

Physical Retail Made Relevant

In-store AI platform for product recommendations



Every shopper is unique. 91% of promotion spend never reaches its target. Mindful drives sales by utilizing data & AI to respond instantly to customers needs.

Mindful

Mindful's intelligence brings relevance to stores. The in-store AI-driven platform for product recommendations & price promotions that uses data to anticipate customer desires and effectively create personalised, seamless experiences that increases basket value. Personalisation capabilities that interact with customers on four distinct levels: store, segmented, individual and behavioural.



Why customers use Mindful

- Target the correct customer
- Prevent marketing wastage
- Replicate online strategies in the physical offline world

Increased Sales

- Increase basket value by showing the right product to the right customer at the right time
- Push higher margin products in Realtime
- Increase impulse purchases

75% of consumers prefer personalized product offering

Reduce Costs

- Millions wasted annually on paper printing
- Relevant digital ads vs paper
- Dynamic adjustments possible without cost

On average forecourts spend €1 million on printing annually

Unlock New Revenue

- Sell 3rd party advertising space in store
- Optimize space with multiple advertisements
- Creation of CPM for ads in-store

Estimated \$2 CPM

"Intouch overachieved on all three assigned KPIs by increasing contactability, increasing loyalty recruitment and by delivering strong labour efficiency. The service intouch provide is now a key part of our strategy" - Evelyn Moynihan, Head of Marketing Customer Loyalty, Musgrave Group plc.

How Mindful works, to achieve business benefits



Proof & Statistics

- Achieved sales uplift on promoted items
- 39% promotional uplift per store
- €68k gross profit increase per store (3 years)



Proof & Statistics of Joint Solution

- Azure Cognitive Services
- 100M pre-indexed products to date using Azure ML training
- Leaders in retail product classification

Mindful

Our promise to you

Drive sales in-store today by leveraging data and AI to respond in realtime to fast changing customer needs.

An offer to get you started

- An 8-12 week pilot in select stores
- Hardware agnostic
- Zero systems integration
- Store and Segmented relevance

1) Product Intelligence

(Trained product association models)

Azure Machine Learning

2) Store Intelligence

(Age and Gender analysis)

Azure Face ID

3) Decision Intelligence

(On-Prem real time data processing)

Azure IoT Edge

Tangible Benefits / Desired Outcomes

- Cognitive services boost ML model accuracy
- AI models trained in the cloud, deployed on the edge
- On-prem edge computing maximises realtime customer engagement

Why Intouch.com?

- Leaders in retail product classification
- Fully automated
- Easy on-boarding without IT integration
- Customer focused 24 hour global support and monitoring
- Privacy by design