

Connected Retail – Smart Advertising

Precision marketing for in-store
smart advertising



minsoit

An Indra company

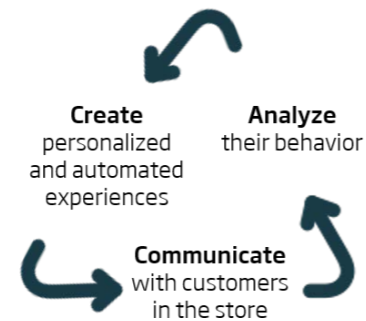
Connected Retail – Smart Advertising

Empowering the achievement of retailers' marketing plan in their physical stores

The gap between the store and the digital world

The Retail industry is facing the challenge of being able to **manage the store sales funnel** as if it were an e-commerce business and eliminating **the silos of customer information** between the digital business and the in-store business.

Retailers maintain their focus on **boosting sales** and improving the **customer experience** through:



A digital ecosystem for customers

Minsait, through its ecosystem of partners, has created a suite of smart advertising solutions that allows us to respond the needs of a retailer in terms of:

Digital Signage

Create extra impact by serving your customers engaging and responsive content:

- Trigger unique content based on visitor behavior; enhance interaction and participation in the point of sales. We help the retailer to impact their prospects with the right message at the right time

Advanced Analytics Solution

Going to market with a smarter approach:

- **Sales Analytics:** Analyze what sells better and when
- **Video Analytics:** Use anonymous facial detection to learn about your customers and the effectiveness of your content
- **Audience Analytics:** Learn from your customers' behavior

In-Store AI

Designed to maximize commercial effectiveness & cost efficiency:

- **Improve customer engagement:** Our solution suite analyzes an array of content to determine and automatically select what works best at any given location and time
- **Enhance employee efficiency:** Through machine learning, we are able to analyze what happened in the store in the past and offer insight to employees via video, SMS or email

Customer Surveys Feedback

Customer satisfaction surveys to collect the customer's opinion at the decisive moment:

- Measure customer product or service experiences by surveying customers enriched with survey participant demographics

Enhancing the retail industry

The deployment of Minsait's value proposition for Smart Advertising provides retailers with:

Greater knowledge of the customer:

- Collection of demographic data
- Capture of customer behavior in the store

Improved customer experience:

- Capture the customer's attention ...
- ... with promotional messages customized for their needs
- Employees with clear instructions on how to improve the NPS of the store

Increased revenues:

- Increased sales in the store, by optimizing promotional activity
- Increased promotional revenue from vendors



Our solution provides the retail industry with

Customer data collection

Demography, in-store behavior... etc.

(+)10-15%

improvement in customer satisfaction

(+)15-20%

improvement in net sales

Source: Internal analysis and projects under way.

Mark Making the way forward

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