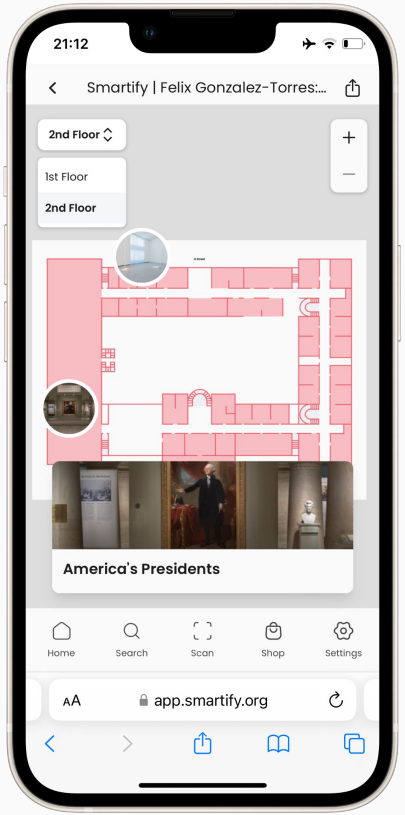


Easy to Navigate

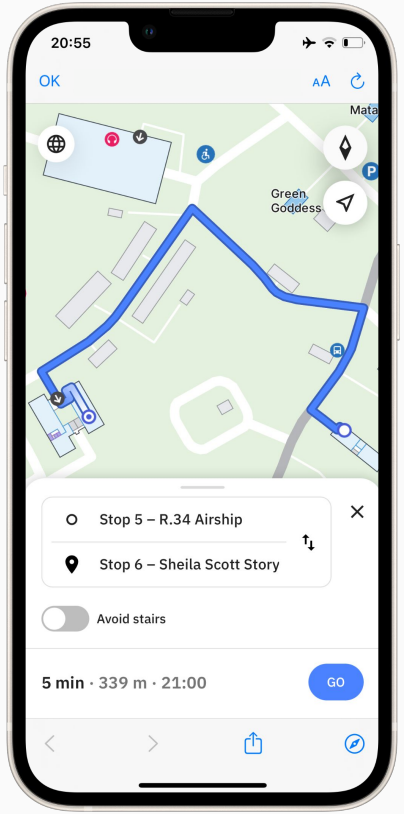
Easy to Navigate



Pdf maps



Clickable pdf maps

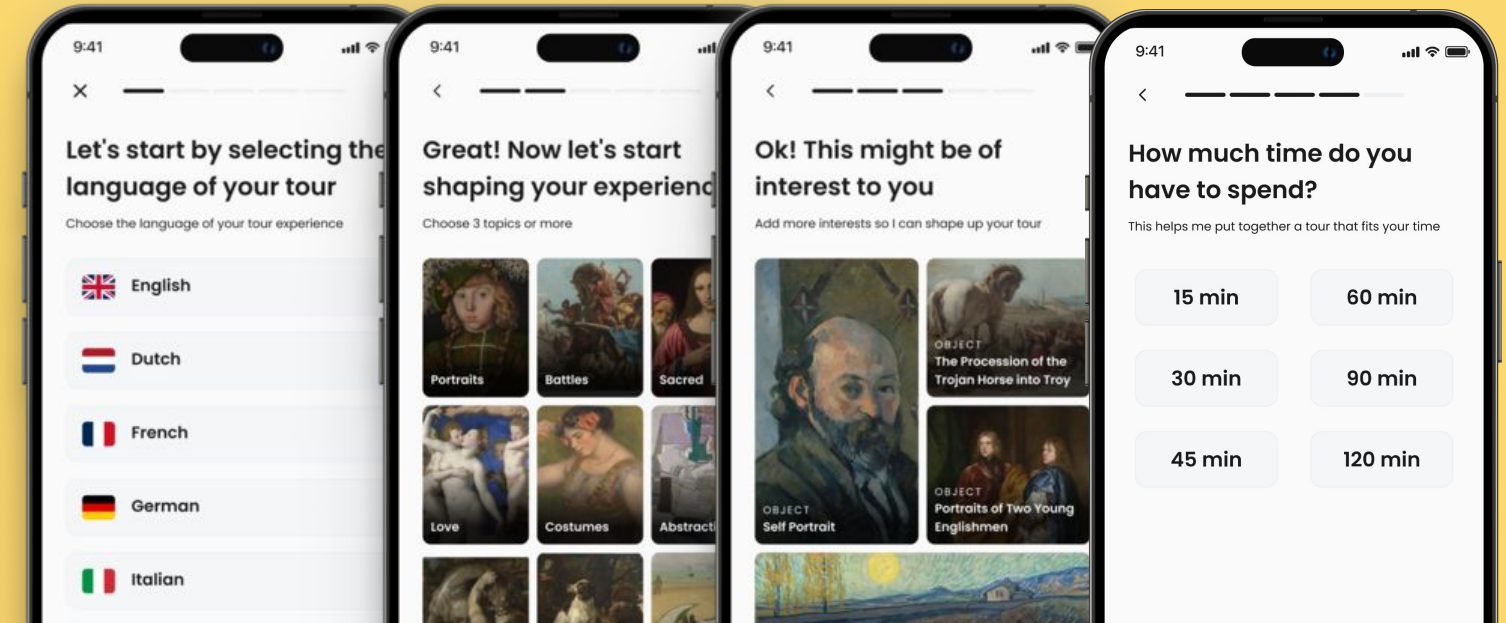


Interactive dot to dot navigation

Personalised Experience

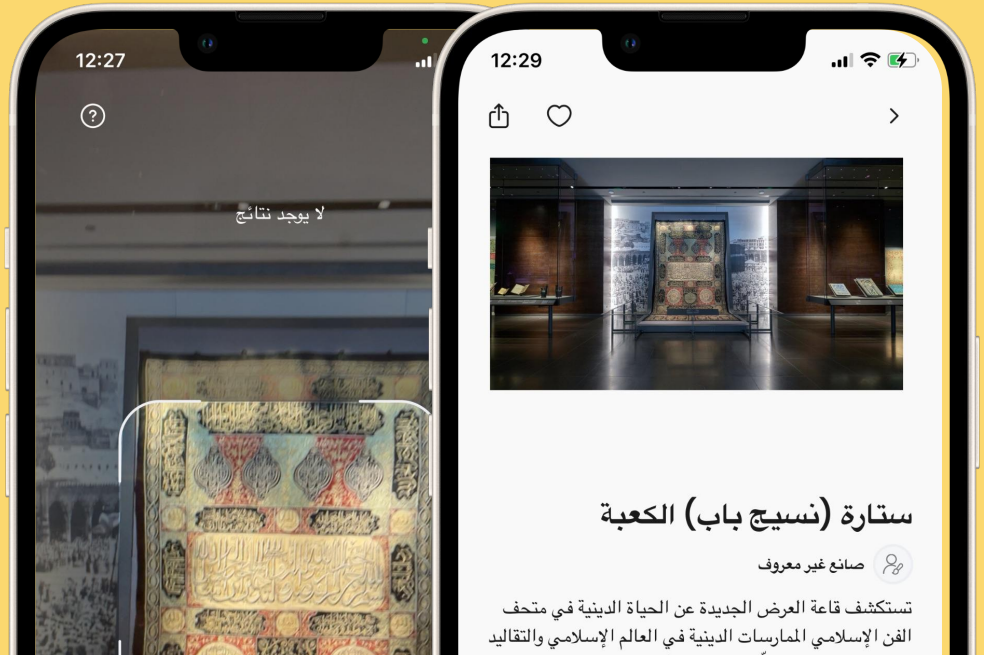
A.I. Powered Personalisation

Three simple clicks: tell us what you like, tell us who love and how much time you have available. Smartify's algorithm will then create a personalised experience: just for you.



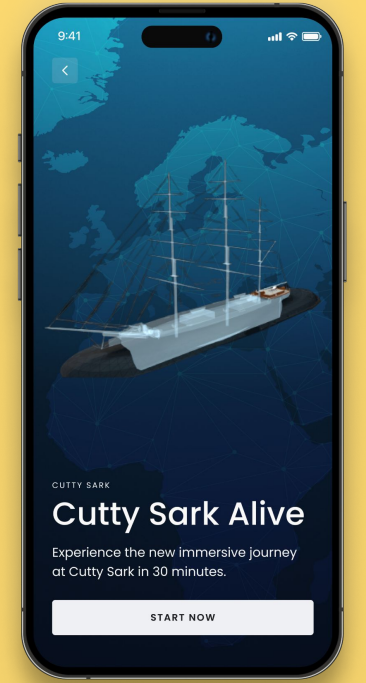
Object recognition

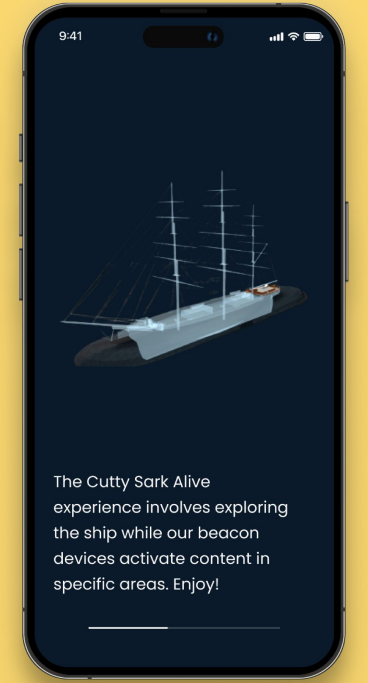
We will scan the entire permanent collection on the platform, so visitors can scan it on their phones. Fast and reliable; see what you like, scan it, add it to your own gallery, share it, engage with it.

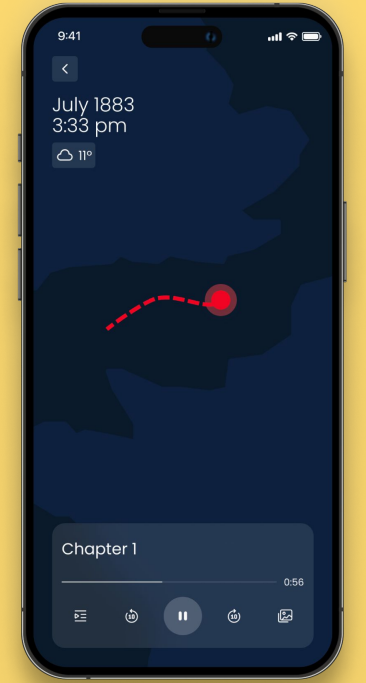


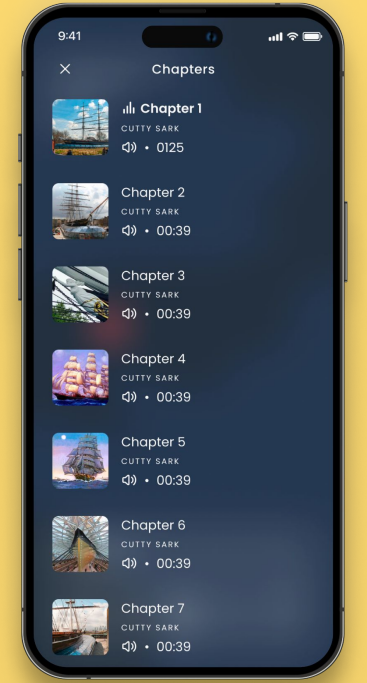
Location based-triggering

Smartify can integrate with a full diversity of solutions, including iBeacons and WiFi hotspots. This creates an enabler for truly unique visitor experiences.









Fun & Educational

Beyond audio: Tower Bridge AR archive photos

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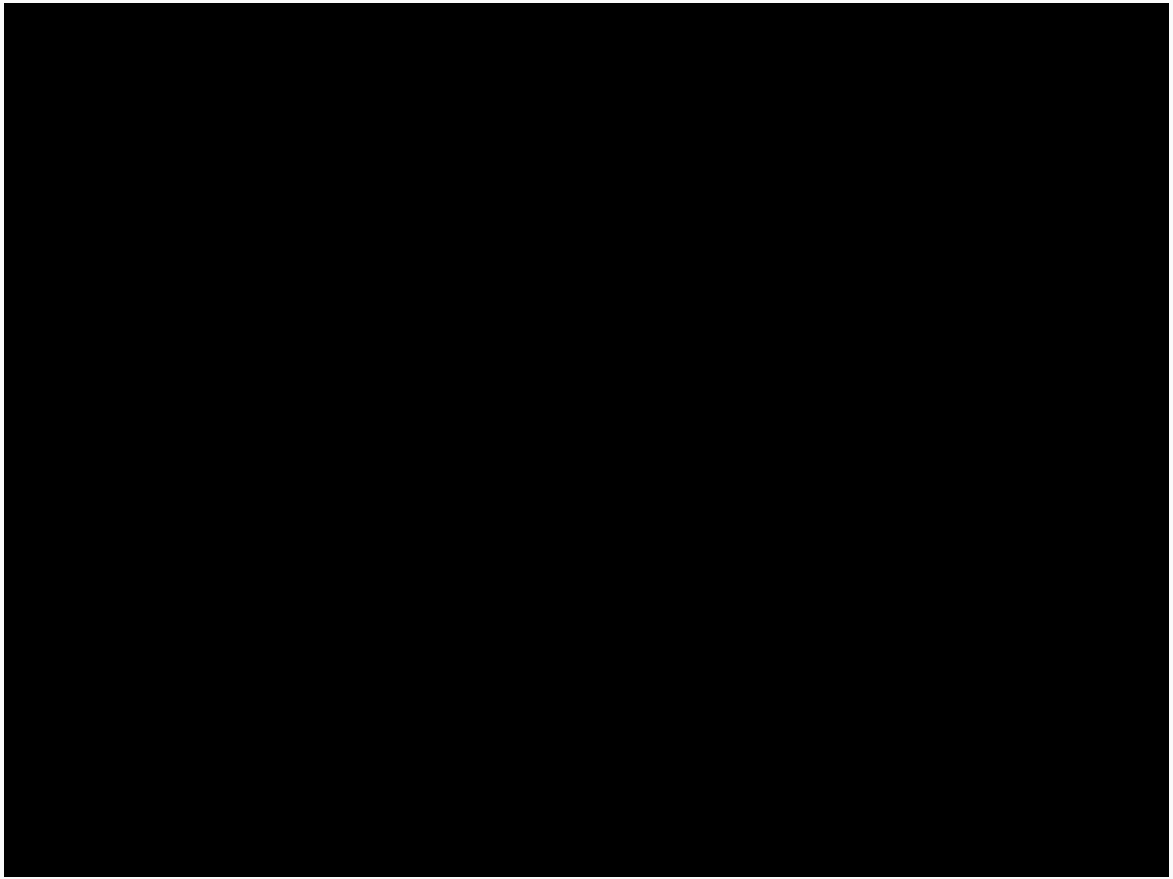


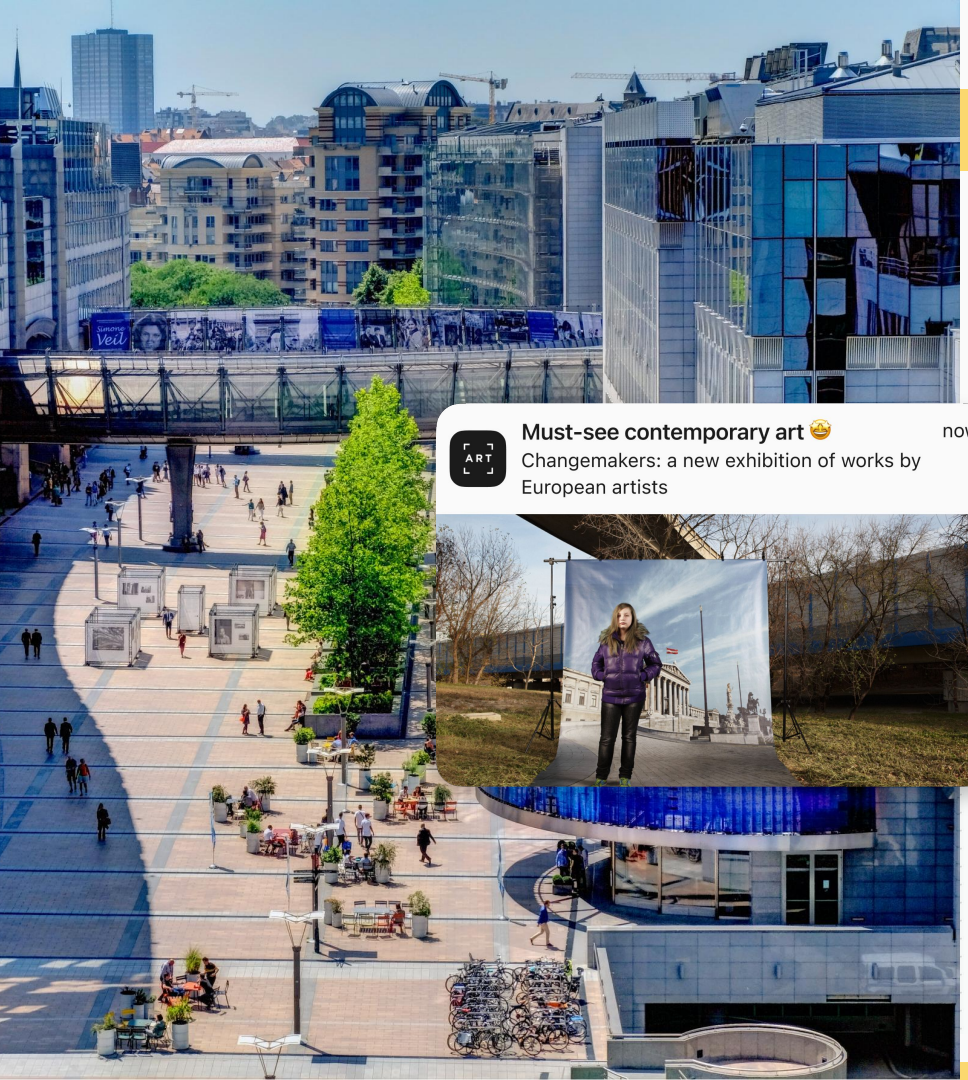
‘The Temple of Invention’ AR game for the Smithsonian American Art Museum

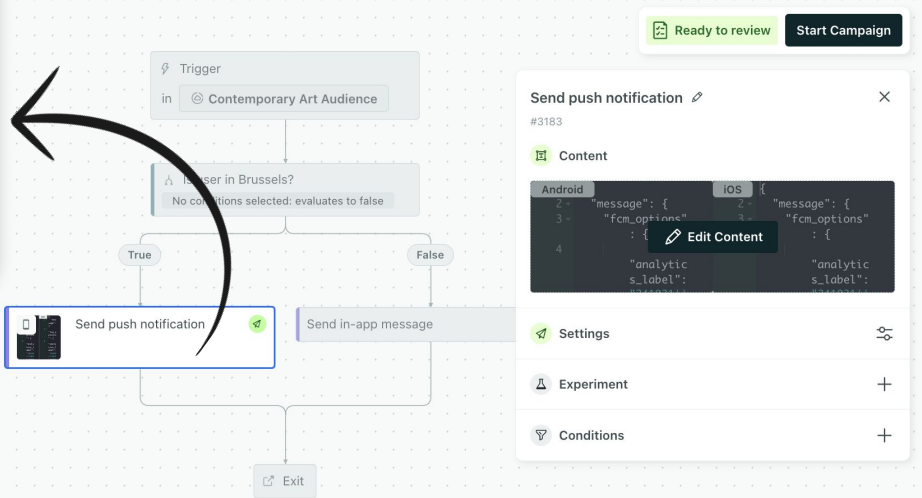
Stay Connected with Visitors

SMARTIFY

Interest/geo-based targeting

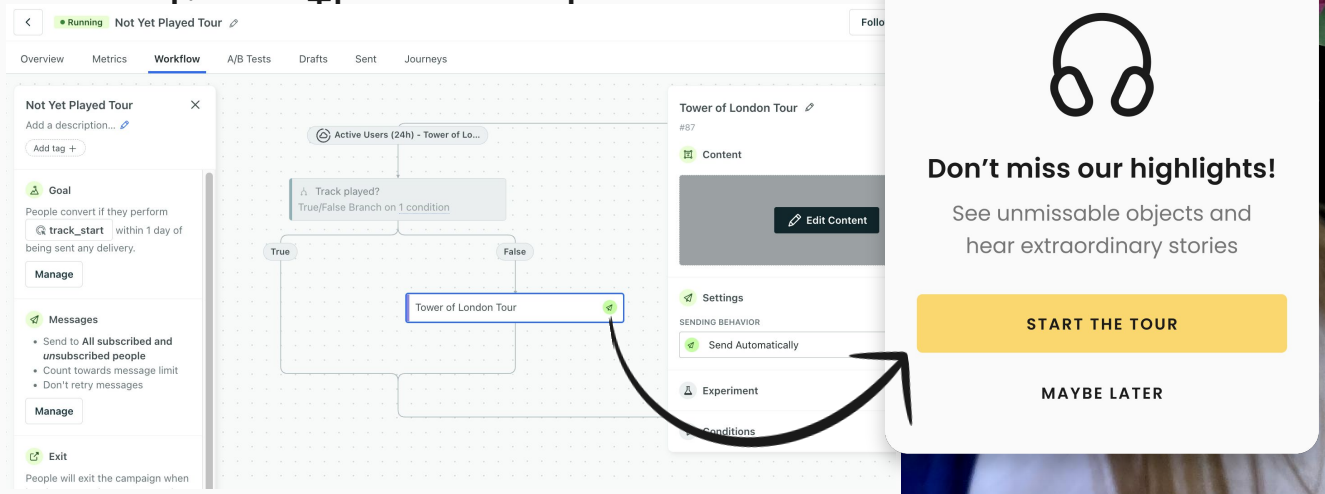
Organisations like the **European Parliament** use Smartify to **connect with audiences based on the artists they like** (e.g. fans of contemporary art) and their proximity to venues (e.g. tourists visiting Brussels or people living in the city).



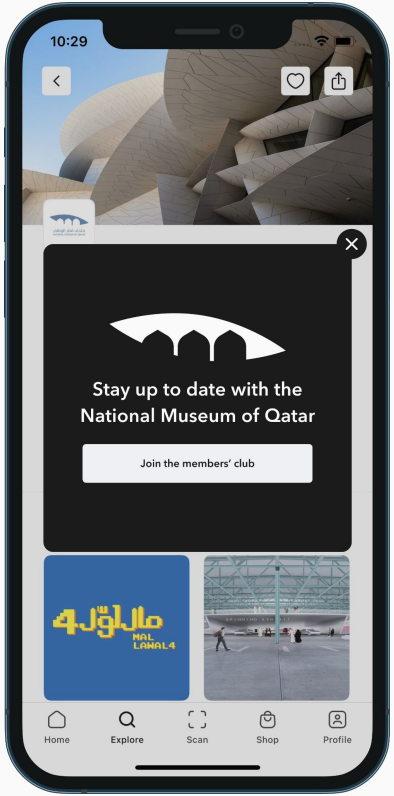


Automated in-visit messaging

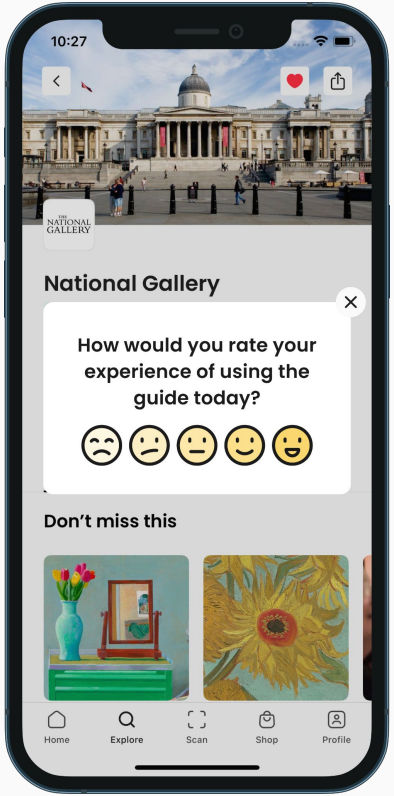
Organisations like Historic Royal Palaces use Smartify to **send important messages to onsite visitors**, such as room closures, tours starting soon or retail



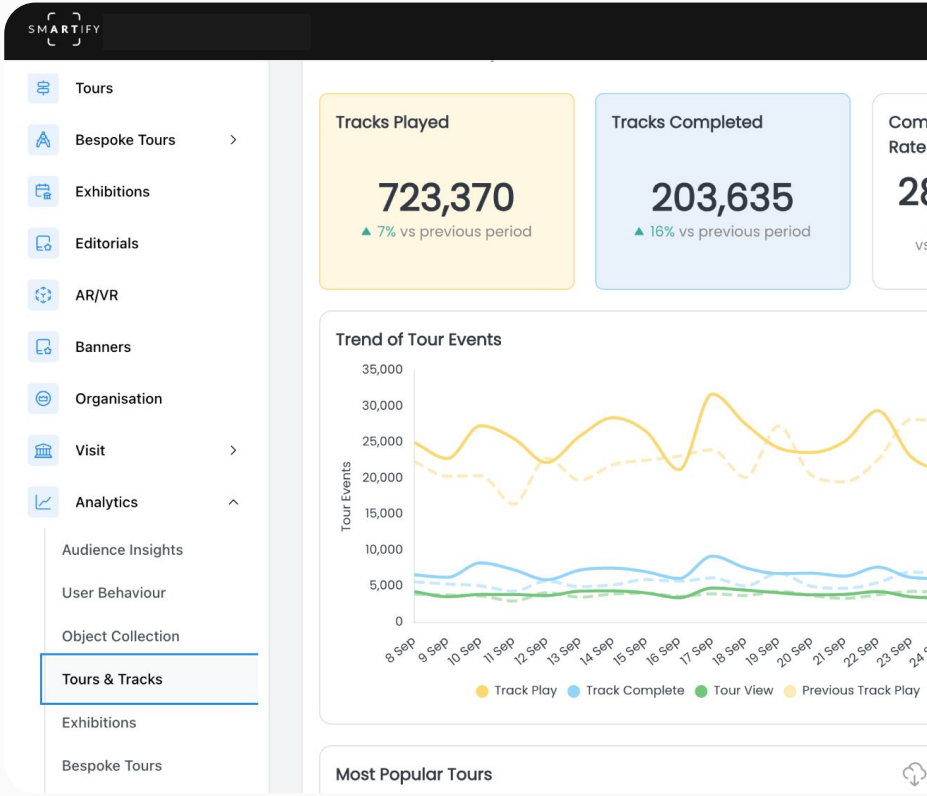
Visitor Surveys



Data capture



Surveys



Detailed analytics

Post-visit engagement

Our **post-visit mailer can be used to re-engage visitors after their visit** with a recap of everything they did during the day.

As well as the zones the explored, the objects they saw and the tours they played, it can **show shop items linked to their visit, invite them to sign up for your newsletter with our custom CTAs**, and give them a reason to return by promoting upcoming events or exhibitions.

SMARTIFY

UK Parliament

We hope you enjoyed your visit

Hi Sophia! Thanks for using Smartify at the Tower of London today. If you're interested in even more arts and culture, here are a couple of highlights to enjoy at home.

KEEP EXPLORING

Complete a tour your started

Highlights Audio Tour
UK PARLIAMENT
1h 30min

Some of the places you saw

Commons Chamber
HOUSE OF COMMONS

Westminster Hall
PALACE OF WESTMINSTER

Central Lobby
PALACE OF WESTMINSTER

CONTINUE EXPLORING

Keep in touch

Hear about all the ways you can visit UK Parliament in person or online. Sign up to a monthly roundup of tours and events, and the latest from the Parliament shop.

SIGN UP NOW

Souvenirs of your visit

Westminster Hall Heraldic Lion Cast
UK PARLIAMENT
£65.00

Suffragette Duck
UK PARLIAMENT
£8.00

Lion Tile China Mug
UK PARLIAMENT
£15.00

Big Ben 3D Wooden Puzzle
UK PARLIAMENT
£18.00

SHOP ALL ITEMS

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Registered Company Number 09903509.

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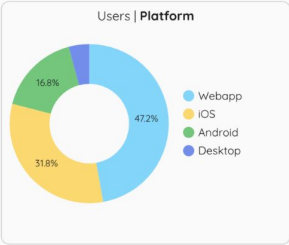
Measure, Learn & Improve

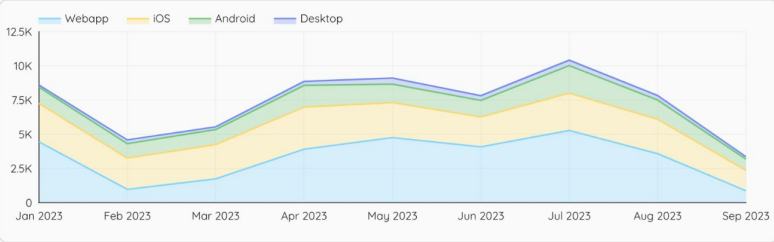
Use audience insights

- ARTWORK SCANNED
- ARTWORK FAVOURITED
- TOUR STARTED
- ARTWORK VIEWED
- PRODUCT VIEWED
- PRODUCT PURCHASED
- ADD TO CART
- VENUE VISITED
- TICKETS PURCHASED
- NEW CITY ENTERED

Analytics

Users	Total Objects Views	Total Object Scans	Total Tour Views
60,876	121,022	80,171	66,965
3.4% from previous year	users who saw objects: 25,961	users who scanned objects: 8,948	users who saw tours: 29,171





Top 10 Objects
by views and scans

	Object	Artist	Views	Scans
1.	Sunflowers	Vincent van Gogh	9,768	1,232
2.	The Water-Lily Pond	Claude Monet	3,666	827
3.	Portrait of Giovanni(?)...	Jan van Eyck	2,543	774
4.	The Virgin with the Inf...	Leonardo da Vinci	2,249	1,247
5.	Jean de Dinteville and...	Hans Holbein the You...	2,107	1,193
6.	The Umbrellas	Pierre-Auguste Renoir	1,937	647
7.	Van Gogh's Chair	Vincent van Gogh	1,871	602
8.	A Wheatfield, with Cy...	Vincent van Gogh	1,487	377
9.	Whistlejacket	George Stubbs	1,415	916
10.	The Execution of Lady...	Paul Delaroche	1,167	925

1 - 10 / 1768

Top 10 Tours
by views and track play

	Tour Name	Views	Play
1.	After Impressionism: Inventing Modern Art	34,454	264,844
2.	Saint Francis of Assisi	11,014	52,827
3.	The Credit Suisse Exhibition: Lucian Freud	10,140	53,654
4.	The story of British Art	6,572	8,448
5.	Fruits of the Spirit	4,774	11,497
6.	The Credit Suisse Exhibition: Frans Hals	4	0
7.	Dürer's Journeys	2	1
8.	Paintings that influenced David Bomberg	0	196
9.	The Credit Suisse Exhibition: Raphael	0	30

1 - 9 / 9

Top 10 Tracks
by track play and complete

	Track Name	Tour	Start	Complete
1.	Introduction	After Impressioni...	17,769	11,470
2.	Portrait of Ambroise V...	After Impressioni...	16,963	9,707
3.	Landscape with Ploug...	After Impressioni...	15,524	9,536
4.	Bathers	After Impressioni...	15,350	8,353
5.	Vision of the Sermon	After Impressioni...	14,433	8,290
6.	Setting Sun. Sardine Fi...	After Impressioni...	13,312	8,215
7.	Nevermore	After Impressioni...	13,192	7,757
8.	Portrait of Gustave Co...	After Impressioni...	11,764	7,077
9.	Portrait of Lugné-Poë	After Impressioni...	12,102	6,889
10.	The Talisman	After Impressioni...	13,363	6,788

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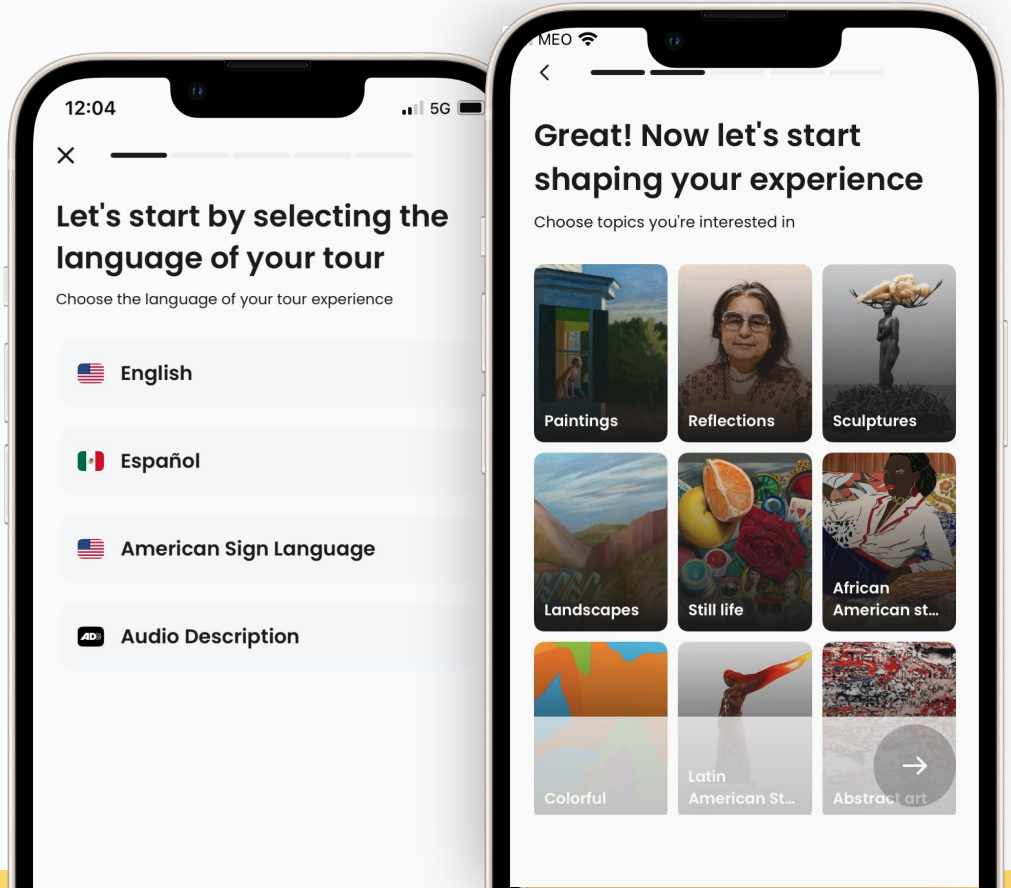
One final thing...

Smartify Social Value Programme

Eligibility criteria:

- Small to medium sized venues
- >50,000 visitors per year
- Free entry



Thank you!