



# Footprints Value Proposition

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

We can help pharma retailers to:

- Generate a new revenue stream from Retail Media or significantly improve their current Retail Media offering.
- Launch their 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 5-8x the efficiency of their retail media offering for brands and media agencies.
- Know who all their customers are, what they do, what they want, and what they need and programmatically discover new communities where to expand.

## The physical pharma retail is facing strong challenges.

### Omnichannel

Pharma retailers are eager to provide an omnichannel experience to customers, integrating retail stores and e-commerce. But they face significant concerns over the rising costs to serve the customer, as this is a big issue behind e-commerce.

### Margin compression

Margins have always been small, but they are shrinking more due to inflation, rising labor and logistics costs, required investments to keep up pace with market.

### Customer expectations

Recent expectations as driven by market-acquisition driven business models (versus profit driven) include Lower prices, instant convenience, instant personalization. All of this eats up from profits and predictability, as customer expectations are now influenced by pure digital user experiences like Netflix, or Uber.

### Digital assets

Pharma retailers are behind the curve when it comes to the opportunity to monetize their direct and unique relationship with their customers, while high-relevancy advertising driven by data, AI & media channels being the engine behind this. Retailers don't know their customers beyond transactions & in-app registration data limited to 15% of all data.



With Footprints, pharma 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 retailers once it starts fueling the predictive multi-channel ad campaigns influencing the entire path-to-purchase of customers and allowing brands to 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.
- Retailers and retail properties 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 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 as a digital asset management platform for your physical 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 physical 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 offline & 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 physical retail traffic and sell retail media campaigns.
- **Understand it** | In order to help you understand your data ecosystem, Footprints AI enables your 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.

## The Benefits of Footprints AI for the Pharma Retail are clear:

- **Increased sales:** By understanding and predicting the complete path to purchase, Footprints AI helps pharma brands increase their retail sales more efficiently and effectively.
- **Better targeting:** Footprints AI allows pharma brands to target media audiences based on their predicted physical shopping behavior, ensuring that their marketing resources are being used effectively.
- **Omnichannel targeting:** Footprints AI provides a comprehensive view of the customer journey, allowing pharma brands to target audiences across multiple channels for maximum impact.
- **Improved ROI:** By providing a more efficient use of marketing resources, Footprints AI helps pharma brands improve their return on investment.

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

# 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.