

Innovative Phygital solutions to get customer insights and transform your store

About Phygital Smart Retail:

Minsait provides a new approach to marketing strategies in retail spaces with its **Smart Retail** solution, a series of phygital tools that help you communicate with your clients, analyze the customer journey and develop automated & personalized experiences.

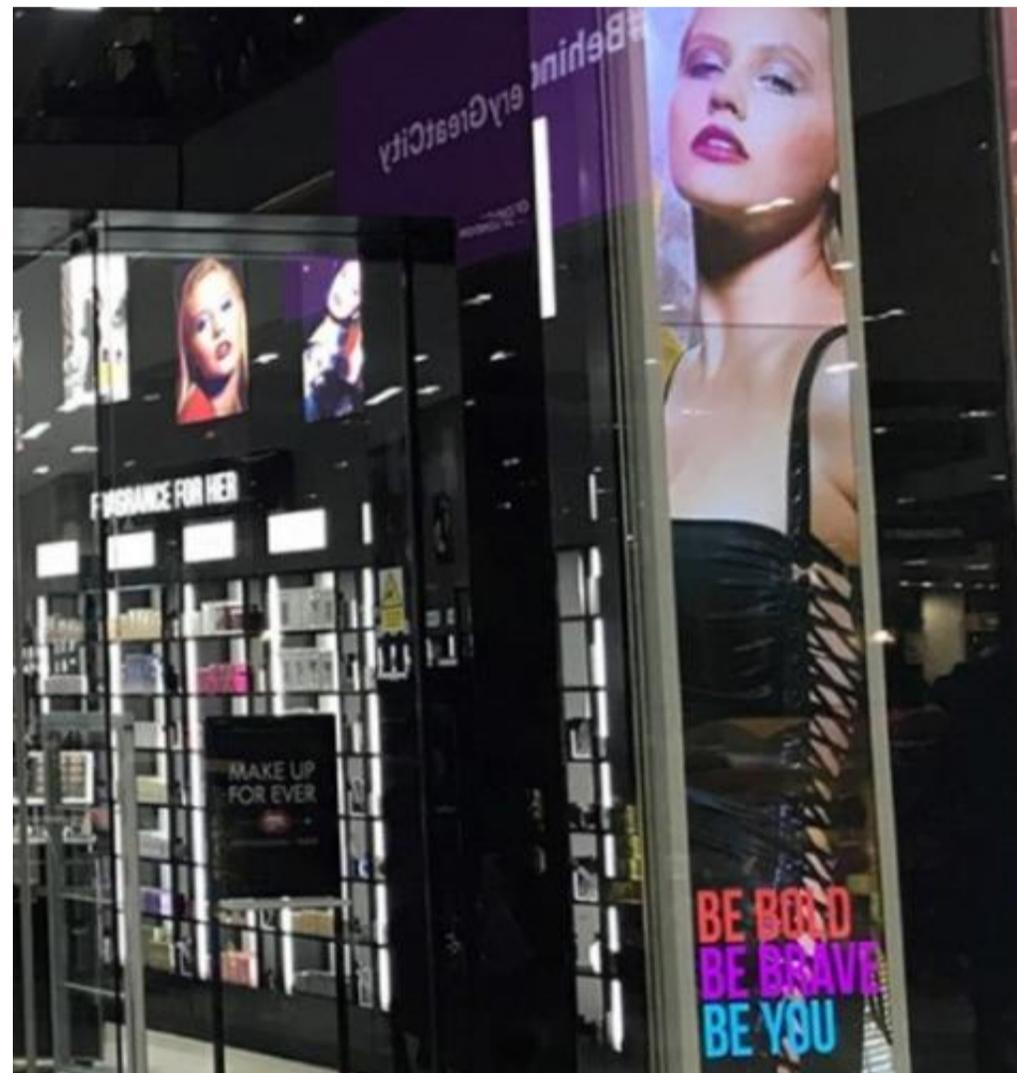
What we offer

Understanding the customer behavior is one of the challenges at the point of sale to capture a greater share of wallet and to keep it attractive to them.

Through our Phygital Smart Retail solution, the customer segment is identified at the point of sale, analyzing their behavior and understanding their preferences. This advanced information about the consumer allows you to activate relevant promotional content and price-product personalization about your business.

With Phygital Smart Retail solution, increase promotional sales thanks to the value of the data generated in the store. Boosting sales, optimizing operational processes and improving the customer experience.

Enhancing the digitization of your point of sale



What our customers are saying

“Smart Retail gives us a better understanding of our audience, allowing us to segment our customers and show them what they want to see when they want to see it. It also allows us to know which campaigns have the best results.”

– Pello Meaurio, Director de Customer Experience, Avoris
- B the travel brand



Inspired creativity, content, and experiences

— Know your customers

Successful retail starts and ends with the customer. It really is a simple value equation—no customers means no sales. Customers expect more today than they ever have before and these expectations are growing. In today's modern retail environment, customer obsession must be the number one priority. Truly knowing your customer starts with connecting your data sources and unlocking the power that lives within your customer data.



— Key stats: Increase sales and improve the user experience through the Phygital Smart Retail

30%

30% increasement of sales in point of sale using Phygital Smart Retail solution

Source: Experience and measurements from Minsait projects

90.5%

90.5% of retail transactions still happen inside a store.

Source: "Why most shoppers still choose brick-and-mortar stores over e-commerce," Sandy Skrovan, Retail Dive, 2017.

78%

78% said personally relevant content from brands increases their purchase intent.

Source: "The Personalization Imperative for Content Marketing," Marketing Insider Group, 2016.