Footprints Value Proposition

Footprints uses AI and physical shopping behavior tracking technology to understand, predict and influence customers' physical shopping behavior.

Footprints AI enables your grocery retail to get in 3 months to data-driven profits: Launch your retail media network now.

- **New Profits:** New stream from Retail Media or boost current media offering.
- **Time-to-Market:** Retail Media offering in 3 months, not 3 years.
- **Minimum Costs:** Minimize R&D costs and focus on your data and your media offering.
- **Improve Return on Ad Spend:** 5-8x better retail media performance of your own media investment.
- **Know Your Customers:** Better know your customers beyond transactions and in-app registrations.
- **Expand Your Retail:** Discover your next most profitable geographies & communities to engage.

Examples of what you can do with Footprints AI:

- "Reach out today to the customers that are most likely to get into your store tomorrow."
- "What are the top 20 purchase intentions of my high potential value customers that didn't convert."
- "Target the non-customers in the proximity with the right reason to switch."
- "Send marketing campaigns only to those customers that are most likely to engage with them."
- "Who's been visiting my stores today, who they are, what were they looking for and what they purchased."

The physical retail is facing strong challenges.

Omnichannel Retail

Retailers seek to provide omni experiences but worry about rising costs associated with tech & customer service, especially in e-commerce.

Margin Compression

Retailer margins, small, are shrinking more due to inflation, rising labor and logistics costs, required investments to keep up pace with market.

Customer Expectations

Retailers must keep up with new business models prioritize low prices, convenience, and personalization over predictability and profits.

Digital & Data Assets

Retailers are missing out on the chance to monetize their direct relationship with customers through data-driven advertising, AI, and media.

With Footprints, grocery retailers enable their physical & digital infrastructure to track, collect & transform their most valuable asset, intention-based customer behavior data, into highly profitable predictive media audiences and Omnichannel Retail Media in 3 months instead of 3 years.

Intention-based customer behavior data reflects customers' shopping intentions and can be transformed into valuable insights about how customers are likely to behave in the physical retail. This data becomes the most valuable asset for grocery retailers once it starts fueling the predictive multi-channel ad campaigns influencing the entire path-to-purchase of customers and allowing retail brands advertise more effectively.

Footprints AI understands & predicts the complete omnichannel path-to-purchase of customers.

Footprints AI collects customer intention data to power & automate predictive retail media campaigns on any channel.

- Our Retail Media platform uses in-store customer intention data to predict and influence physical retail sales more profitably.

- Our data & AI technology understands, predicts, and influences the complete path to purchase of shoppers in the physical retail environment.

- This is done through indoor positioning, predictive models, and omnichannel targeting. The result is that brands can target media audiences based on their predicted physical shopping behavior and different stages of their purchasing journey.

- Grocery retailers thus open up the possibility of generating new revenue streams from the data generated by their customers and see a huge increase in their capacity to generate new streams of revenue.

- For retail brands, especially CPG, but also automotive, financial services and other B2C brands, we generate valuable insights into consumer shopping habits, their predictive behavior, and their marketing channels of most engagement which they can use to increase efficiency and Return on Ad Spend on their media investments.

Footprints
for retail

Footprints as a digital asset management platform for your grocery retail.

We designed Footprints as all-in-one retail media platform, including advanced analytics, customer data, sales, and campaign automation, purposefully developed to enable the digital transformation of your grocery retail with four core principles at the heart of it:

• **Own your data:** As the shift towards a data driven economy accelerates, we are putting forward a solution that gathers all your physical & online customer data in one place under your full ownership, complying with the harshest privacy regulations on the market.

• **Monetize your data:** The next level of digital transformation for your retail is to move from technology as a cost to a technology as a revenue generator model by using the behavioral data through Footprints AI to drive in store traffic and sell retail media campaigns.

• **Understand it:** In order to help you understand your data ecosystem, Footprints enables your grocery retail model to use in-depth visualization capabilities for data collected from all touchpoints, generating user-friendly monitoring dashboards for offline and online customer interactions.

• **Generate actionable insights:** The value of data relies in immediately actionable customer insights generated through robust AI technology enabling your retail to benefit from visit predictions, dynamic predictive audiences, and actionable sales leads.

Our value proposition to your grocery retail business.

• Generate a new revenue stream from Retail Media or significantly improve their current Retail Media offerings by transforming indoor shopping behavior data into predictive media audiences.

• Launch your Omnichannel Retail Media offering in 3 months instead of 3 years.

• Generate 10x more profits from retail media, fully scalable and 10x faster.

• Significantly improve the efficiency of your retail media offering towards retail brands and media agencies.

• Know who all your customers are, beyond the 15% that registers their data into apps and loyalty programs, and programmatically discover new communities where to expand.

This results in lower costs, faster time to market and increased profits, giving our customers a competitive advantage in the Retail Media Network market.

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Let's get your retail to capitalize on the rise of the AI.

Footprints AI, 3 months to data-driven profits: Launch your retail media platform now.

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