

# SMART SHELF

The Future of Retail Data Monetization

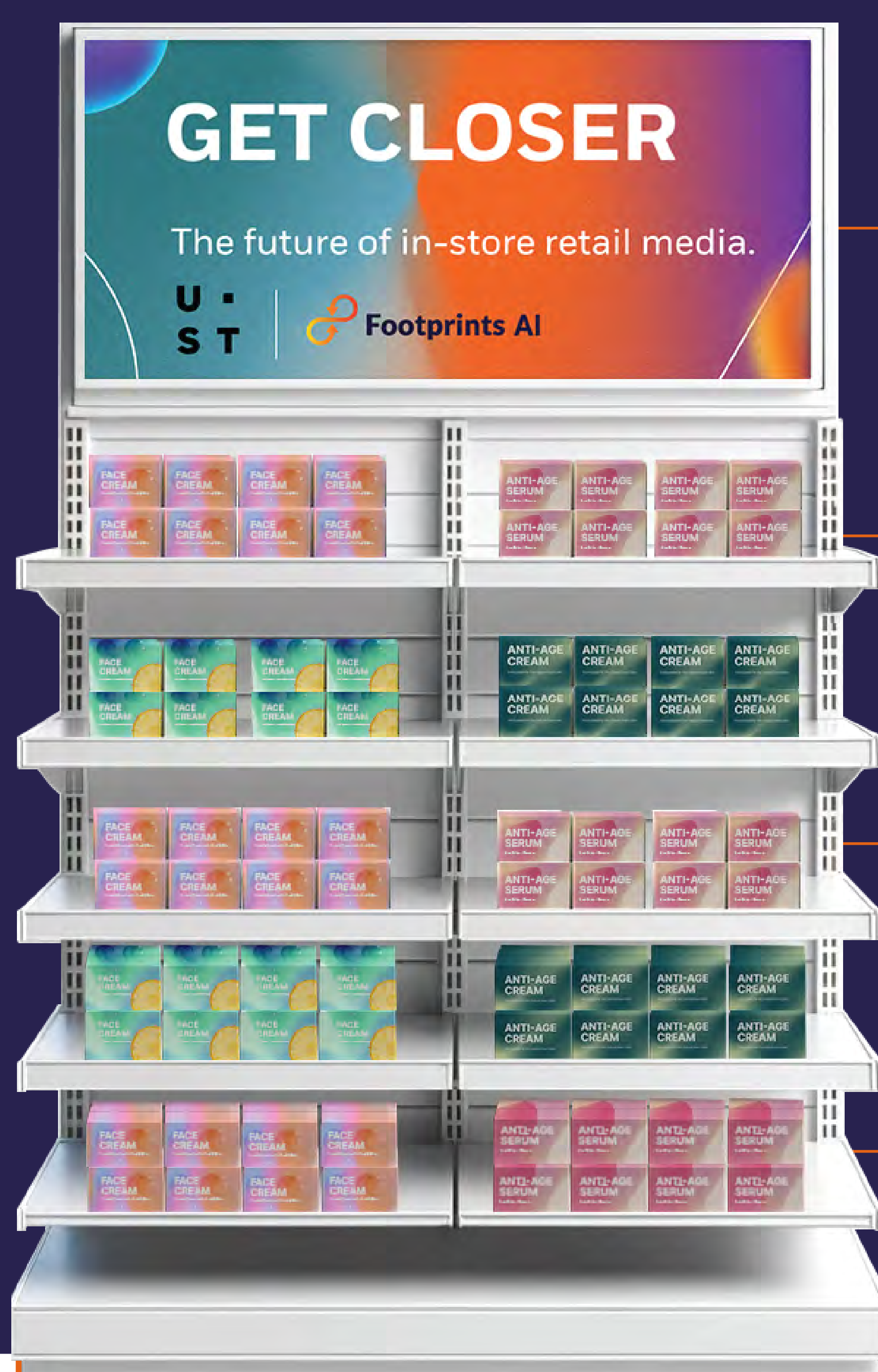
Starting at  
**\$270**  
per month

A Smart Retail Solution powered by



With one or more Smart Shelves you can predict, personalize & profit from your physical retail data TODAY.

An advanced retail solution powered by AI combining Computer Vision, Digital Signage, Wi-Fi Analytics, and Retail Media Solutions to transform traditional shelves into interactive, intelligent platforms that can plug & play into your existing in-store IT infrastructure.



**Retail Media**

Deliver hyper-personalized retail media content to the right customer.

**Intelligent Sensors**

Advanced sensors for real-time behavioral-based profiling & shopping intent detection.

**Customer Intelligence**

AI-powered platform for brands to understand who their customers are.

**Conversion Rate Analytics**

Real-time conversion performance monitoring and optimization recommendations based on movement & dwell time.

\*Available as Floor Display on request.

## Realtime Visitors Insights

Jun 2024 - Jul 2024

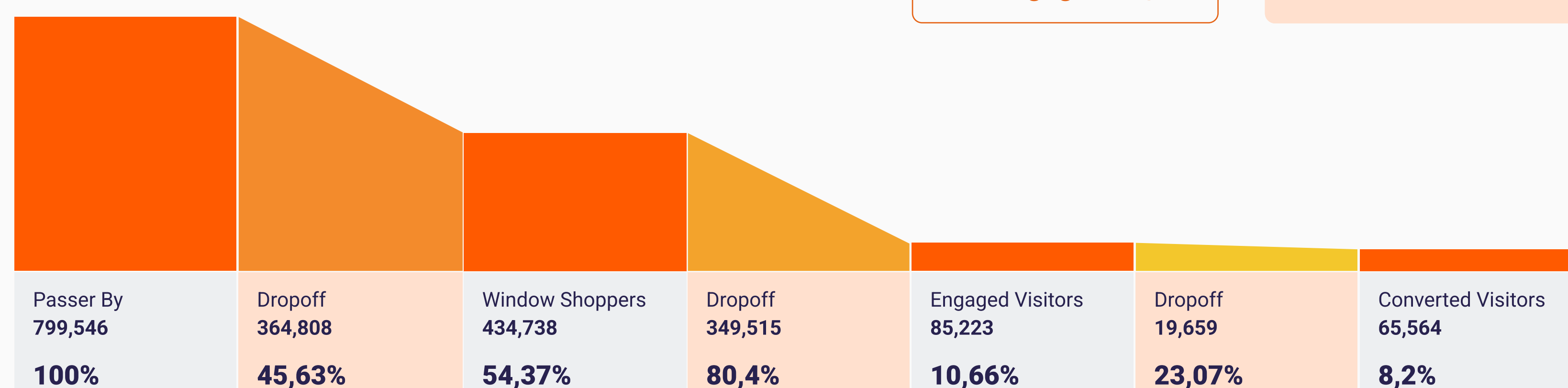
Campaign name

Lifetime Now

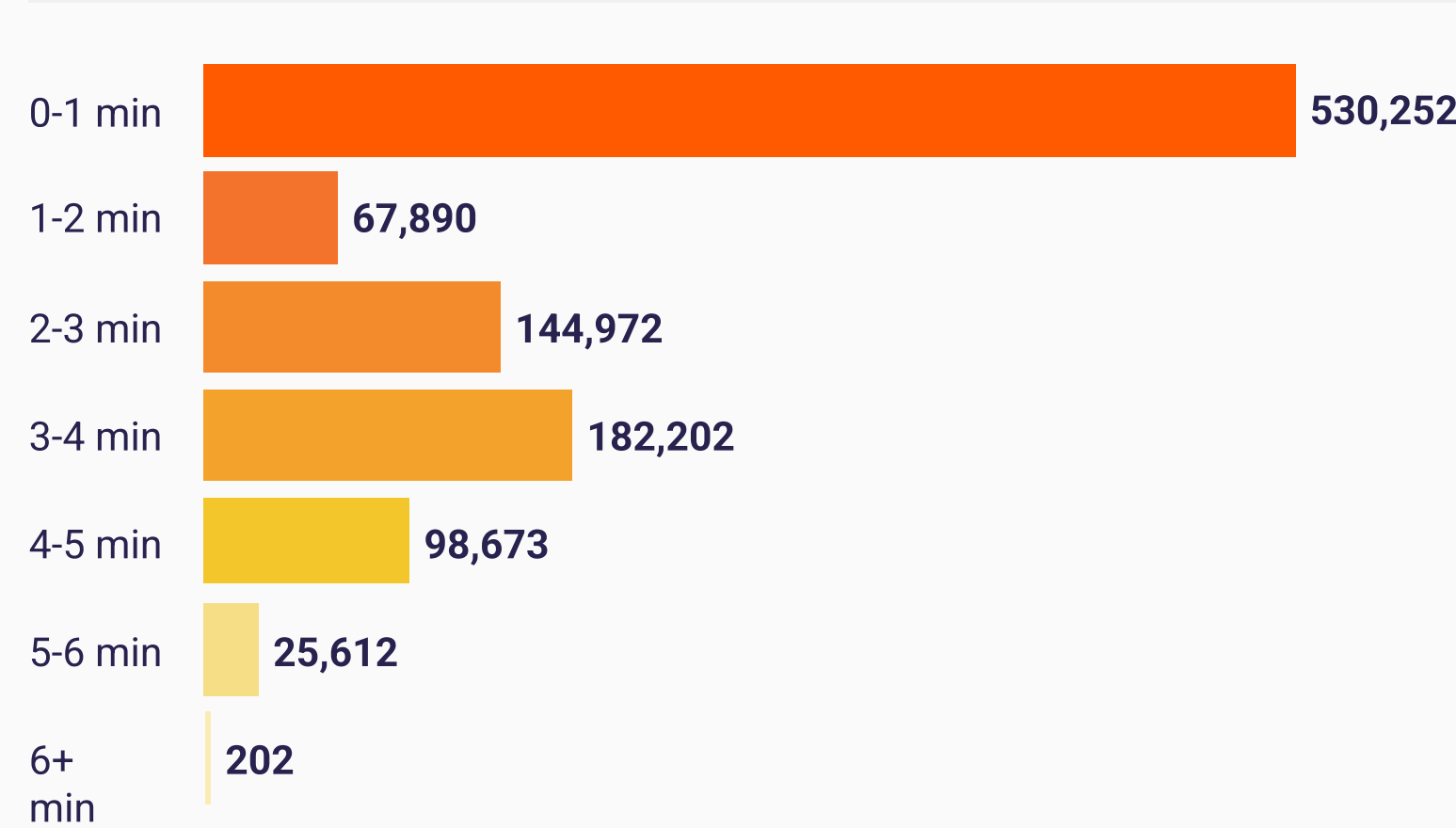
Total Engaged **85,223**

Conversion rate **8.2%**

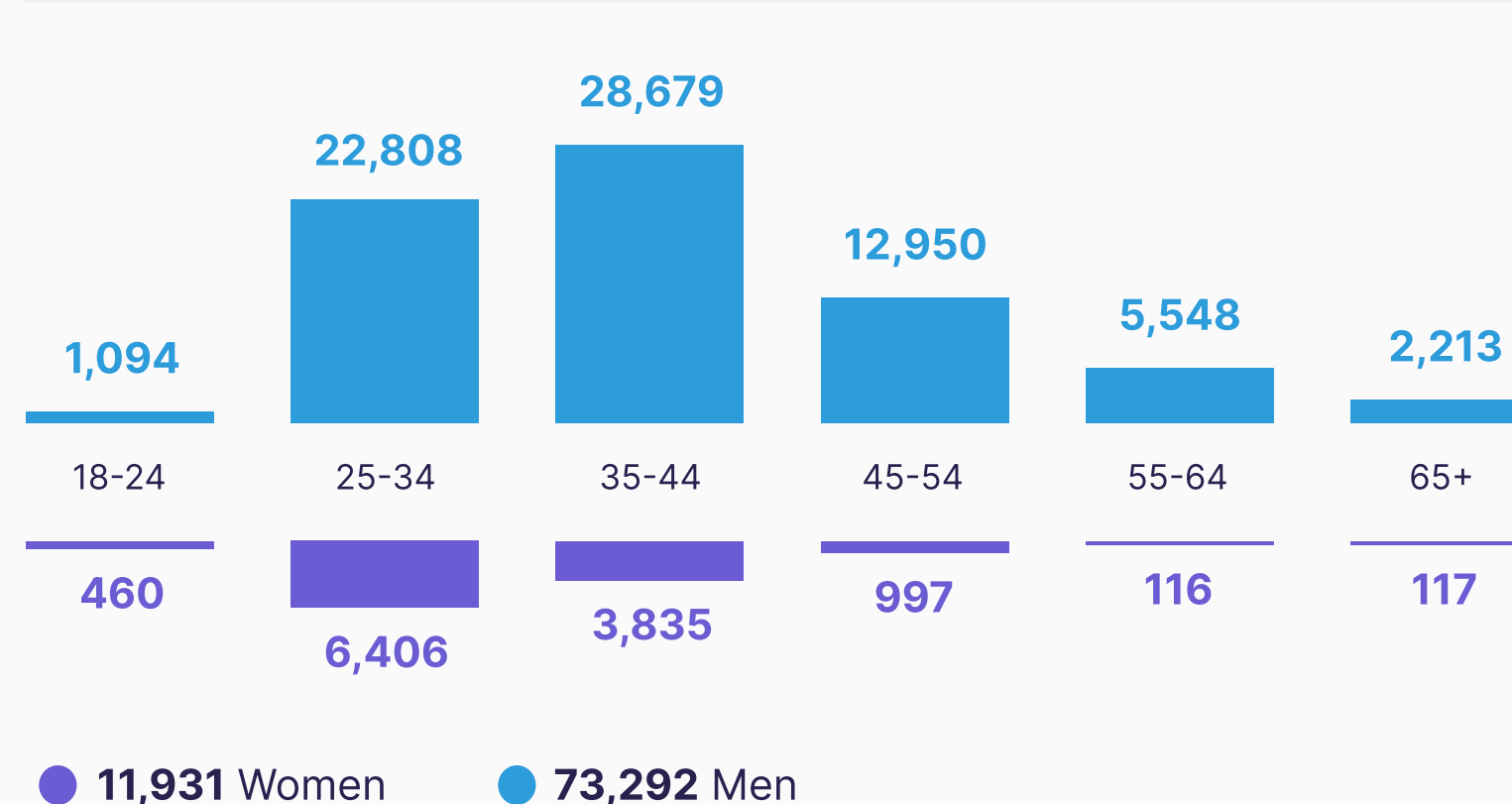
Now Playing



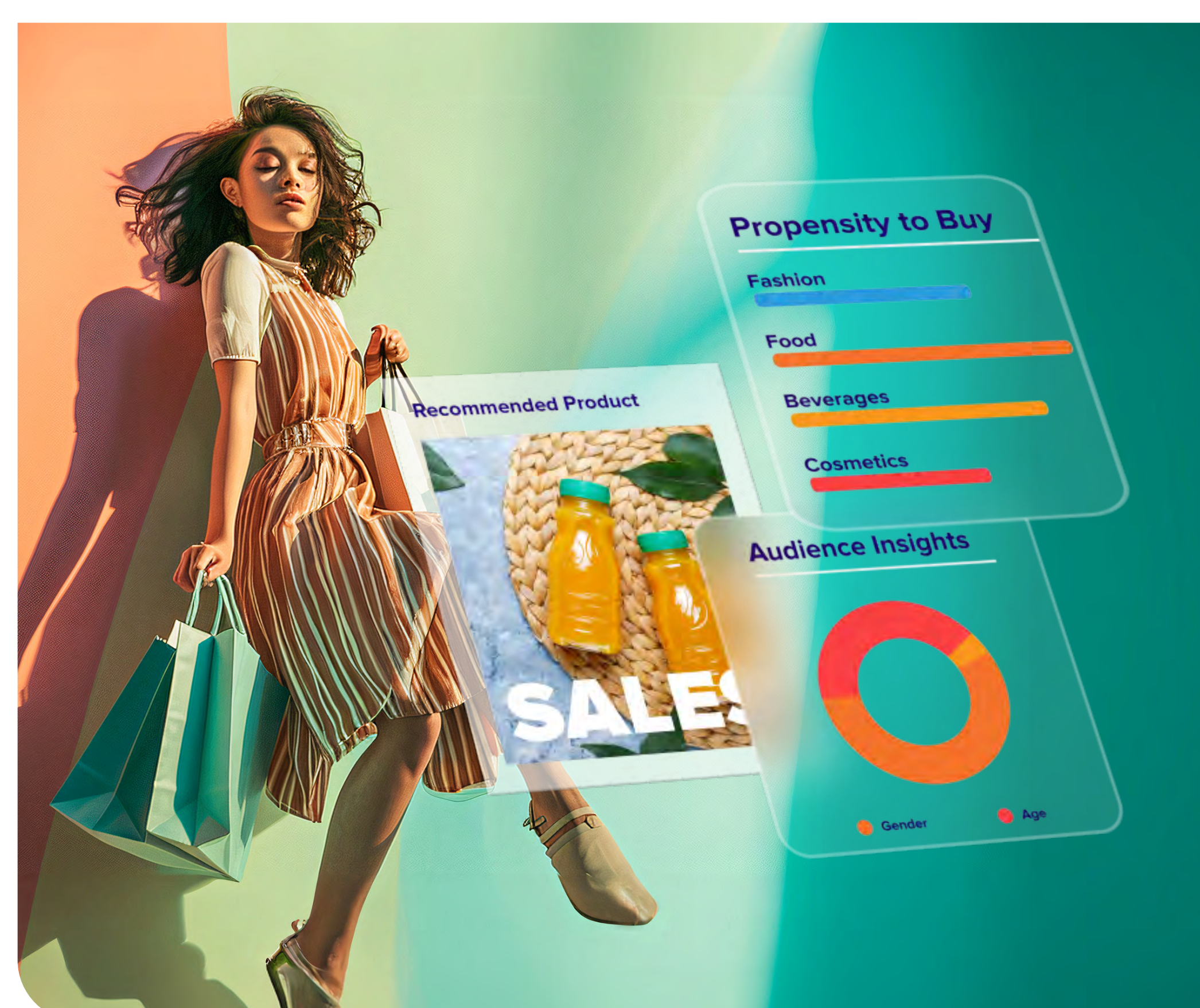
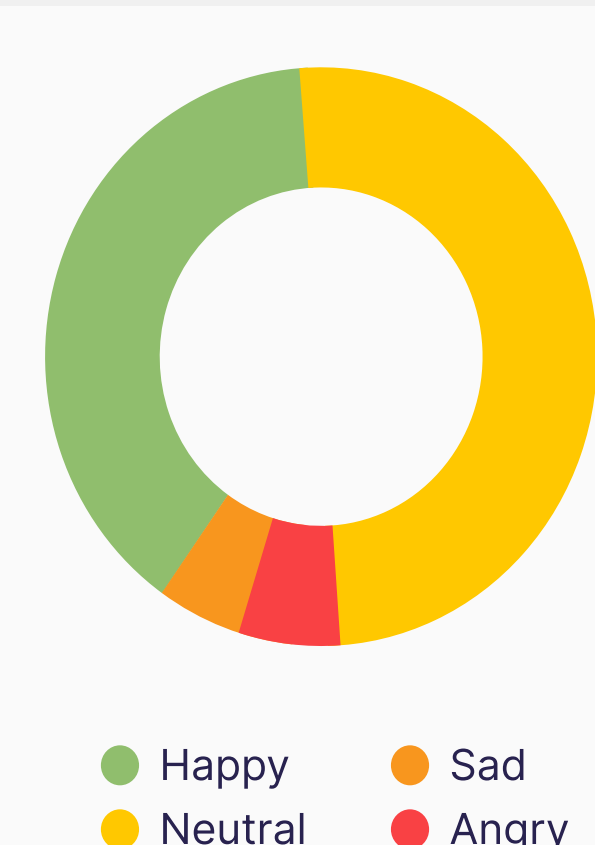
### Visit Duration Segmentation



### Gender & Age



### Mood



Maximizes In-Store Revenue Opportunities

Adapts to Evolving Consumer Behaviors

Bridges Digital and Physical Retail

Harnesses Retail Data

Ensures Seamless IT Integration

Cost-Effective Innovation

### Trusted by



### Costs

Hardware	Starting at
Wall Gondola Shelf	\$10
Digital Signage	\$35
Sensors	\$30
Computing	\$70
Connectivity	\$5

Software	Starting at
Footprints AI SaaS License	\$120

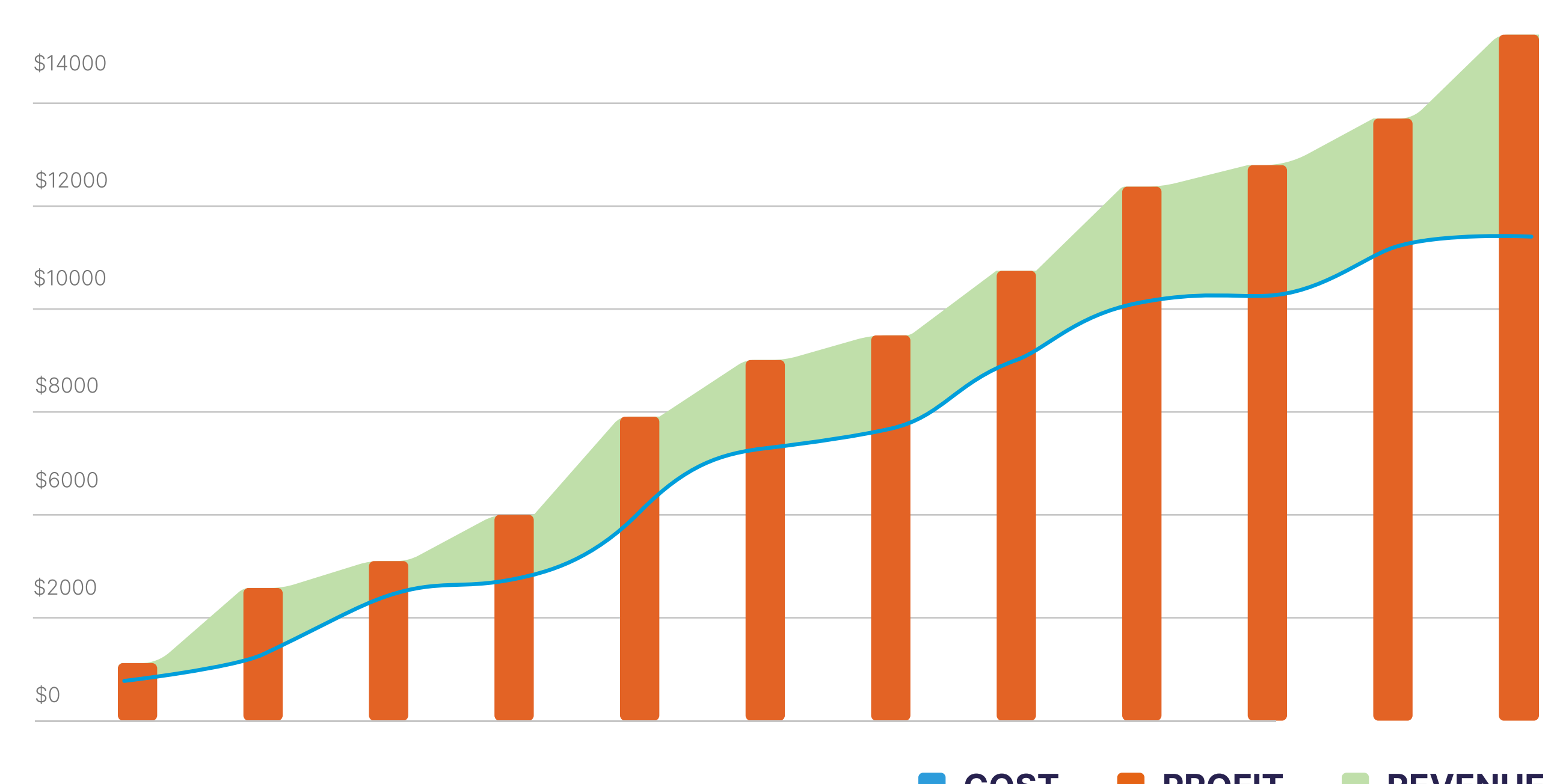
**Standard Package Cost \$270 / month**

Pricing depends on volumes. Minimum order for 10 Smart Shelves units. Professional services for Custom Solution Design & Delivery not included.

### ROI beyond trade

Retail Media Services ▶ \$320 | Retail Data Insights ▶ \$50  
Based on an avg. of 1500 customers daily and a market benchmark of \$8 CPM | Based on an avg. price of \$5 /customer intelligence report delivered to 10 retail brands

Cumulative Non-Trade Profit (over 3 year period) ▶ **\$3.600**



Join the Next Gen Omnichannel Retail Media

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

Smart Shelves. Smarter Profits. Capitalize now on the rise of the AI.



**Dan Marc**  
Founder & CEO @Footprints AI  
linkedin.com/in/danmarc  
dan.marc@footprintsforretail.com



**Subhodip Bandyopadhyay**  
P&L Owner / Global Head @UST  
linkedin.com/in/subhodip-bandyopadhyay  
Subhodip.Bandyopadhyay@ust.com