# Footprints for Retail

## Company at a glance

Footprints for Retail is the advanced AI marketing platform for behavioral profiling of physical shoppers, enabling retail properties to boost their marketing performance and create a unique, recurring revenue stream by monetizing their data assets. Physical shopping behavioural data transformed into Indoor Location Intelligence, is the most valuable business asset you can use to reimagine the retail economic model in relation to brands and external media buyers. Now more than ever, the commercial real estate economic model needs to find more ways to monetise each shopper beyond the dollar per square foot model after the new reality shaped by COVID 19.

*As soon as I saw the Footprints demo, I realised two things: first that it will change everything for us, and second, there were so many ways we could benefit from deeply understanding how our shoppers interact with our tenants. Footprints is able to track every interaction made by our shoppers, enabling us to conduct well targeted marketing campaigns that are more effective and less costly.*

**NEPI ROCKASTLE**
**Marius Barbu, Asset**
**Manager**

## Footprints for retail

**Platform deployment in numbers:**

**Countries of deployment:** Spain, Romania, Portugal, Serbia, Poland, Bulgaria

**Number of customers:** 30 (Largest mall operators in CEE & market leaders in retail, telecom, banking, car dealership from Romania)

**Number shoppers profiled:** 6,5 million in 6 countries we operate in

**Current active pipeline:** 30 customers

**Largest Smart city network deployment** in Romania in Alba Iulia

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# Our state-of-the-art AI driven marketing platform platform delivers

· **Enhanced data collection:** Real time indoor traffic pattern monitoring, and analysis based on existing WIFI infrastructure and digital data streams (paid, owned & earned media).

· **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).

· **End to end Sales automation:** Sales automation module containing conversion funnel management and customer relationship management capabilities, coupled with a prediction algorithm which automatically calculates cost per lead, propensity to buy and customer acquisition cost

· **Single screen reporting for your offline & online ecosystem:** omnichannel performance reporting in one place equals less time spent by your marketing teams on data visualization and reporting.

· **Multi-channel Campaign Automation:** With the help of our AI-driven campaign automation tool, we enable marketing managers to quickly generate multi-channel campaigns through pre-defined recipes that are automatically triggered when a mix of conditions are met; on the most effective combination of channels.

· **In-depth audience segmentation:** Based on shopper behavior patterns for digital campaign targeting, down to the individual shoppers' wishes and interactions, enabling high efficiency priming, in store and post-sale campaigns.



# 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 shopper profile fusion through ML algorithms to achieve in-depth gathering of probabilistic profiles of past, current and future shoppers.

Positive ROI by enabling data monetisation through the deployment of advanced analytics & campaign management tools to conduct targeted marketing campaigns and digital media sales to retail tenants and third-party companies.

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# Get your retail property to capitalize on the rise of the AI.

Enable your retail properties to boost their performance and create a unique, recurring revenue stream by monetizing their data assets.

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