

Breakthrough Alfor customer data monetization.

3 months to data-driven profits.

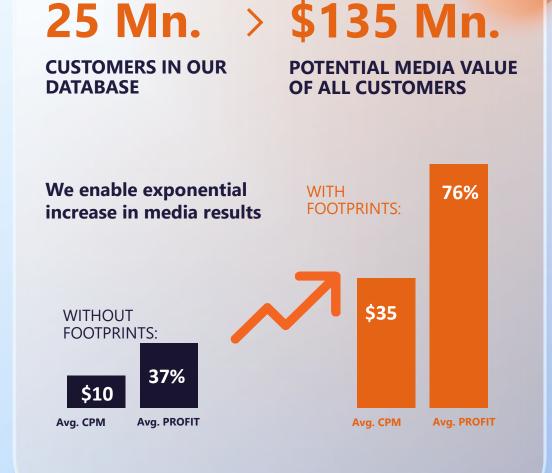




Footprints AI enables physical retailers to monetize on customer data



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





Footprints AI works for multiple business objectives



Increase Frequency

Increase Convenience

Accelerate Expansion

Customer Value

Recommend optimal time to shop

Recommend alternatives to daily items & bundles

Increase

Value

smarter complete shopping lists

Recommend

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.



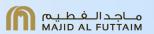
Our portfolio includes international retail brands & strategic co-sell partnerships.

Our current portfolio:

+15

more retailers & retail properties

















Our tech partnerships:















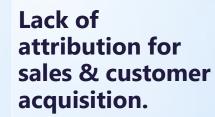
Your physical retail is facing strong challenges

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.





Retail Media is the solution to your retail challenges

Consumer

- Personalized advertising
- Higher convenience

RETAIL MEDIA

- Higher Return on Ad Spend
- Quality Customer Data

Brands

- Higher margin revenue
- Offset Omnichannel costs

Retailers

Consumer ↔ **Brands**

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

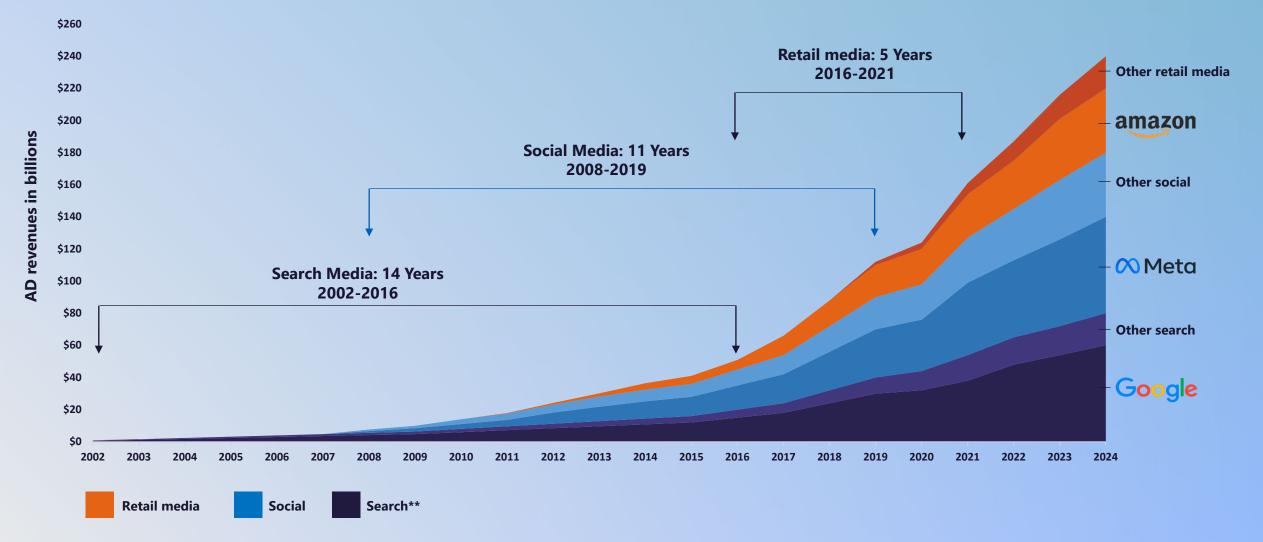
Consumer ↔ **Retailer**

- 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





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



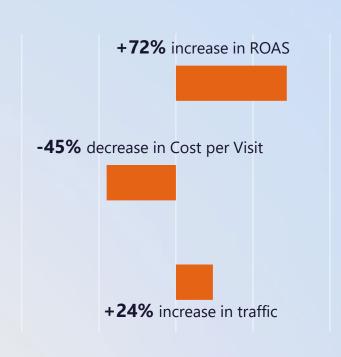


Case studies

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:

5.5 Mn. shopper profiles30-day predictive behavioral models

-48% decrease in Cost per Visit



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."



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

GSM Mobility Data Apps Mobility Data

Weather

Events & Holidays

Flights Data

Economic Data

WIFI Tracking
Video Tracking
Ambient Sensors
Loyalty Cards
In-Store Apps
Transactions

Paid Media Owned Media

Earned Media

Websites

Mobile Apps

Social Media

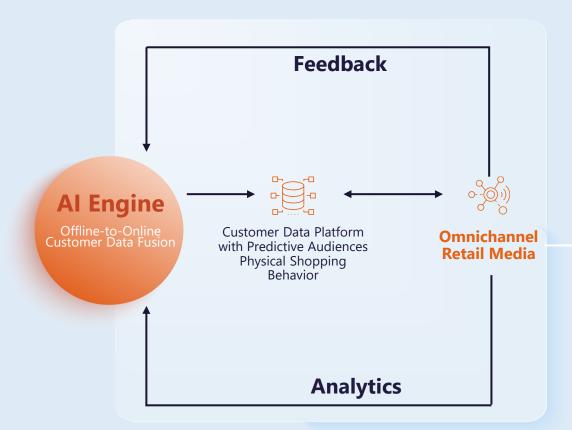
Data Forms



Indoor Analytics

Hyperlocal Behavior Data Orchestration







Digital Signage

Wi-Fi Ads

Digital Shelf Strips & Screens

Smart Shopping Carts



Surrounding Digital Media

Web Display Ads

Web Notifications

In-App Display Ads

Mobile Notifications

SMS

Email

Connected TV Ads

Search Media Ads

Social Media Ads



Footprints AI, the omnichannel Retail Media Network enablement platform

Audience management

Behavioral-based segments

Predictive audiences

Lookalike audiences

Delivery

Onsite advertising Offsite online Advertising

Search media ads

Social media ads

Email & SMS marketing

Sponsored recommendations Connected TV ads

Onsite advertising offline

Digital screens

Wi-Fi ads

Shopper engagement ads

Campaign management automation

Content personalization

Self-service campaigns

Cross-channel performance reporting & attribution

Fueling

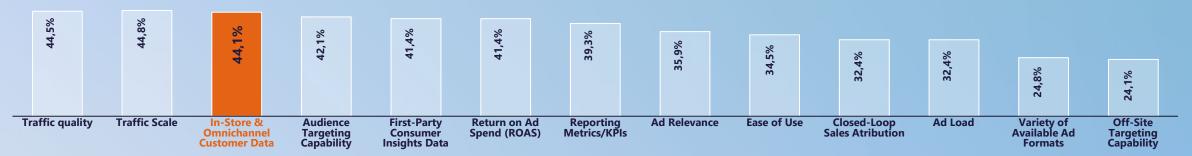
Web ads

In-app mobile ads

End-to-End Tailoring

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

Retail Analytics Platforms RetailNext, Amazon (Store Analytics), Carto Programmatic Retail Media Platforms Criteo, Skai, PromotelQ, CitrusAd, Amazon,

Dunnhumby

Footprints Al

CDPs with Predictive Behavioral Audiences

Google, Meta, Amazon, Adobe, Salesforce, IBM Watson

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

New Profits

New stream from Retail Media or boost current media offering.

Minimum Costs

Minimize R&D costs and focus on your data and your media offering.

3 months to data-driven profits

Time-to-Market Retail Media offering in 3 months, not 3 years.

Improve Return on Ad Spend

5-8x better retail media performance of your own media investment.

Know Your Customers

Better know your customers beyond transactions and in-app registrations

Expand Your Retail

Discover your next most profitable geographies & communities to engage.

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



Lead the retail of tomorrow, today.



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