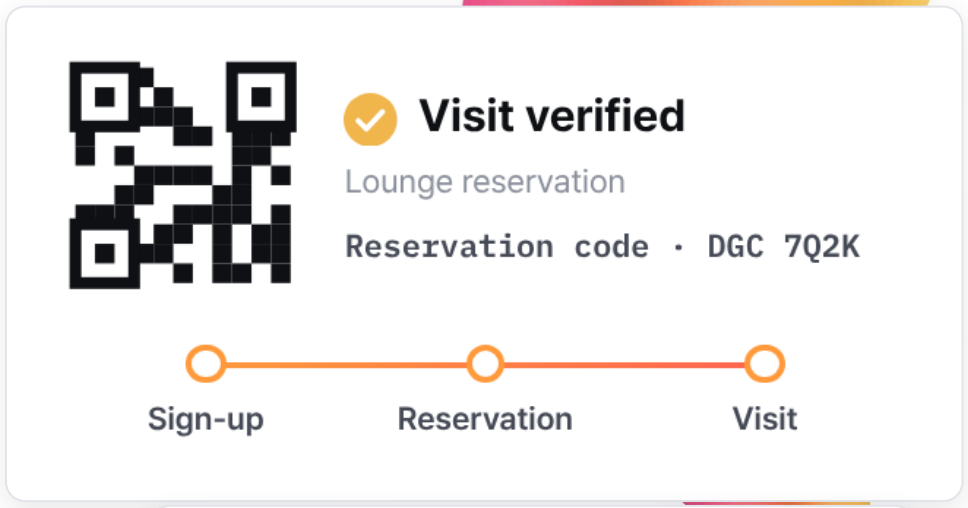
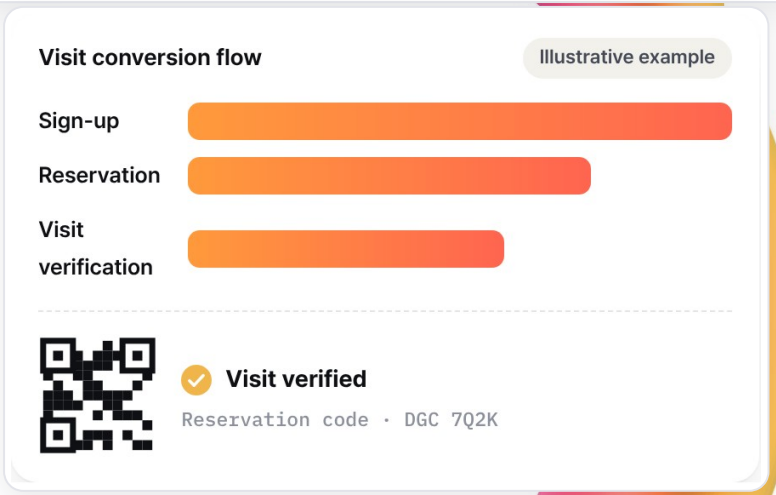
VisitProof Overview

VisitProof O2O Demand Gen Solution

Offline visits driven by online messages

AI agents find who will come and why,
and one system records every step from booking to visit.





VisitProof O2O Demand Gen at a Glance

Who uses it, what it does, what you get, and the principles it keeps.

For

Companies running stores, lounges and events, and brand activation agencies

What it does

AI agents find who will come and why, then drive visits with online messages

Unit

Per venue; permanent venues repeat in four-week rounds

What you get

Key messages per area · shorts per persona · visit reports by source

Two offerings and the principle

Visit Conversion Campaign

Discovery, local angle tests, short-form outreach and bookings

Reservation and Visit Verification System

Reservation codes, referral codes and QR record the source and the visit

Principle

Consent in the operator's name; no promised visit counts

Digicon **finds and brings the visitors**; the operator focuses on **the venue**.

The Visit Problem Visitors Revealed Only on Opening Day

Pop-ups multiply and run shorter, leaving no time to fix targets and messages mid-event.

3,077

Pop-ups in Korea, Jan to Nov 2025

Up 79.6% on the whole of 2024.

Wepick Letter, 2025-12-11

17.9 days

Average pop-up run, H1 2025

About a week shorter than 25.1 days the year before.

Byline Network, 2025-07-09

70%

Share of space in a KRW 100M pop-up budget example

Interior 50%, rent 20%.

Wepick Letter, 2025-11-20

76%

Lift in visits from consumers told in advance

Compared with consumers who were not told.

Zhang et al., Management Science 2019

Permanent venues share the problem

Stores and lounges that wait for passers-by have no way to test this month's reason to visit or to record how visitors arrived.

Most of the budget goes into space first; **who will come shows only on opening day**.

Pop-up counts are based on Popga listings. The 76% figure comes from a field experiment in China (Zhang et al., Management Science 2019).

Four Gaps Records That Cannot Explain a Visit

Target, message, metric and record are each cut off, so no one knows which message created the visit.

01 Targets from the plan

Who will come rests on area statistics and planning assumptions.

What VisitProof adds

Micro-personas confirmed by response

02 One line on a sign

The key message is reduced to one line of signage or POSM copy.

What VisitProof adds

A different reason to visit per persona

03 Clicks and reach

Online metrics say nothing about real visits.

What VisitProof adds

Visits confirmed per reservation code

04 Scattered records

Bookings, visits and consultations live in different places.

What VisitProof adds

One system from booking to return visit

The four gaps together leave **no record of which message created the visit**.

VisitProof The AI Agent Process Behind Each Visit

Agents run five layers from discovery to learning; people own venue operations and verdicts.

01 DISCOVER

VOC analysis agent

Builds 10+ micro-personas and a reason to visit for each from local reviews, communities and search terms.

Micro-persona map

02 TEST

Local angle test

Compares candidate messages with local ads in a 0.5 to 4 km radius, ranked by pre-set completed bookings.

Key message per area

03 REACH

AMS short-form

Only passing messages become shorts per persona and area, building interest and bookings before opening.

Shorts per persona

04 VISIT

Reservation and visit verification

Reservation codes, referral codes and QR tickets record the source; visits are confirmed on site.

Visit log by source

05 LEARN

Performance agent

Builds the weekly visit report and proposes budget shifts and the next round's reason to visit.

Weekly report · next hypothesis

People own

- **Venue planning and operations: operator or agency**
- **Adopt or reject verdicts signed by people**
- **Copy reviewed for compliance before posting**

↻ What layer 05 learns feeds layer 01 of the next round, so the reason to visit sharpens each round.

AI agents do the repeat work; people own the venue and **the verdict**.

Two Operating Modes Monthly Rounds and Countdown to Opening

Permanent venues repeat the same sequence each month; time-limited events are planned back from opening day.

Stores · lounges four-week rounds

1	**Choose**	Pick one reason to visit for this month
2	**Announce**	Local ads in a set radius, QR on daily routes, shorts
3	**Connect**	Every route leads to one reservation page
4	**Welcome**	Check the reservation number, then an on-site experience
5	**Record**	Everything from booking to return visit, automatically

5 → 1 The record picks next month's reason to visit

Time-limited events · pop-ups back from opening (D)

`D-60`	**Kickoff**	Persona and message hypotheses, test plan fixed
`D-60 → D-21`	**Local angle test**	Candidate messages compared per area
`D-21`	**Key message set**	Basis for signage, invitations and shorts
`D-21 → open`	**Pre-opening reach**	Shorts per persona; bookings and QR tickets
`Event days`	**Visit check**	On-site check and source logging
`30 days after`	**Spread · report**	Follow-up shorts and visit reports by channel

Permanent venues run **the same sequence each month**; events are planned **back from opening day**.

D = opening day. Venues with less than 60 days to opening only read the response to shorts and pass the result to the next venue as test candidates.

Local Angle Test A Different Reason to Visit per Area

The same hypotheses run in several areas at once; completed bookings decide each area's lead message.

- Same hypotheses, all areas
- Local ads, 0.5 to 4 km radius
- KPI: completed booking, preset
- Too few responses: hold

New-town dual-income area

Candidate copy 1

"Booking your child's university hospital visit? You don't have to do it alone."

Candidate copy 2

"Thirty minutes on your way home. Book ahead, skip the wait."

Near a university hospital

Candidate copy 1

"Your parents' hospital visits, handled together from the booking on."

Candidate copy 2

"All your supplements, checked for overlaps in one go."

Old downtown area

Candidate copy 1

"Stuck on an insurance claim in the app? We'll do it with you."

Candidate copy 2

"Come after closing up shop. Open until 8 pm on weekdays."

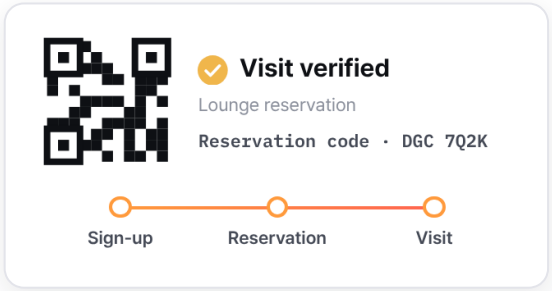
Even for one brand, **the reason to visit differs by area**.

Copy is an illustration for a consultation lounge, translated from Korean; it is not an actual campaign result.

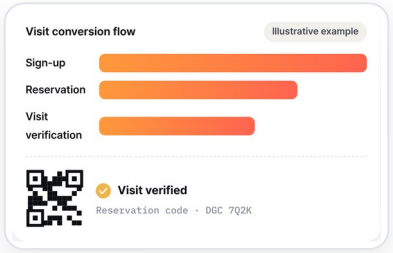
Reservation and Visit Verification System Three Screens

Customer, venue team and HQ each see one screen; the system connects the rest.

On-site visit verification (illustrative)



Sign-ups, bookings and visits by message (illustrative)



Customer · reservation page

Area → venue → date and time → interest. Each ad, QR and short carries its source; consent is taken in the operator's name.

Venue team · visit verification screen

One reservation-number check completes the visit; walk-ins without a booking are registered on site.

HQ · weekly visit report

Bookings and visits by venue, message and source, compiled automatically every Monday.

Sources recorded

Local ads | Shorts | QR | Referral codes | Dedicated numbers

The venue team does **one reservation-number check**; **the system** connects the rest.

Screens are illustrative; wording and layout are set with the operator before kickoff. Existing reservation pages and consultation systems are merged or connected depending on their setup.

Visit Record One Line That Sets the Next Round

Each visit is stored in five fields, and the same record serves operations, expansion and the next campaign.

When	Where	What they saw	How they came	What they did
Saturday, 2 pm hour	Lounge A	“30 minutes on the way home” short	Short · reservation code	Reservation → visit → return

Operations

Weekly visit flow shows signs of falling short weeks before the quarter ends.

Expansion

Visits by location, floor and reason guide the next venue and its first-month reason to visit.

Next campaign

Personas and messages that led to visits become the next round’s first hypotheses.

Not recorded

- Consultation, health and contract details
- Names and contacts kept separately
- Visit records linked only by random IDs

One line per visit builds the basis for **operations, expansion and the next campaign**.

Example values are illustrative. Customer data is collected in the operator’s name and processed by Digicon on its behalf.

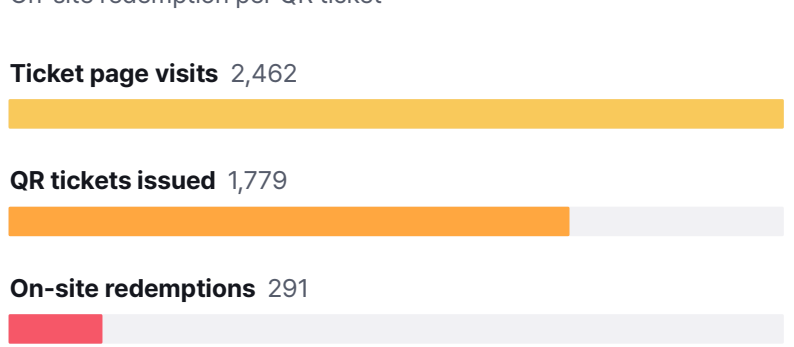
Binggrae Banana Milk Live Event in Vietnam

A campaign tracked ticket by ticket, from shorts to QR tickets to on-site redemption.

Challenge	What Digicon did, and the result
Jar and carton confused	624 AI creator and KOC shorts showed the jar and the carton together; 93% of surveyed visitors agreed it was clearly Korean
Online buzz cut off from the venue	1,779 QR tickets issued from shorts (target 1,000), leading to 291 on-site redemptions
Quality of participation	An on-site AI kiosk and a 2,718-person survey: taste rated 4.62 of 5, firm purchase intent 57.8%

16.4%

On-site redemption per QR ticket



Recording participation **per ticket started from a short** lets you report where visits came from.

Binggrae Banana Milk Vietnam campaign final report (2025-12-19). 16.4% = 291 redemptions ÷ 1,779 QR tickets. 6.5M short views; 78 on-site social posts (target 50).

Cases Lounges, brand activations, live events

Different venues, one flow: sign-up, booking, visit check.



Lounge

Boheom Anolza lounge visit campaign

- Geo-targeted ads and short-form
- Lounge sign-up and booking
- Visit check by reservation code

Agency partnership

Brand activation

Pre-launch acquisition for pop-ups

- Agency runs the site
- Digicon validates messages pre-launch
- Online demand and visit records



Live event

Live event campaign in Vietnam

- AI and local creator short-form
- QR tickets
- On-site AI kiosk and event

All three start with **an online message** and end with **a verified visit**.

Client figures are shared only within client consent. Brand activations run with an agency partner, not named here.

Roles The Venue for Operators, Visit Conversion for Digicon

The operator or agency owns customer relations and the venue; Digicon finds and brings the visitors.

Area	Operator · agency	Digicon
Customer relations · contract	Prime contractor · single contact	Direct contract, or partner to the agency
Venue planning · build · operations	Owns	Not involved
Reason-to-visit candidates	Proposes and confirms	Adds purchase hypotheses
Message test · media · analysis	Approves plan · reviews interim report	Owns
Short-form production	Approves direction	Owns
Reservation and visit verification system	On-site check	Build · operate · maintain
Consent and customer data	Consent in the operator's name	Processes on the operator's behalf
Reporting	Reports to brand and HQ	Weekly visit report by source

Operators and agencies run the venue; **Digicon** finds and brings the visitors.

When working with an agency, the agency sets the contract and brand contact path; Digicon does not contact the brand around the agency.

Principles What We Do and Do Not Do

Creating visits stays within the standards the operator has set.

We do

- Consent is taken in the operator's name; Digicon processes data on its behalf
- Customer data is stored per local law, with access logs
- Benefits and services are offered to every visitor on the same terms
- Copy passes the operator's compliance review before posting

We do not

- Entrusted customer data is never used beyond the operator's work
- Consultation, health and contract details are never stored
- No promised visit counts such as "N visits a month guaranteed"
- No purchase or sign-up required to receive a benefit

Creating visits stays **within the operator's standards**.

How to start

Start with one venue

Agreed before kickoff

- Venue and target area
- Candidate reasons to visit
- Consent owner and reservation method
- A four-week first round with weekly reports

What the first round delivers

- Key messages per area
- Shorts per persona
- Reservation and visit verification system
- Weekly visit report by source
- Proposed reason to visit for the next round

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Digital Growth Intelligence Continuum

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