

# Footprints AI Product Value Proposition

As a Next-Gen Omnichannel Retail Media platform, Footprints AI bridges the consumer data gap between physical and digital retail, transforming the 85% of anonymous shoppers into predictive media audiences that enable retail data monetization to generate 10X more profits in 3 months or less.

## Summary:

- ❑ Footprints AI transforms the way retailers utilize omnichannel customer data, enabling them to generate new revenue streams within 3 months or less. This is achieved through the premiumization of retail media services' value and pricing, delivered across three categories of media channels: in-store, on-site, and off-site, for any retail media network.
- ❑ Retailers & retail properties are looking for an all-in-one solution, with Self-Service UX capabilities, to monetize their customer data from both physical and digital.
- ❑ With Footprints AI, retailers & retail properties can generate 10x more profits from their omnichannel data in 3 months or less, positioning it as the most profitable platform solution to launch an omnichannel retail media network.
- ❑ Brands can experience a 5-8X exponential growth of their ROAS and drive in-store sales by tapping into Footprints AI's unique predictive targeting capabilities that can influence physical shopping behaviors.
- ❑ Footprints AI is a premium, private Managed SaaS delivered within a retailer's IT architecture, in full compliance and with no data sharing, ranking as one of the leading Next-Gen AI-powered omnichannel retail media software platforms.

## WHAT'S UNIQUE ABOUT FOOTPRINTS AI'S TECHNOLOGY FOR RETAIL DATA MONETIZATION:

### A. Omnichannel Behavioral Data Fusion & Profiling

- ❑ Advertisers (CPG & Non-CPG brands) are looking to improve their Return on Ad Spend by being able to predict & influence omnichannel purchase behaviors of retail customers.
- ❑ Behavioral shopping & purchase data is a goldmine for the retail business and their retail data & media offering.
- ❑ With Footprints AI, behavioral shopping & purchase data from both physical and digital retail channels (beyond the volume of registered users only limited to approx. 15%) can transform into premium audience insights.
- ❑ This audience data can revolutionize retail media pricing, go to market success and monetization.

### B. AI Generated Customer Insights

- ❑ Psychographic Profiling: Understanding customers' values, attitudes, life stages and lifestyles based on physical retail behavior and omnichannel shopping habits.

- Socio-Demographic Profiling: Using AI & behavioral data to predict gender, age & household income of anonymous customers based on their shopping & purchase habits and the context when these patterns happen.
- Predictive Behavior Modeling: Anticipating future needs, visits, and purchases to optimize customer knowledge and improve relevance across the complete path to purchase.

### **C. 10X More Valuable Retail Customer Data**

- 10X More Audiences: Beyond transactions & loyalty, Footprints AI enables the transformation of the full 100% of physical and digital visitors into media audiences.
- 10X More Profitable: Omnichannel behavioral insights fusing both Physical Customer Data & Digital Customer Data can enable premium pricing for both retail media & audience insights.

### **The Current State of Retail Media & Retail Data Monetization**

In the realm of Retail Media initiatives, physical retailers and retail properties' digital channels are underperforming, securing only 5% to 15% of total visitor traffic & consumer data. Brands investing in Retail Media and looking for in-store sales optimizations, are actively seeking methods to enhance ROAS significantly and improve their capabilities for omnichannel attribution between media investments and sales.

Consumer behaviors within retail environments are becoming vital for advanced digital media targeting and profiling, indicating a shift in the media industry's next stage of evolution.

The current issue is the deterministic approach to data collection focuses narrowly on digital channels owned by retailers and retail properties, capturing a limited 5-15% of all visitor interactions. The industry needs solutions that encompass all visitor engagements in retail spaces and across the entire spectrum of their digital ecosystem (owned, paid, and earned media), moving past the limitations of mobile apps and web platforms to improve data capture and monetization through Retail Media and beyond.

### **Footprints AI (<https://www.footprints-ai.com>)**

Footprints AI is one of the leading omnichannel retail media software companies that leverages proprietary AI technology to revolutionize how retailers monetize omnichannel customer data. Footprints AI is the first commercially available AI platform to empower retailers with a strong physical presence to capitalize on their physical customer behavioral data, beyond digital.

Footprints AI understands, predicts, and influences the complete path to purchase of shoppers in the physical retail environment leveraging indoor positioning, predictive models, and omnichannel targeting.

The result is that brands can target omnichannel media audiences based on their predicted physical shopping behavior and different stages of their purchasing journey. What does this mean for your retail business? 10x more profitable media audiences with an All-In-One software platform to launch your Omnichannel Retail Media Network in 3 months or less.

We work with leading retailers from various geographies, such as Rimi Baltic (Baltic Countries), Ingka (Sweden), Majid Al Futtaim (United Arab Emirates), Auchan (Romania). Our solution includes the following AI technologies capable to deliver value:

- **Data Fusion**

A proprietary AI technology that collects and fuses behavioral data from both physical and digital retail. The output is individual retail customer profiles for both known and anonymous customers. Each customer profile includes deterministic, probabilistic, and predictive data (including their predictive retail and marketing behaviors). This is the unique AI technology that allows Footprints to target today the customers that will visit a certain retail location tomorrow and influence their purchase decisions. This technology solves the big issue of any retailer not knowing who 85% of their customers are and what they do in both physical and digital ecosystems beyond those up to 15% of customers using mobile apps and registering their data into loyalty programs.

- **Retail Advanced Analytics**

Proprietary tracking, analytics and AI technology that is capable of capturing and analyzing behavioral data from individual customers in a passive way. It can be enabled for both infrastructure-based (using Wi-Fi, cameras, movement sensors etc.) and mobile-based tracking (installed within apps). It uses AI technology to recognize behaviors, classify these behaviors (into socio-demographics, retail preferences & value-based profiles and segment for each individual customer) and then auto-correct this path analysis to make sure that the indoor positioning accuracy is under 2m and avoids analytics bugs very popular in other systems (like people walking through walls or jumping floors).

- **Recommendations & Hyper-personalization**

This recommendation engine is our proprietary AI technology that uniquely learns from both physical retail behaviors and digital. It learns from consumption habits, retail interactions, marketing interactions at both individual and audience segment levels. This AI technology is using a data model for each individual store or shopping mall in relation to the nearby population (retail catchment area). The main usage is to deliver a hyper-personalized web,

mobile and in-store experience and to deliver dynamic retail media ads to customers recommending not just the right product but also the right purchase channel at the right moment.

- **Predictive**

This is a collection of AI capabilities that are looking at predicting searches, visits, and purchases in both physical and digital retail channels. The predictions have an average accuracy of 96% for a full month (30 days) period. These models are re-trained at the start of every month for the next month to use the latest data to improve accuracy. These predictive AI services include:

- Propensity to Visit - likelihood for a customer (known or anonymous) to visit either the physical retail or the digital retail channel at a certain time of a certain day.
- Propensity to Buy - likelihood for a customer (known or anonymous) to purchase a certain product (category level or SKU level) at a certain time of a certain day.
- Propensity to Loyalty - likelihood for a customer (known or anonymous) to onboard a loyalty program.
- Channel Relevance Score - likelihood for a customer (known or anonymous) to engage with a certain marketing / media channel at a certain time of a certain day.

- **Generative AI**

We use Generative AI to automate the content generation (imagery, text) for media campaigns.

- **Omnichannel AI** to deliver that content to each individual customer at the right time, based on their physical shopping behavior.

In summary, Footprints AI proprietary technology deploys a range of advanced AI capabilities, purposely developed for the physical retail, and an All-In-One white label platform to help retailers optimize and personalize the shopping experience for their customers, both online and in-store, while generating new sources of high-margin revenues from retail data monetization & media services.