



Next-Gen Omnichannel Retail Media

Generate new revenue streams
with the help of AI.



Dan Marc

Founder & CEO
+40745201896

dan.marc@footprintsforretail.com
[linkedin.com/in/danmarc](https://www.linkedin.com/in/danmarc)



Footprints AI bridges the gap between your **physical & digital** retail unleashing **10X** more profitable omnichannel audiences.

Our clients:



+ others

PHYSICAL RETAIL IS FACING STRONG CHALLENGES

1 **TECH-CENTRIC
RETAIL MODELS ARE
CAPTURING MARKET
SHARE AT AN
ACCELERATED
RATE.**

2 **LOW DATA QUALITY
FOR GENERATING
ACTIONABLE
INSIGHTS.**



PHYSICAL RETAIL

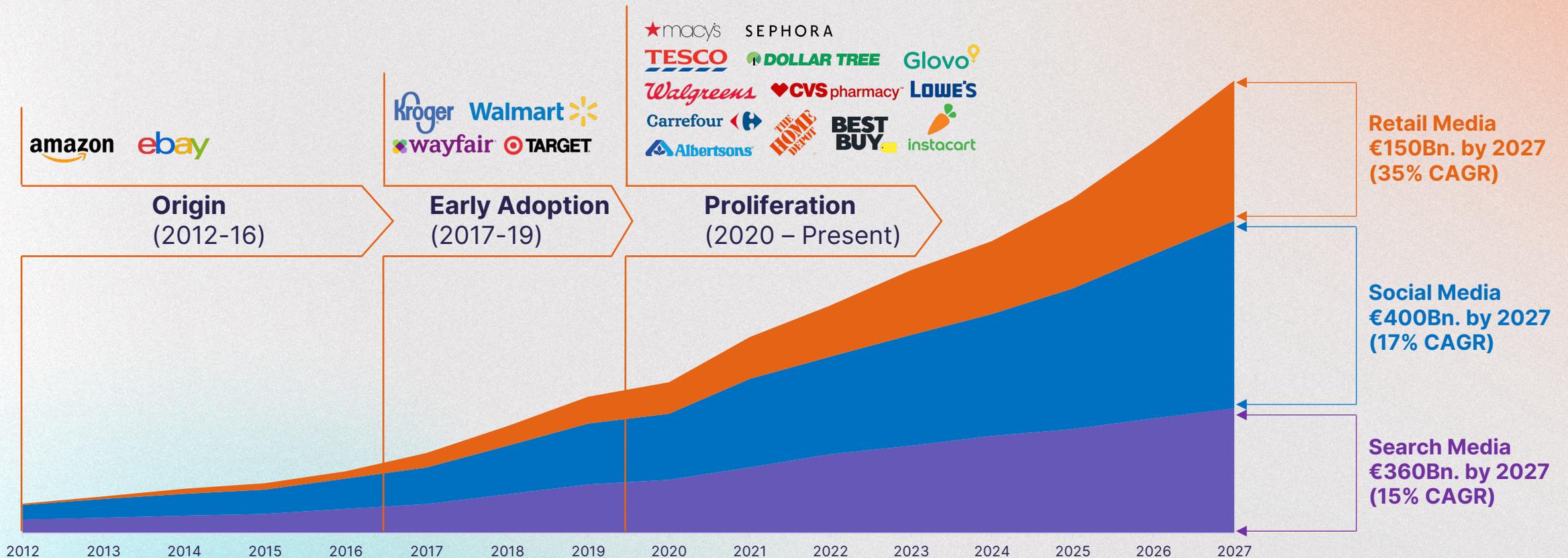


3 **EVER-INCREASING
CUSTOMER
EXPECTATIONS
REGARDING
CONVENIENCE.**

4 **LACK OF
ATTRIBUTION FOR
SALES & CUSTOMER
ACQUISITION.**

RETAIL MEDIA: the 3rd wave of digital advertising

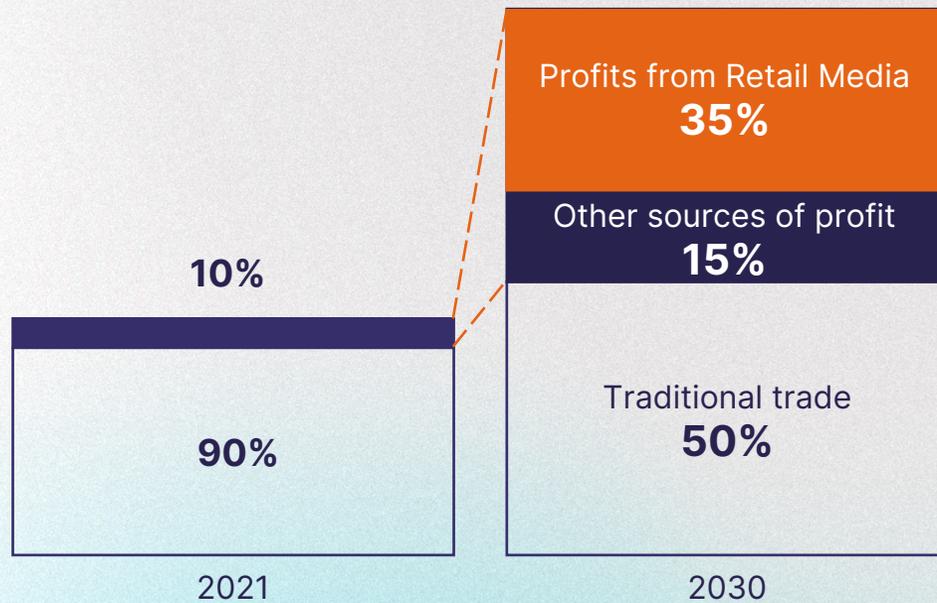
A Retail Media Network allows brands to purchase advertising inventory across all assets owned by a retail business, using the retailer's first-party data to connect with customers throughout their buying journey.



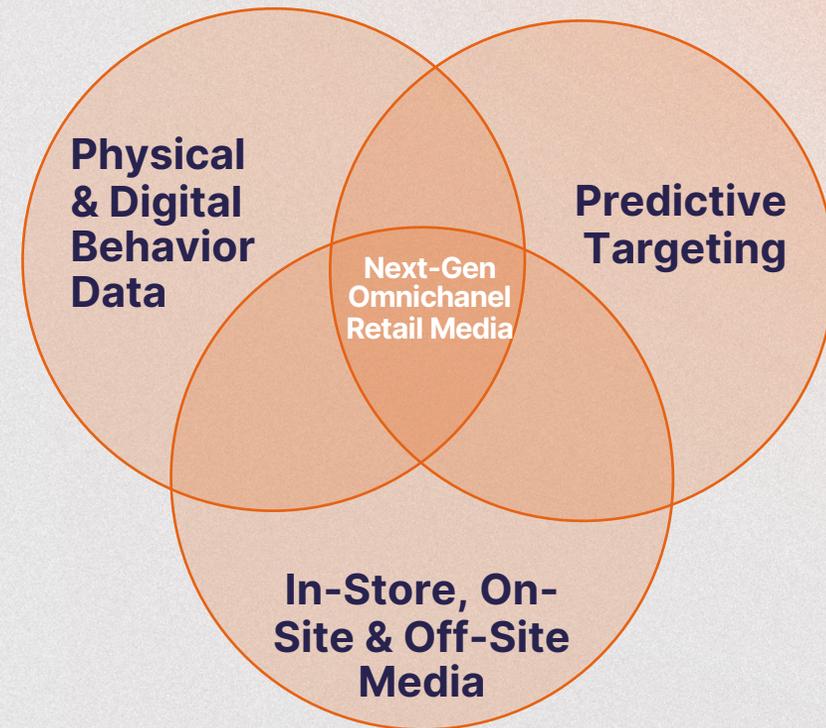
*Source: Statista
**Source: eMarketer

Omnichannel Retail Media: brands purchase advertising inventory, using the retailer's first-party data to connect with customers throughout their buying journey.

Retailers: by 2030, 50% of retail profits will come from “beyond trade” sources



Brands: 90% of brands are expecting predictive & omnichannel targeting capabilities

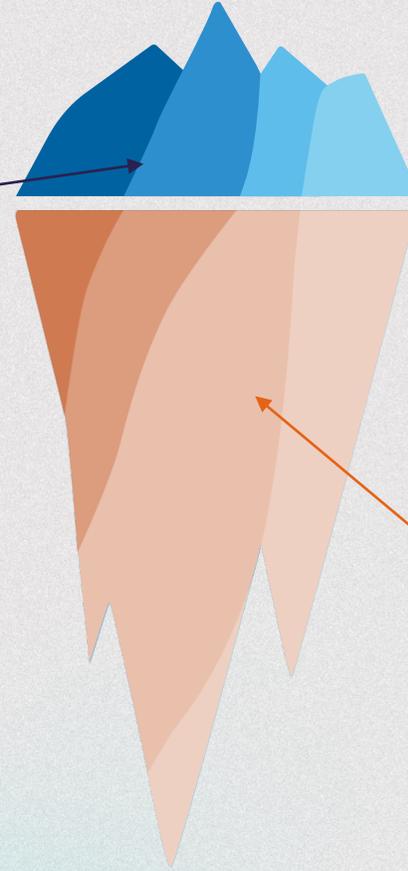


Physical retail data is not monetized. Unlocking this data opens the doors to untapped profits.

15%

This is what retailers know

Traffic counter, online traffic, unique transactions, shopping basket composition, no. of registered users, socio-demo profile of registered users, shopping profile of registered users.



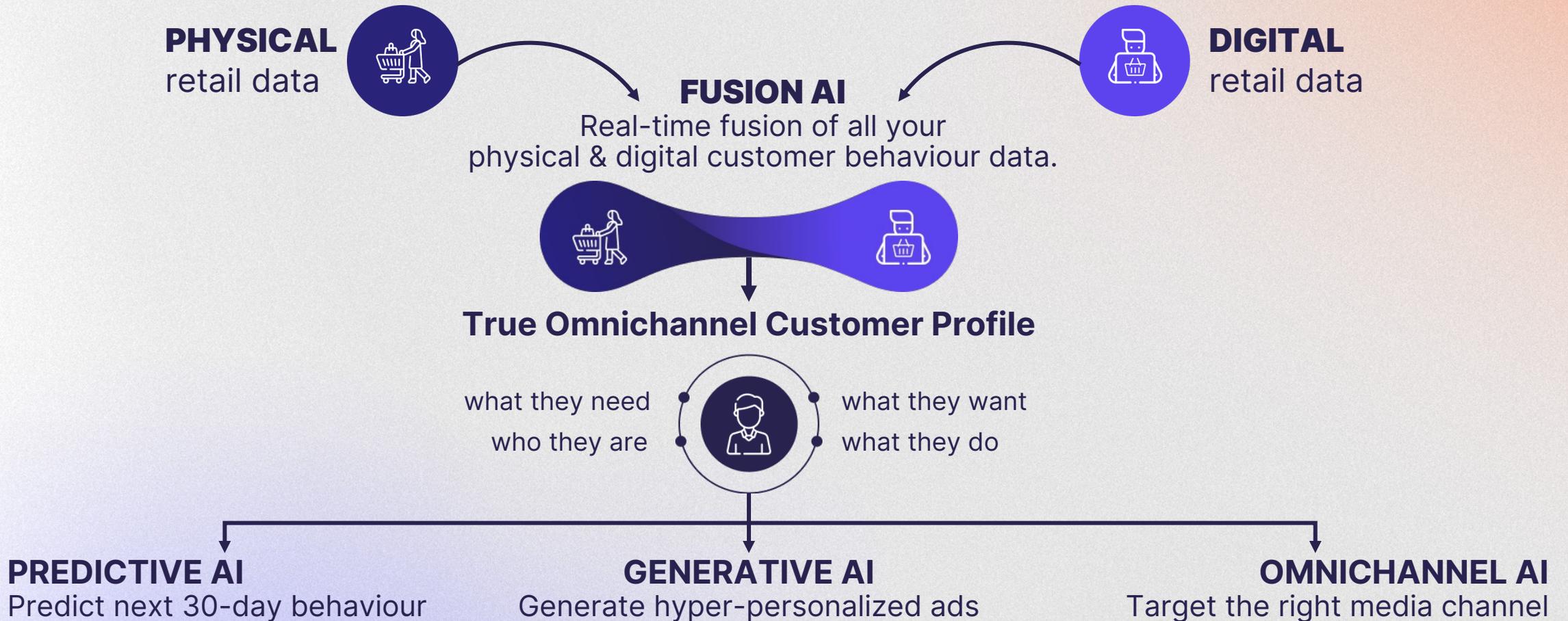
85%

This is what retailers don't know

Traffic predictions, individual indoor shopping paths, visit duration, frequency of visits, recency, missed sales opportunities, complete paths-to-purchase, media channel attribution to individual sales, socio-demo of anonymous customers, lifestyle of anonymous customers, real-world factors & motivators that influence shopping decisions of individual customers, searches in open web, behavior in social media.

Solution overview

Footprints' proprietary AI unleashes profitable omnichannel media audiences from your **Physical & Digital** Retail.



Footprints AI enables you to know who your customers are, their future needs and expectations based on their physical & digital retail behavior.



From anonymous traffic



- SEARCHES
- VISITS
- PURCHASES
- CHANNELS

Individualized customer behavioral profiles

Optimized Onboarding and Strategic Scalability



Easy Integration

Our solution integrates with your existing systems through API or SDK, ensuring smooth operations without disruption.



Security & Compliance

You have absolute control over your data, ensuring iron-clad security and full GDPR compliance.



Scalability & growth

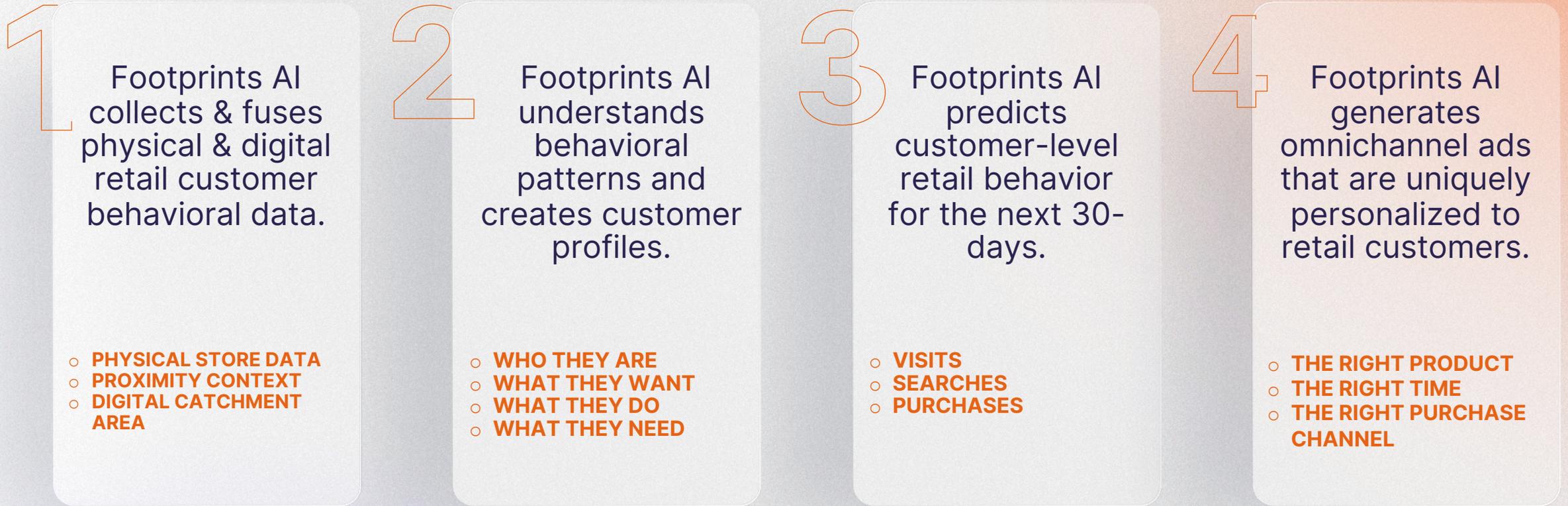
Footprints AI grows with you. As your business expands, our solution easily adapts — just a smooth path to reach your goals.



Support & training

Our platform is very intuitive. From setup to daily operations, our team provides hands-on support and easy-to-follow training.

PRODUCT: how we deliver the next-gen Retail Media



1 Footprints AI collects & fuses physical & digital retail customer behavioral data.

- PHYSICAL STORE DATA
- PROXIMITY CONTEXT
- DIGITAL CATCHMENT AREA

FUSE CUSTOMER DATA 360°



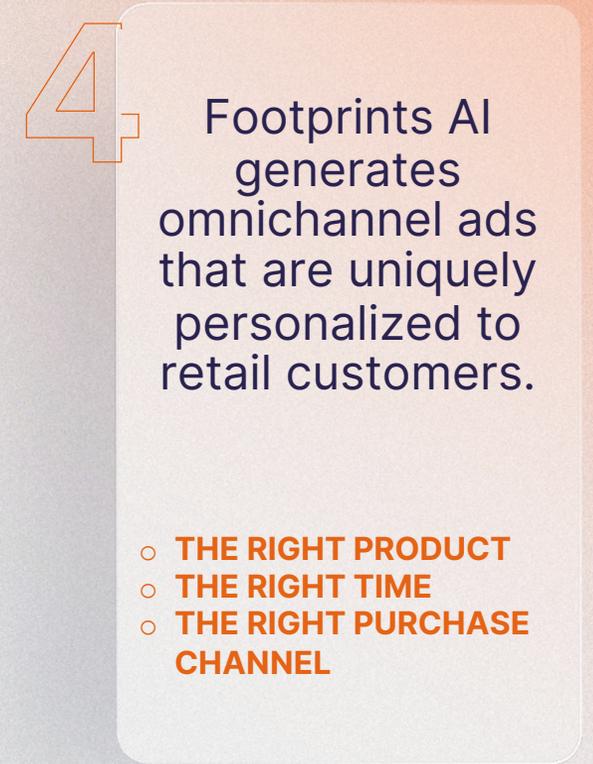
- WHO THEY ARE
- WHAT THEY WANT
- WHAT THEY DO
- WHAT THEY NEED

UNDERSTAND CUSTOMERS



- VISITS
- SEARCHES
- PURCHASES

PREDICT RETAIL BEHAVIORS



- THE RIGHT PRODUCT
- THE RIGHT TIME
- THE RIGHT PURCHASE CHANNEL

GENERATE OMNICHANNEL ADS

PRODUCT: 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.

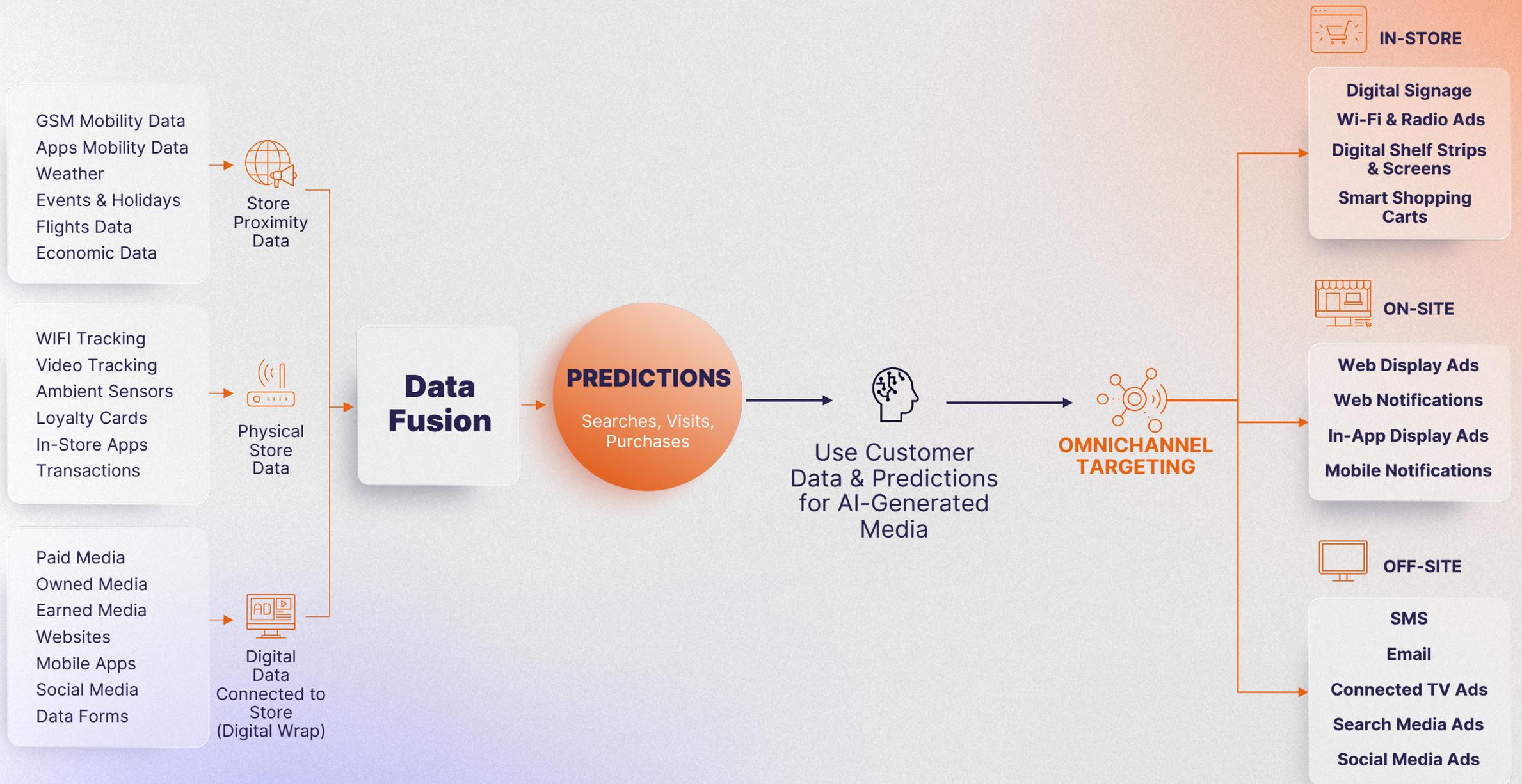


Use the retail space and the surrounding catchment area to generate behavioral patterns.



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

PRODUCT: how we deliver the next-gen Retail Media



PRODUCT: all-in-one omnichannel Retail Media platform

Delivery

AUDIENCE MANAGEMENT

Behavioral-based segments

Predictive audiences

Lookalike audiences

ONSITE ADVERTISING ONLINE

Web ads

In-app mobile ads

Sponsored recommendations

OFFSITE ADVERTISING

Search media ads

Social media ads

Email & SMS marketing

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

End-to-End Tailoring

CASE STUDY: Auchan Romania

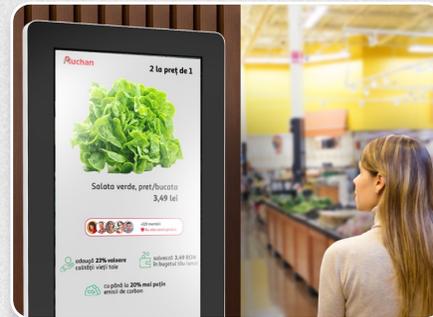
Footprints AI leverages Auchan's physical store, digital & proximity data to deliver the next-gen omnichannel retail media.

RESULTS:

- 4.5x increase in return on ad spend
- 92% increase in profit margin with context-aware ads versus display ads

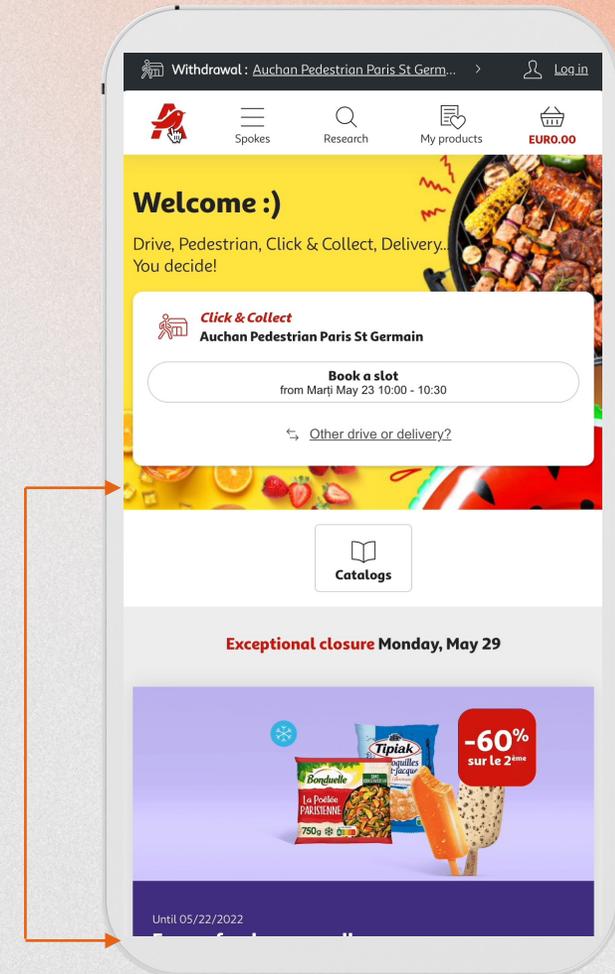


Our key stakeholder:
Tiberiu Danetiu, CMO

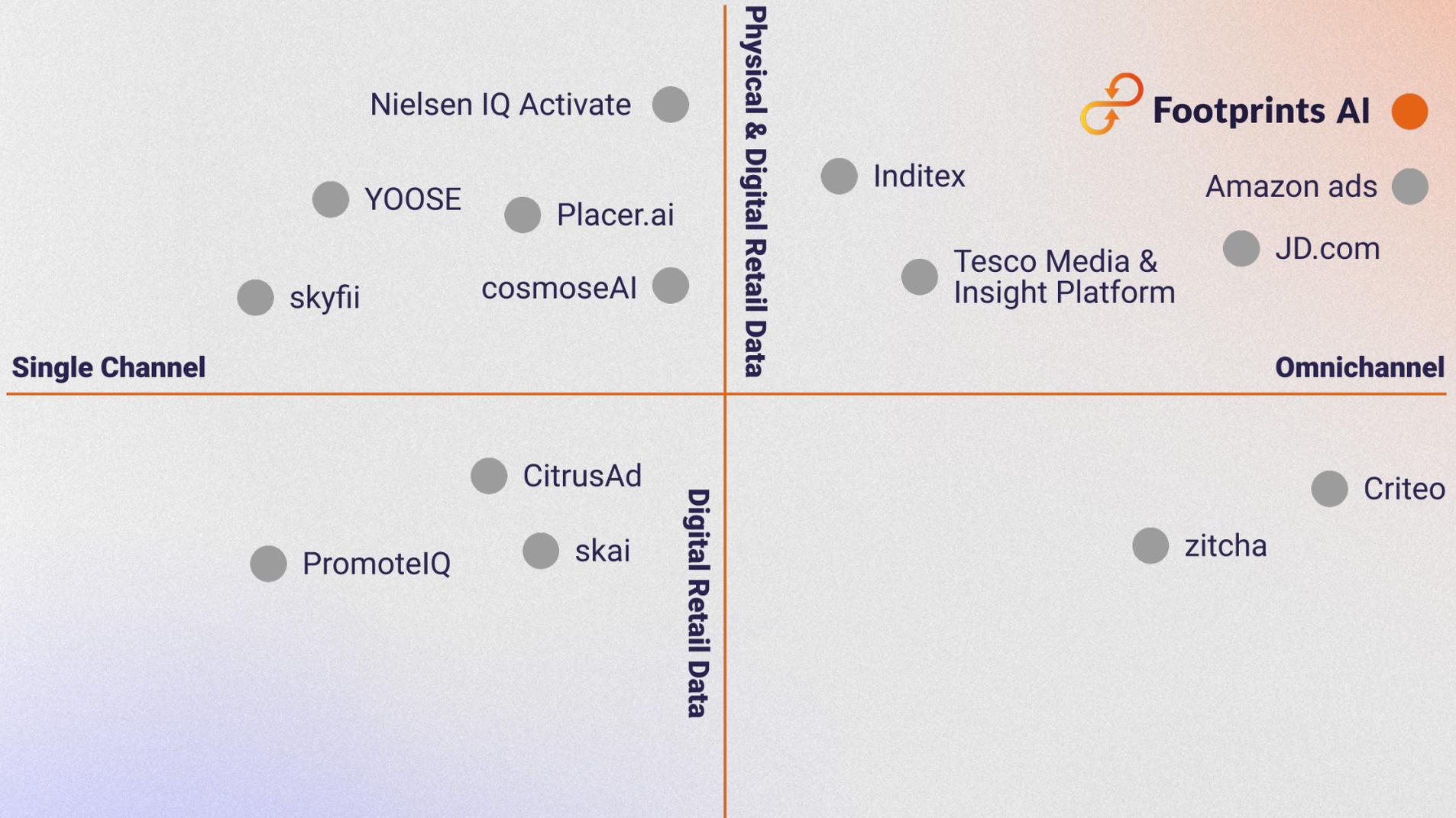


THIS IS A CONTEXT-AWARE AD:

- Tracks & Predicts In-Store Behavior
- Uses Real-Time Customer Location
- Uses Proximity & Surrounding
- Recommends the right product, to the right customer with the right purchase channel



The 1st commercially available next-gen Retail Media



USE CASES

1

Increase Purchase Convenience

Predict availability & recommend the right purchase channel.

2

Increase Frequency of Visits

Predict & recommend the right moment with high propensity to visit.

3

Increase Purchase Value

Predict & recommend the right product with high propensity to buy.


3 months to data-driven profits

Accelerate Retail Media Network

Generate 10x more profits from media in 3 months, not 3 years.

4

Accelerate Retail Network Expansion

Discover new profitable lookalikes in other communities

5

Accelerate Sustainability Goals

Optimize supply with predictive behaviors for value & volumes at SKU level.

6

Reach out today to the customers that will be in your location tomorrow.

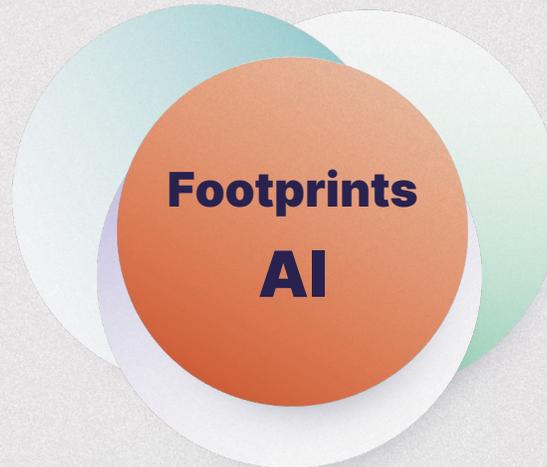
Footprints AI meets all the brands' requirements

Key differentiators

1 Advertisers target audiences based on predicted in-store shopping behavior

2 Our AI and data models are tailored to individual retail business locations and their communities

3 Hyper-localized consumer targeting increases ROAS by 3-5x



4 Attribution models recognize online-to-offline impact throughout the path-to-purchase

5 Connecting with all media channels adds 10x more impressions and retail media revenue

6 Physical retail provides the largest source of behavioral data & audiences

Versatility



**Commercial
Real Estate**



**Grocery
Retail**



**Fashion
Retail**



**Pharma
Retail**



**Convenience
Retail**



**Retail Media
Networks**



**Home &
Furniture**



**Consumer
Electronics**



**Financial
Services**



**Gas
Stations**



**Telco
Retail**



**Automotive &
Dealerships**

Our offer

Our delivery model **Managed Product as a Service**

- Full setup
- Full configuration
- Hypercare
- Customer success management

PILOT

\$33,000

one time payment +
media consumption

3 months pilot duration

3 business locations

3 key success metrics: ↗ CTR ↗ Visits ↗ Sales

Month 0

Full setup. Metrics & competition dashboard

Month 1

Advanced Analytics & Predictive Audiences. Run & test retail media.

Month 2

Run & optimize predictive retail media.

Month 3

Run predictive retail media. Analyze results.

\$ 3,600/ month/ retail location

LAUNCH \$ 105,000

(In-house use)

annually
+ Consumption
Model Pricing

Included Modules:

- Advanced Analytics
- Audiences
- Campaigns (internal use)

\$ 8,750/ month/ portfolio

EXPAND \$ 165,000

(External access)

annually
+ 20% from
Retail Media
Sales

Included Modules:

- Advanced Analytics
- Audiences
- Campaigns (internal use)
- Retail Media Sales (external use)

\$ 13,750/ month/ portfolio

Pilot Project

Our pilot project is using technology and experts in Data & AI to generate novel and valuable predictive insights into your customer behavior, generating actionable advanced analytics & predictive audiences to help you test new business opportunities.

The Pilot Project will run for 3 months in 3 retail locations.



Deliverable 1: Advanced Analytics

Footprints will generate **advanced analytics** for 3 retail locations included in the Pilot project, as follows:

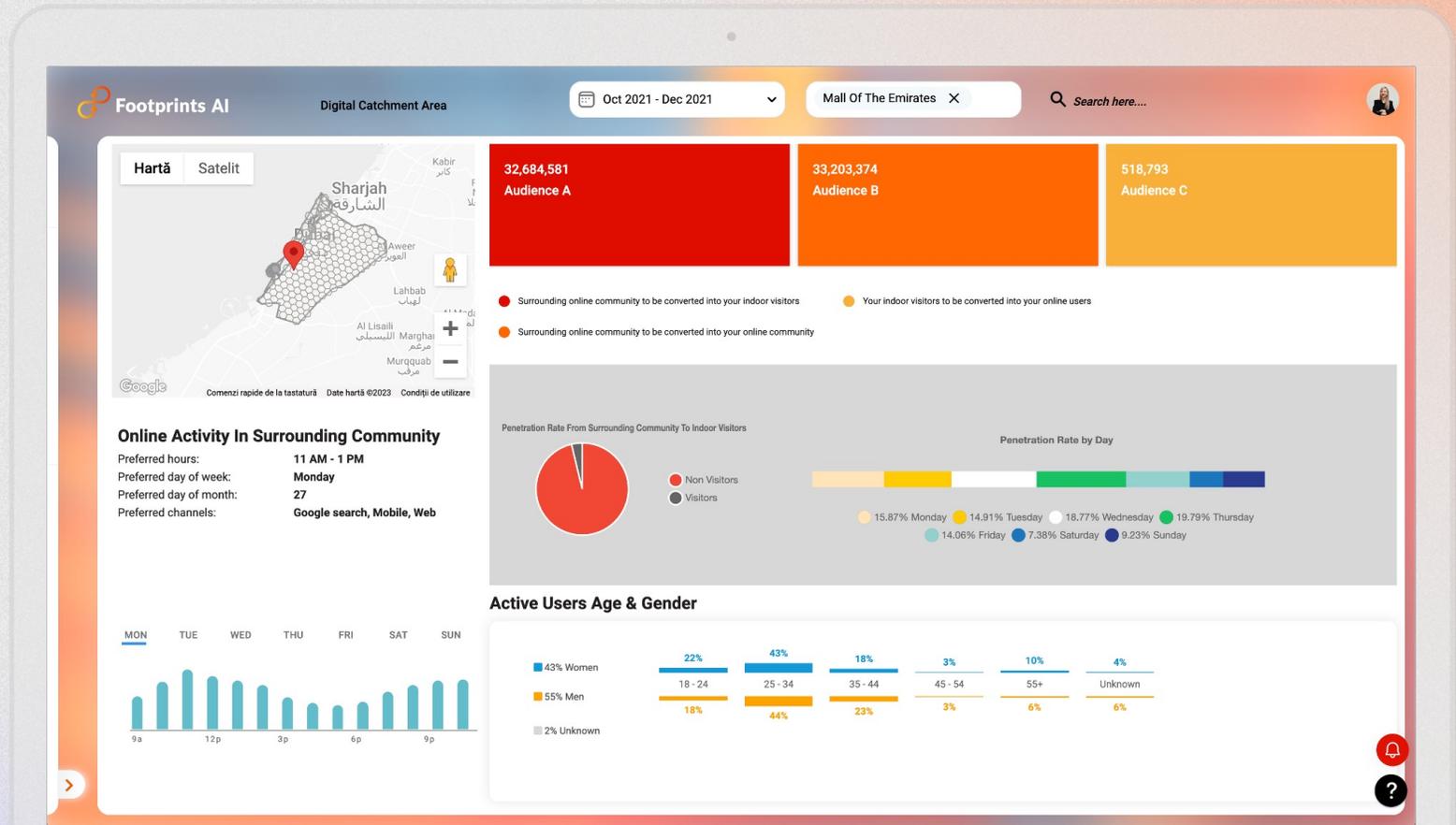
1

Offline AND online traffic analysis through behavioral profiling to transform est. 90% of the anonymous traffic into accurate audience profiles that show:

- customers' needs, wants, interests and preferences within your retail locations AND online channels
- customers' behavioral segments within your retail locations AND online channels

2

Offline AND online shopping behavior analysis, cross-shopping analysis and traffic flow predictions in physical locations.



[Link - Demo Video](#)

Deliverable 2: Audiences

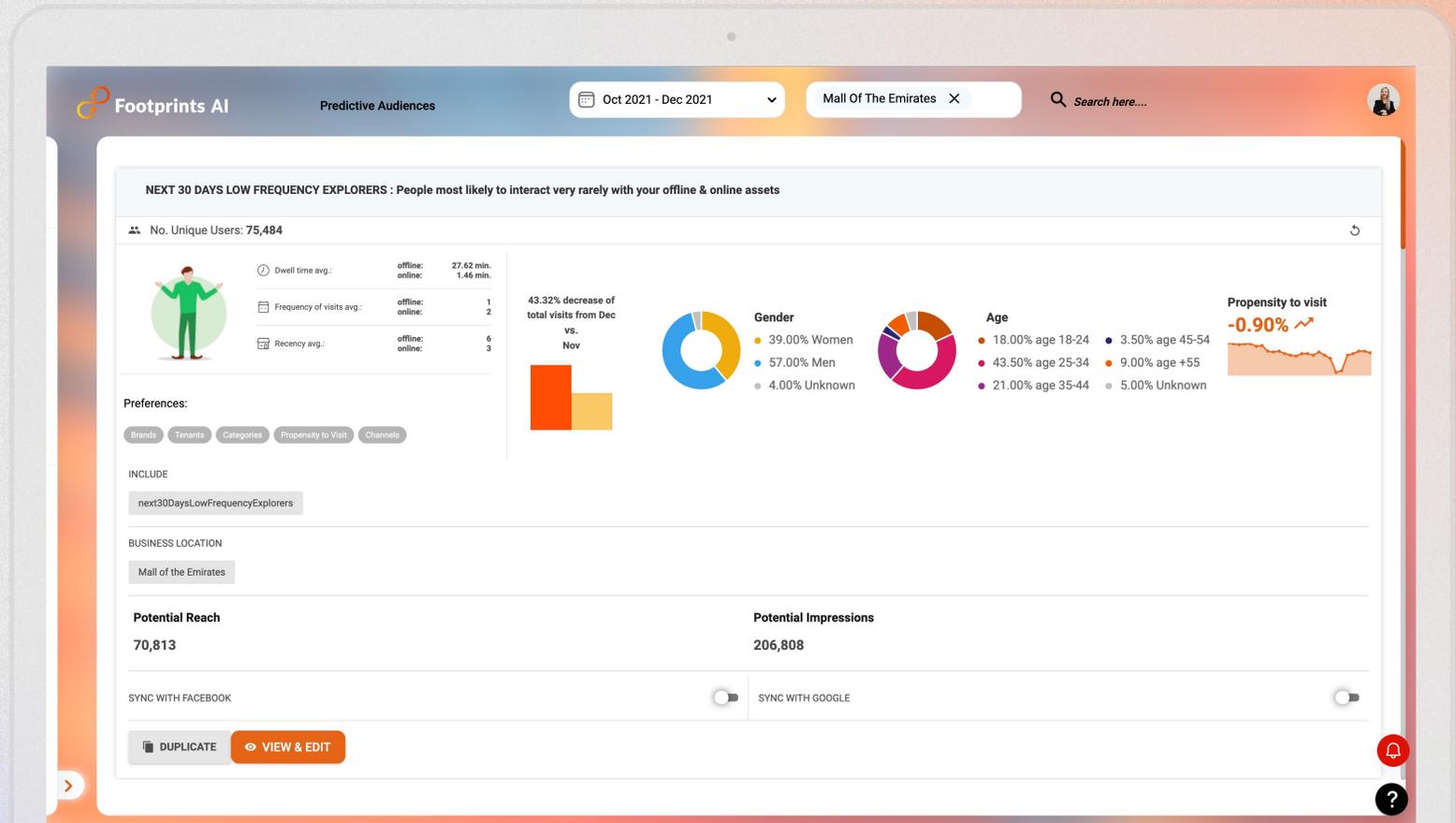
Footprints will generate **audiences** for 3 retail locations included in the Pilot project, as follows:

1 **Audience generation** for retargeting purposes

2 **Predictive audience generation** for:

- **Propensity to Buy** – the likelihood of a potential customer to buy a product/products in the next 30 days
- **Category Preferences** – customers' preferences for a specific retail category
- **Channel Relevance Score** – the most effective media channel for reaching the right audiences on the right moment on their path to purchase

3 **Propensity to Visit Online/Offline** - the likelihood of a potential customer visiting your online channels or physical locations in the next 30 days.



[Link - Demo Video](#)

Deliverable 3: Retail Media Campaigns

Footprints will run Retail Media campaigns with the following objectives:

1 **Traffic uplift**

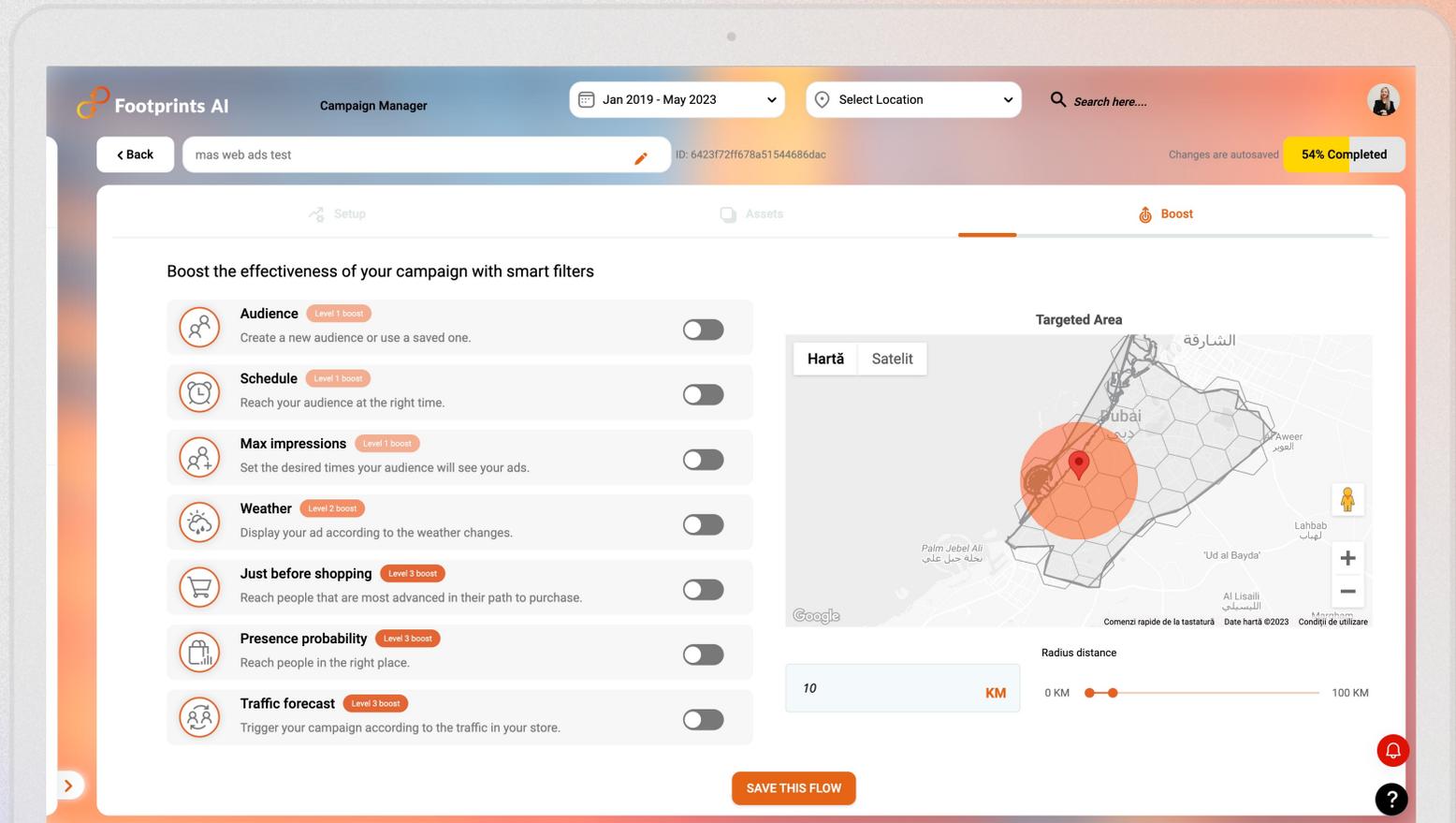
2 **CTR uplift** (Click-Through Rate)

3 **Sales uplift** for products included in the advertising campaigns.

Your campaigns will be delivered for predictive audiences generated by Footprints, using the marketing channels that have been chosen together with the marketing team (emails, SMS, Facebook Ads, Google Ads)

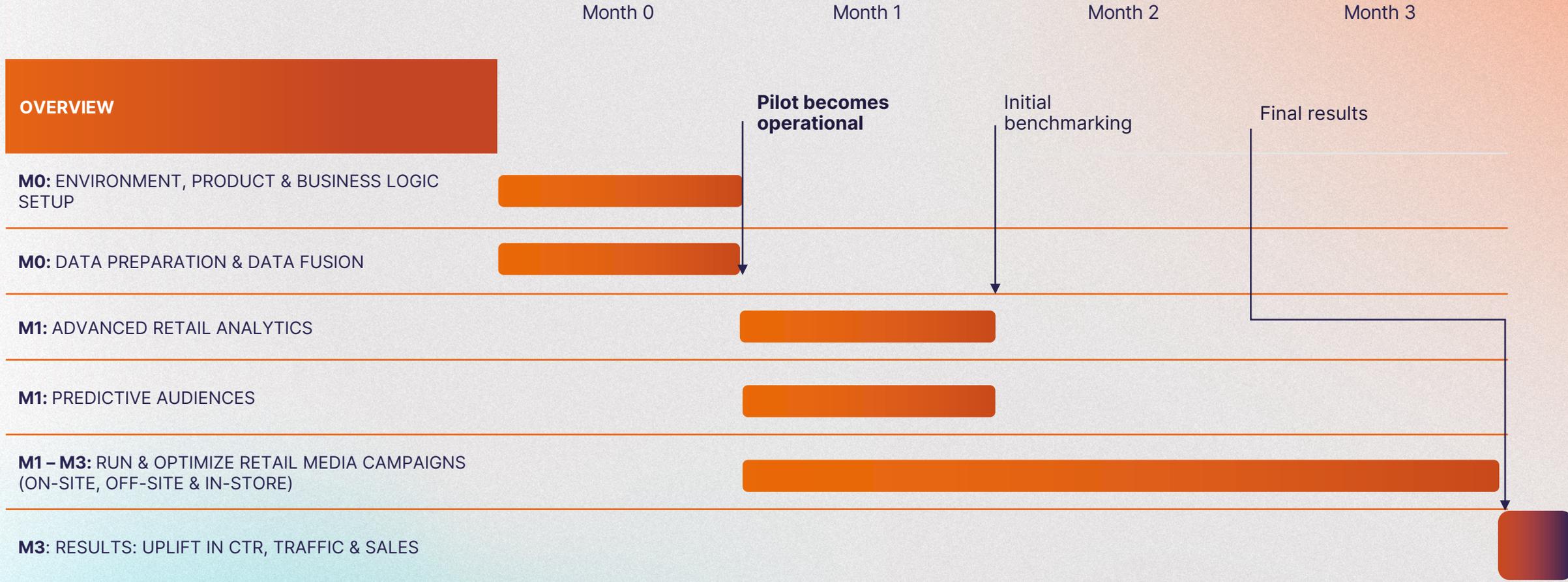
Service includes:

- campaign planning
- campaign setup
- running and monitoring
- performance optimizations
- real-time reporting
- dedicated Campaign Manager

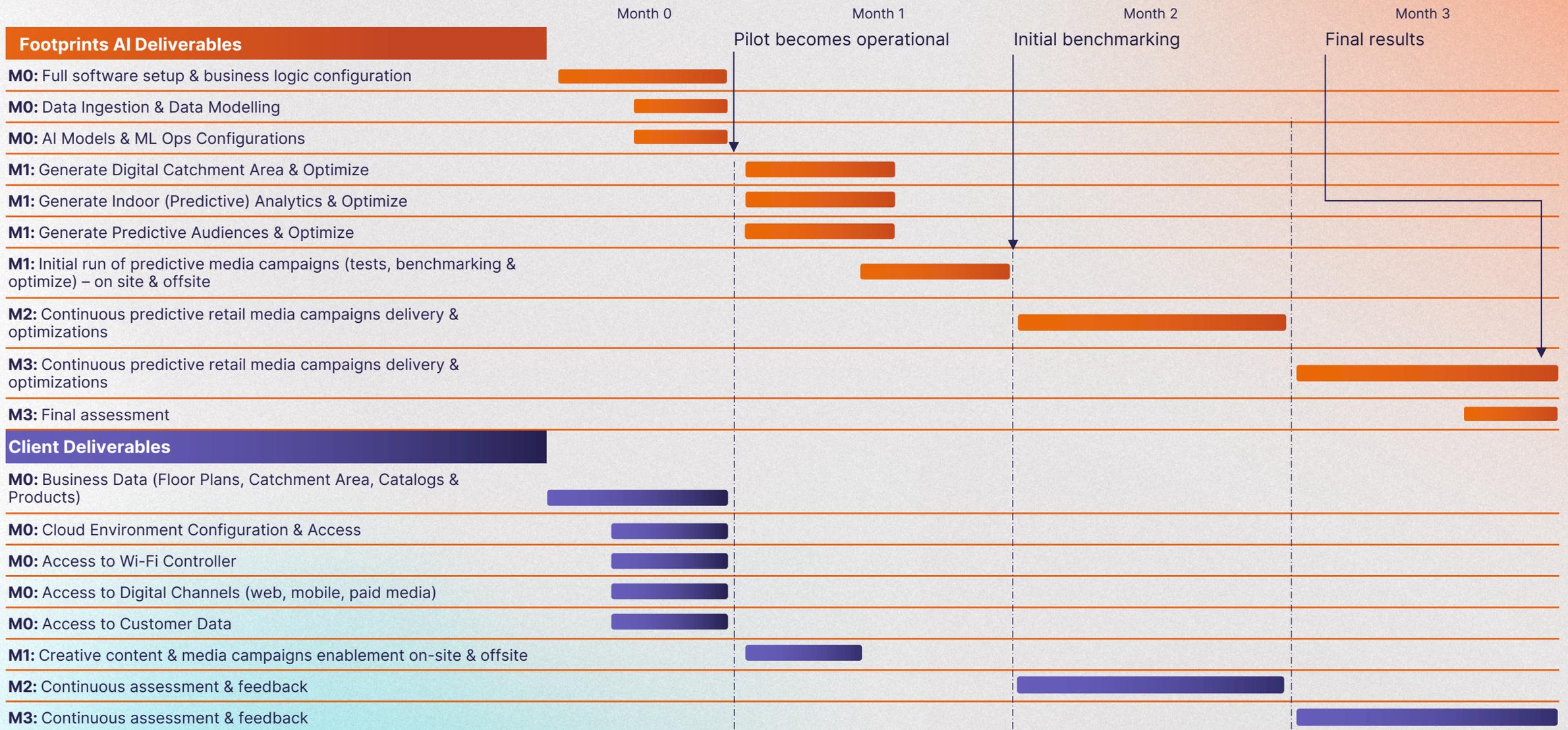


[Link - Demo Video](#)

Pilot Project Timeline Overview



Pilot Project Timeline Overview





Predict, Personalize & Profit
from your Physical Retail Data.

**Capitalize now on the rise of
the AI.**



Dan Marc

Founder & CEO
+40745201896

dan.marc@footprintsforretail.com
[linkedin.com/in/danmarc](https://www.linkedin.com/in/danmarc)

