Footprints for Retail

Company at a glance

Footprints AI is one of the most advanced Retail Media platforms. It uniquely uses customer behavioral data from physical stores to power profits and growth for existing Retail Media Networks or to help retailers launch their Omnichannel Retail Media Network in 3 months instead of 3 years.

Our Retail Media platform uses in-store customer intention data to predict and influence physical retail sales more profitably.

Our data & AI technology understands, predicts, and influences the complete path to purchase of customers in the physical retail environment.

This is done through indoor positioning, predictive models, and omnichannel targeting. The result is that brands can target media audiences based on their predicted physical shopping behavior and different stages of their purchasing journey.

As soon as we started using Footprints AI, I realized two things: first that it changes everything for us, and second, there were so many ways we could benefit from deeply understanding how our customers interact with our stores and our products. Footprints AI is able to track every interaction made by our customers, enabling us to conduct well targeted retail media campaigns that are more effective and less costly.

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Platform deployment in numbers:

Countries of deployment: UAE, Spain, Romania, Portugal, Serbia, Poland, Bulgaria, Sweden, Russia.

Number of customers: 50 (Largest mall operators in CEE & market leaders in retail, telecom, banking, insurance, automotive, fashion etc.)
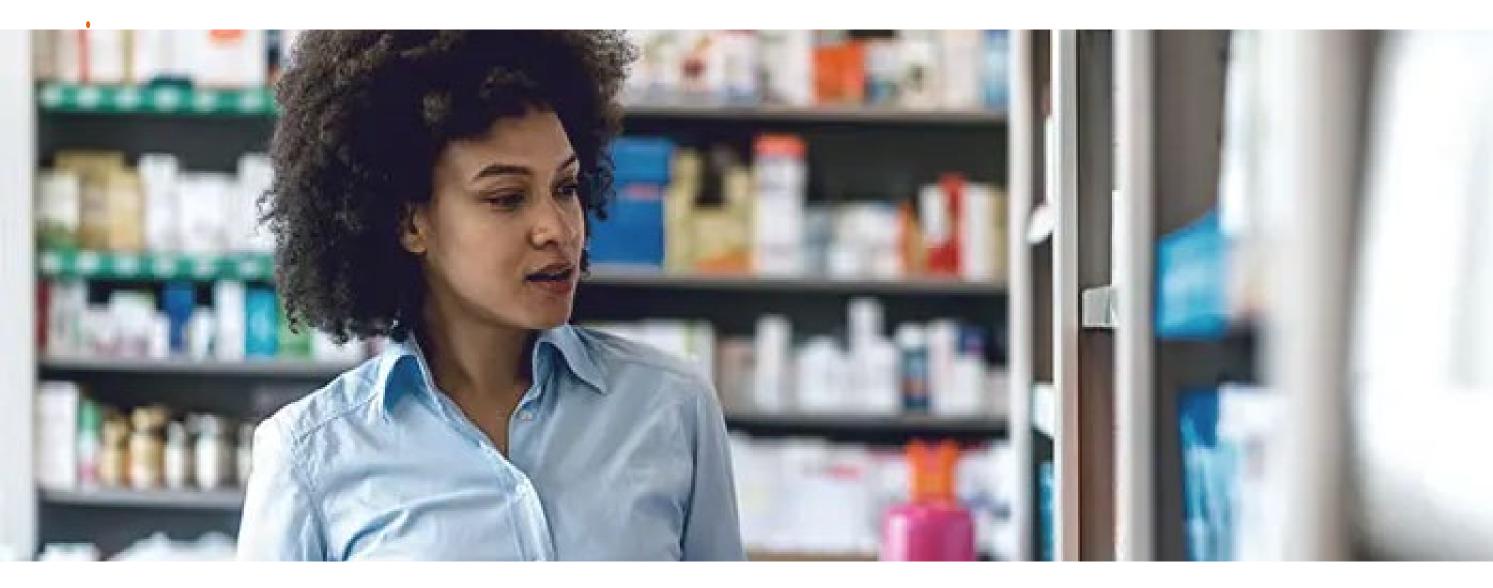
Customer Data Size:

25 million in 10 countries

Current active pipeline:

50 customers

Our state-of-the-art AI driven retail media platform capabilities:

• **Advanced Analytics:** provide pharma retailers with insights into consumer shopping habits (what's purchased, when/where, store dwell time), daily/weekly/monthly retail analytics reports (visits, movement, engagement, etc.), audience insights within catchment areas, and mobility insights within catchment areas.

• **Predictive Analytics:** the Footprints' privacy centric, GDPR compliant AI uses raw data from online and offline environments to model and develop predictive analysis and forecasts in order to showcase you the buying patterns before they happen, in relation to specific external conditions (i.e. weather, demographics, holidays, impressions).

• **Customer Data & Audience Management:** enable pharma retailers to know all their customers beyond app/loyalty program data and transactional data, predict customer behavior based on physical/digital behavior, create a single customer view of both physical and digital shopping behavior, predict future shopping behaviors, and automatically target new customers.

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Omnichannel Retail Media: allow pharma brands to create/run/pay for omnichannel retail media campaigns, personalize the omnichannel shopping journey in real-time, collect sales opportunities and transactions, measure ad campaign effectiveness, identify patterns/trends, and improve efficiency/ROI.

• **Behind the scenes:** our software has a cutting-edge AI model for understanding and predicting shopping behavior. It does so by seamlessly acquiring data from Wi-Fi, smart sensors, and other connected infrastructure already in place and fusing it for creating behavioral profiles of customers.

• **Customer Data Fusion:** the engine uses first-party data, such as information collected from smart sensors in indoor connectivity infrastructure, to match physical shopping habits with digital profiles. The result is a single customer view for all users, including the previously anonymous ones, that allows pharma retailers to understand their customers' current and future shopping habits, including their searches, visits, and purchases, both online and in-store.

Key differentiators

Modular platform, integrating cornerstone data gathering, analytics & monetization modules to cover a wide range of needs for different customers in the retail world.

Offline-to-online customer data fusion through AI technology to achieve in-depth gathering of probabilistic profiles of past, current and future customers.

Positive ROI by enabling data monetization through the deployment of advanced analytics & omnichannel retail media to conduct targeted media campaigns and digital media sales.

Let's get your retail to capitalize on the rise of the AI.

Footprints AI, 3 months to data-driven profits: Launch your retail media platform now.

Footprints
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