



Breakthrough **AI** for customer data monetization.

3 months to data-driven profits.



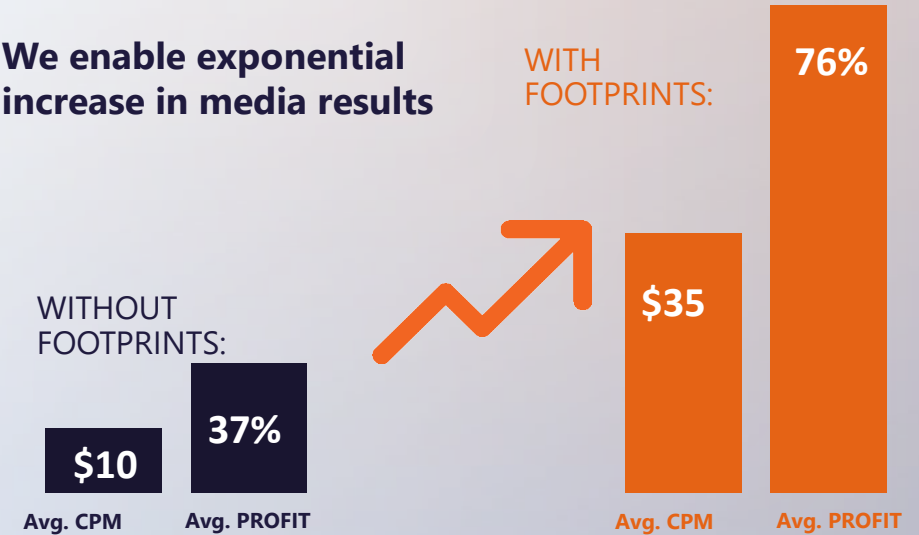
Footprints AI enables physical retailers to monetize on customer data



Accelerate data-driven profits from Retail Media.
 Understand, predict and influence
 all your physical customer behavior data.

25 Mn. > **\$135 Mn.**
CUSTOMERS IN OUR DATABASE **POTENTIAL MEDIA VALUE OF ALL CUSTOMERS**

We enable exponential increase in media results



Footprints AI works for multiple business objectives

Business Objective >

Increase Frequency

Increase Value

Increase Convenience

Accelerate Expansion

Customer Value >

Recommend optimal time to shop

Recommend alternatives to daily items & bundles

Recommend smarter complete shopping lists

Better quality of life with less costs for more communities

Business Process >

Predict hourly traffic & target the undecided

Discover new consumer trends in hyperlocal

Discover hyperlocal shopper patterns

Discover new profitable audiences in new geographies

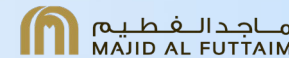
Achieving true customer knowledge and predictability requires understanding visitors' needs, wants, habits, and desires in the surrounding community and in relation to your locations.

Our portfolio includes international retail brands & strategic co-sell partnerships.

Our current portfolio:

+15

more retailers & retail properties




Our tech partnerships:



Your physical retail is facing strong challenges




Tech-centric retail models are capturing market share at accelerated rate.



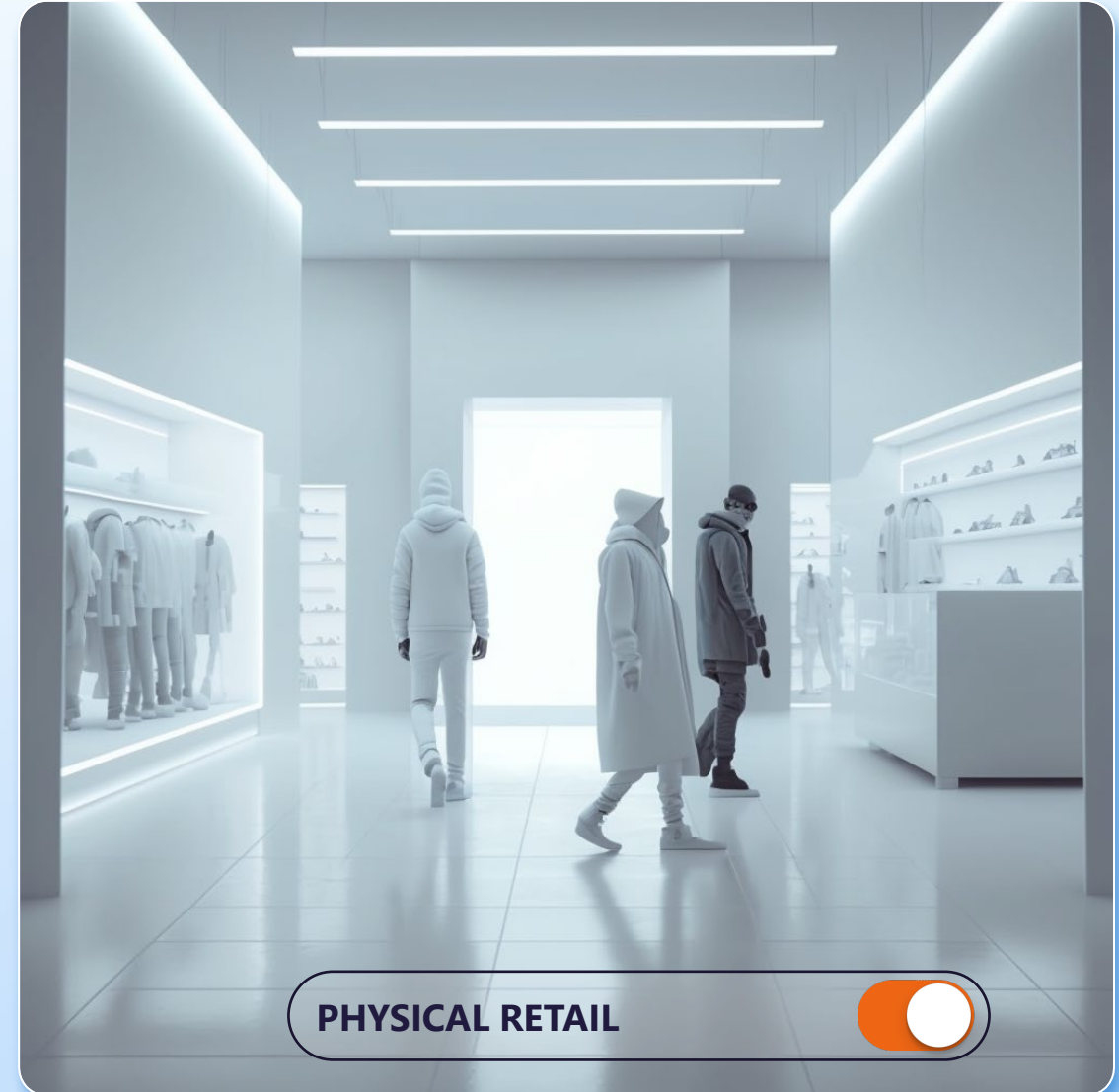
Ever-increasing customer expectations regarding convenience.



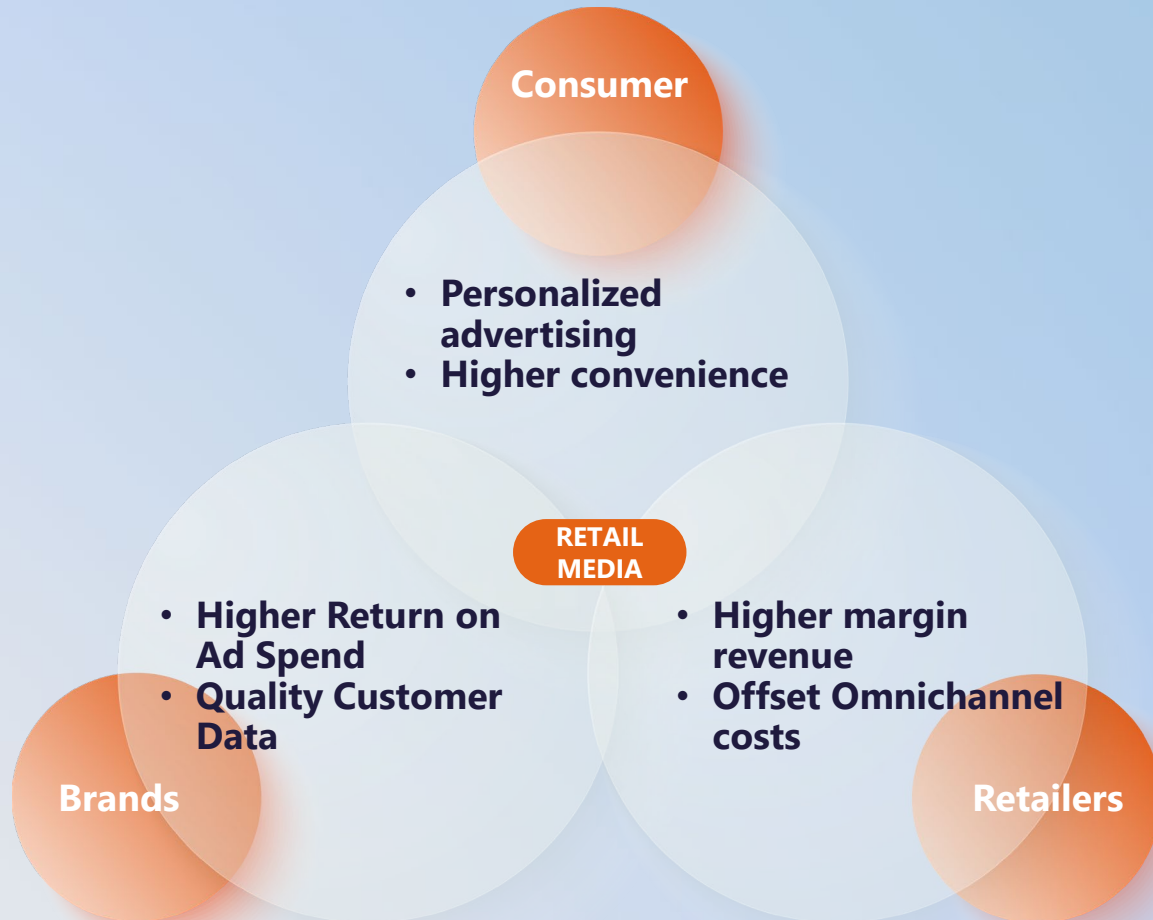
Low data quality for actionable insights & media investment.



Lack of attribution for sales & customer acquisition.



Retail Media is the solution to your retail challenges



Consumer ↔ Brands

- Meet the consumer closer to the point of purchase
- Build awareness and drive conversion
- Improve relevance and targeting -> ROAS & Share of Voice

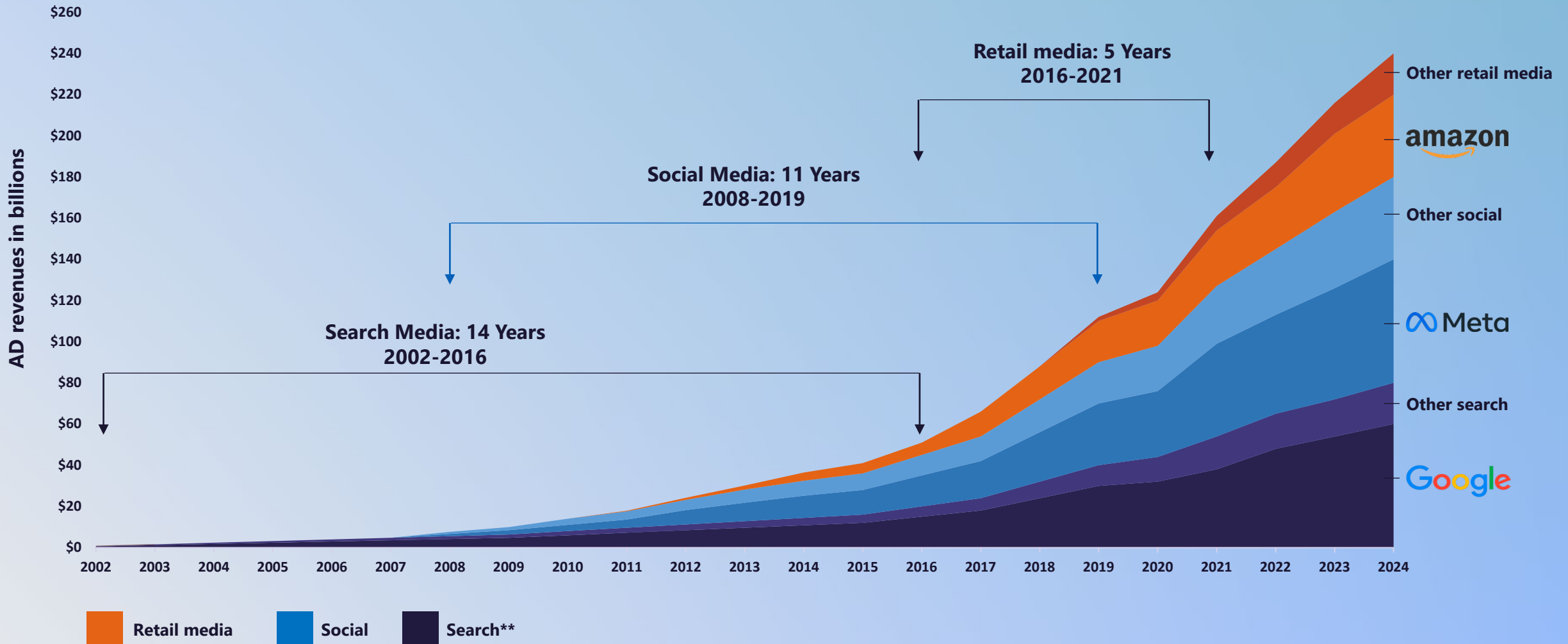
Consumer ↔ Retailer

- Share consumer & category data & insights
- Develop joint strategies to drive share & category growth
- Create shared tech/capabilities north star vision & roadmap

Retailer ↔ Brands

- Target key competitors
- Cross-sell in different ways you cannot in-store
- Up-sell and guide consumer to category-building actions

The 3rd wave of Digital Advertising: \$1.3 Trillion by 2025



**Source: Insider Intelligence, eMarketer

Your physical retail will power the future of Retail Media

- **85% of monetizable retail data is captive in physical stores**
- **In-store data can power predictive targeting based on shopping behavior**
- **Retail media will outgrow search and social media by using a true omnichannel profile of customers**

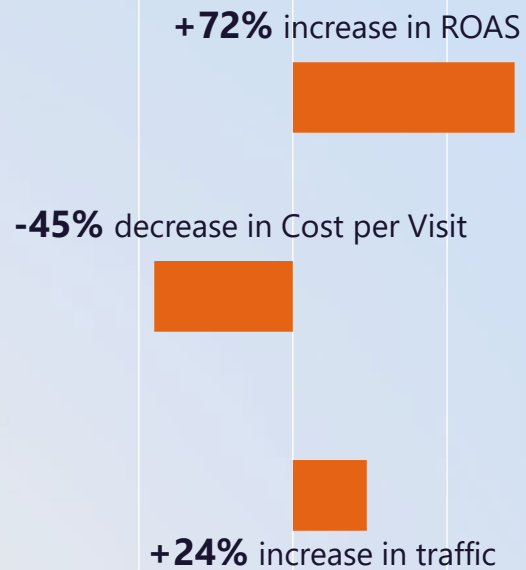


Case studies

McDonald's (OMD Media) helps mall shoppers find the right burger in the right shopping moment.



Results in the first 3 months:



Decreasing Cost per Visit for Mall of the Emirates traffic with predictive audiences.



Results in the first 3 months:



Driving increased efficiency and profitability for INGKA, the real estate company behind IKEA.



Results in the first 3 months:



How it works



Our technology collects physical & digital customer behavioral data for 100% of customers.



What they want?
Who they are?
What they do?
What they need?

Our AI understands behavioral patterns and it knows the profile of customers behind.



Our AI technology predicts the shopping behavior for the next 30-days:

Visits
Searches
Purchases



Future R&D

Digital twin of a customer technology to allow predictive simulations to influence individual shoppers.

**Get customer
behavior data**

**Acquire
knowledge**

**Predict
behaviors**

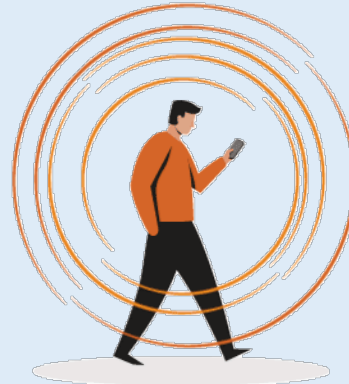
**Simulate &
stipulate**

How it works for the physical behavior

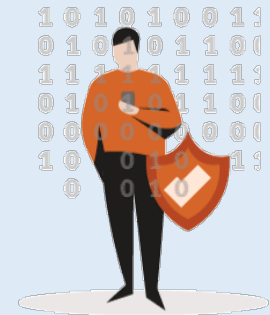
**“Tell me where you are,
and I’ll tell you what you want.”**



**Collect anonymous
visit behavior data
via ambient
connectivity &
mobile sensors.**

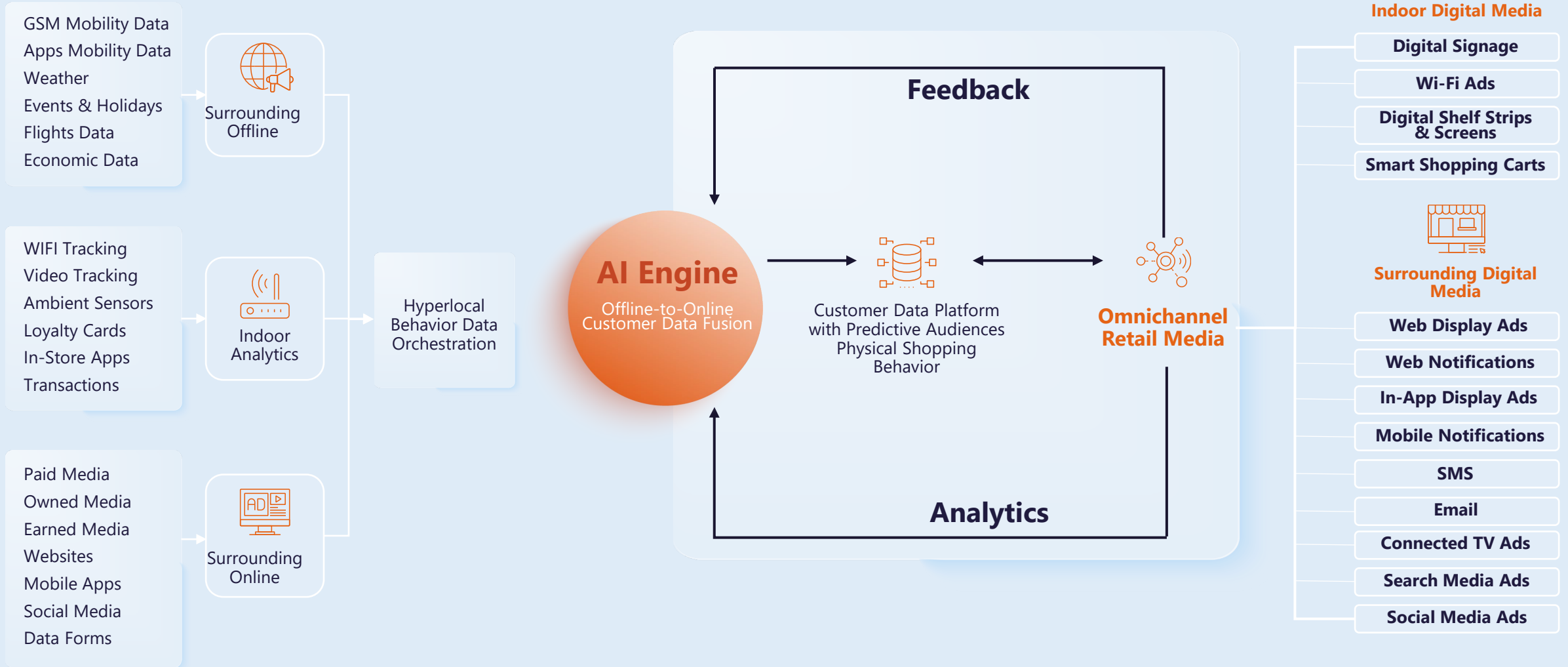


**Use the retail space and
the surrounding
catchment area to
generate behavioral
patterns.**

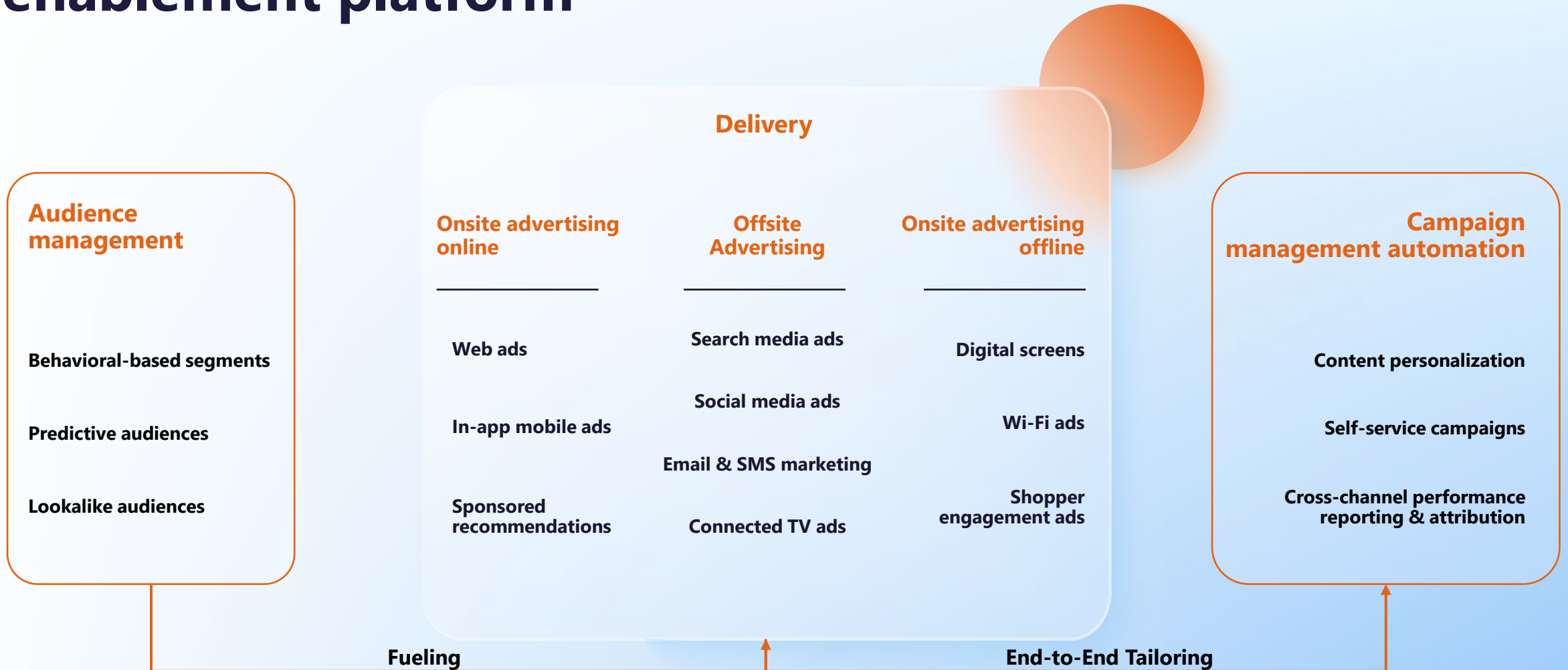


**Use AI to create
behavioral profiles and to
know who people are,
while predicting their
future behavior.**

How it works for customer data fusion & omnichannel media

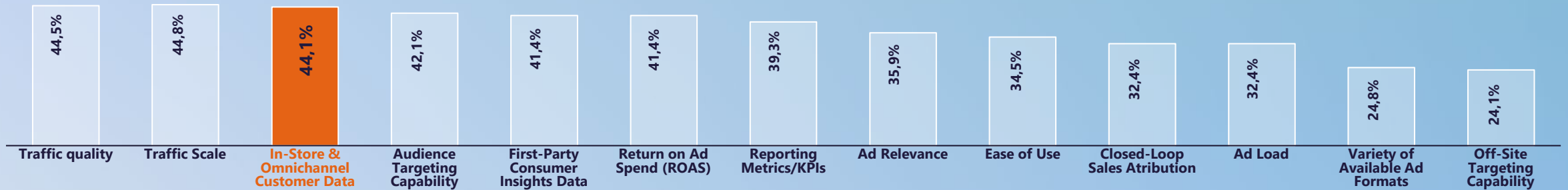


Footprints AI, the omnichannel Retail Media Network enablement platform

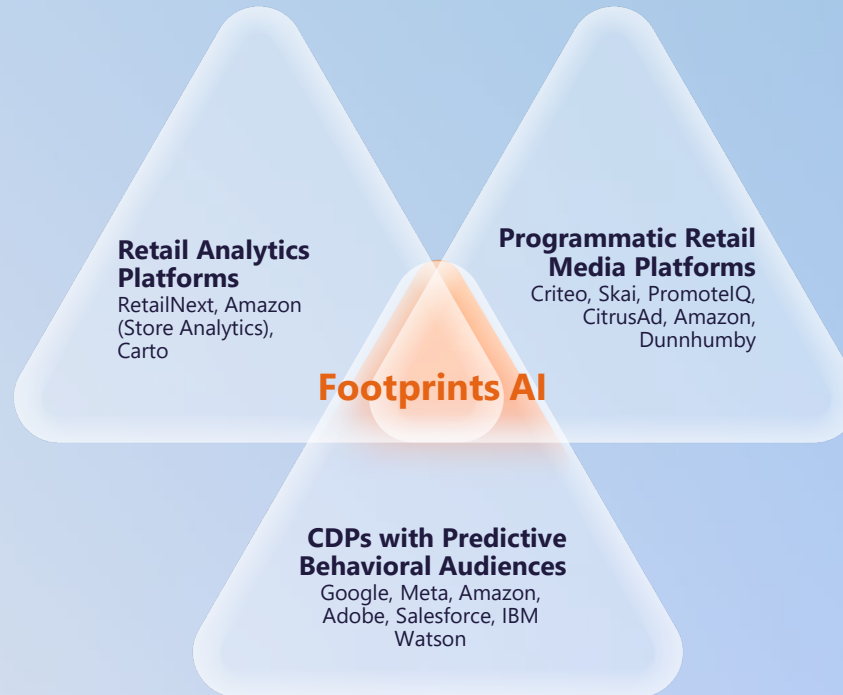


Footprints AI delivers on all requirements from brands

Most important attributes for Retail Media Networks¹⁾ % of Brands indicating "Extremely Important"



Footprints AI sits at the intersection of 3 major AI technologies, and it leverages the convergence of all 3 for the next stage of evolution in the Retail Media



Key differentiators

- Advertisers target audiences based on predicted in-store shopping behavior
- Our AI and data models are tailored to individual retail business locations and their communities
- Attribution models recognize online-to-offline impact throughout the path-to-purchase
- Connecting with all media channels adds 10x impressions and retail media revenue
- Physical retail provides the largest source of behavioral data and audiences
- Hyper-localized consumer targeting increases ROAS by 3-5x

Key benefits



“Reach out today to the customers that will come to your store tomorrow.”



Lead the retail of
tomorrow, **today.**



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