

Yes. Looking across your **737 total interactions** and the uploaded InfoComm lead files, there are some clear patterns emerging.

Executive Summary

Your audience is primarily:

1. **Restaurant and Foodservice Operators** (largest group)
2. **Retail Chains and Multi-Location Operators**
3. **Digital Signage Integrators and AV Companies**
4. **Healthcare and Enterprise Buyers**
5. **Technology Manufacturers and OEMs**

This validates the strategy of positioning KMA and KioskIndustry at the intersection of:

- Self-Service
- Digital Signage
- Restaurant Technology
- Edge AI
- Interactive Displays
- Managed Services

Audience Breakdown

1. Restaurant Industry (Largest Segment)

The email click activity is dominated by restaurant companies.

Major Companies Engaging

- Chick-fil-A
- Cracker Barrel
- Peet's Coffee
- Kura Sushi
- Flanigan's
- Runza
- Golden Krust
- BF Companies
- Doherty Enterprises (Applebee's/Panera franchisee)

These companies generated substantial click activity from the Email Octopus and Mailchimp campaigns.

What They Care About

- Self-order kiosks
- Voice AI ordering
- Digital menu boards
- Drive-thru technology
- Loyalty integration
- Restaurant automation

2. Retail Chains

Engagement from:

- Best Buy Direct
- Destination XL
- Boot Barn
- Orvis
- Ollie's Bargain Outlet

This group is increasingly looking at:

- Self-checkout
 - Endless aisle
 - Interactive displays
 - Loss prevention
 - Computer vision
 - AI customer engagement
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3. Healthcare

Several healthcare organizations appeared:

- PIH Health
- Ochsner Health

Healthcare continues to be a strong opportunity because of:

- Patient check-in
- Digital wayfinding
- Section 504 accessibility

- Identity verification
 - Remote registration
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4. AV and Digital Signage Community

The InfoComm portal leads include companies such as:

- TouchSource
- Eos Lightmedia
- Five 9's Communications
- Vantron
- Faytech
- Avideolink
- Coast to Coast Computers
- BrandPoint Services

These are exactly the kinds of companies likely to become:

- KMA members
 - Content partners
 - Directory participants
 - Research buyers
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5. International Interest

Portal leads came from:

- United States
- South Korea
- Brazil
- China

Examples:

- KSYS (Korea)
- CST Global (Brazil)
- Faytech (China)

This supports continuing investment in:

- KioskAsia.org
 - KioskEurope.org
 - International standards coverage
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Decision-Making Authority

From the BuyerConnect data:

Purchase Authority

- **15 Authorizers**
- **9 Influencers**
- **7 Recommenders**

Approximately:

Role	Percent
Final Decision Makers	48%
Influencers	29%
Recommenders	23%

This is extremely strong.

Almost half of the leads can directly approve purchases.

Job Functions

The largest job categories were:

1. Business Development / Sales
2. IT Management
3. AV Management
4. Engineering
5. Executive Leadership

This suggests your audience is highly technical and strategic rather than simply marketing professionals.

What Technologies Interested Them?

The solution interests heavily clustered around:

- Digital Signage
- Touchscreens
- Interactive Displays
- Media Players
- Content Management
- Video Collaboration
- Remote Management

This aligns perfectly with:

- Kiosks
 - Self-Service
 - Digital Signage
 - Edge AI
 - Managed Services
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Strategic Conclusions

Tier 1 Opportunities

Restaurant Technology

Estimated share: **40-45%**

Topics:

- Self-order
 - Voice AI
 - Digital menu boards
 - Drive-thru
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Retail Self-Service

Estimated share: **20-25%**

Topics:

- Self-checkout
 - Endless aisle
 - Loss prevention
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Digital Signage & AV

Estimated share: **20%**

Topics:

- Interactive displays
- CMS

- Wayfinding
 - Corporate communications
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Healthcare

Estimated share: **10%**

Topics:

- Patient registration
 - Accessibility
 - Identity management
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Recommended Follow-Up Campaigns

Campaign #1

2026 Restaurant Technology Outlook

Audience:

- Chick-fil-A
- Cracker Barrel
- Peet's
- Kura

- Franchise operators
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Campaign #2

Edge AI for Self-Service

Audience:

- Integrators
 - AV companies
 - OEMs
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Campaign #3

Accessibility and Section 504 Compliance

Audience:

- Healthcare
 - Government
 - Education
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Campaign #4

Interactive Digital Signage Buyers Guide

Audience:

- TouchSource
 - Eos Lightmedia
 - AV integrators
 - Enterprise buyers
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My Take

InfoComm generated a very high-quality audience for you.

The show wasn't just AV people.

It produced exactly the cross-over audience you've been targeting:

Restaurant + Retail + Digital Signage + Self-Service + AI.

That intersection is where Kiosk Industry Group and KMA have a differentiated position and where your future membership and report sales are likely to come from.

The portal leads and booth scans also suggest that a "**Self-Service and Interactive Experience**" track at future InfoComms could become a significant growth area for KMA.