Footprints AI

➢ **Advanced Analytics**

➢ **Audiences**

➢ **Marketing Automation**

➢ **Sales Automation**

Footprints AI

Advanced Analytics

Our Advanced Analytics tools, integrating retail media and data monetization, enable businesses to optimize performance, forecast traffic, and enhance marketing campaigns. They bridge online-to-offline sales and facilitate strategic customer engagement based on recency, frequency, and value, maximizing revenue opportunities

Digital Catchment Area

Footprints AI

- Showcase the entire online community for your brand's location.

- Provide a snapshot of socio-demographics, preferred days of the month, day of the week, hour of the day, and preferred channels.

- Includes penetration rate and visit volume per hour in your local community.

- Gain valuable insights into the online habits of your target audience.

- Integrate Retail Media ads based on online community
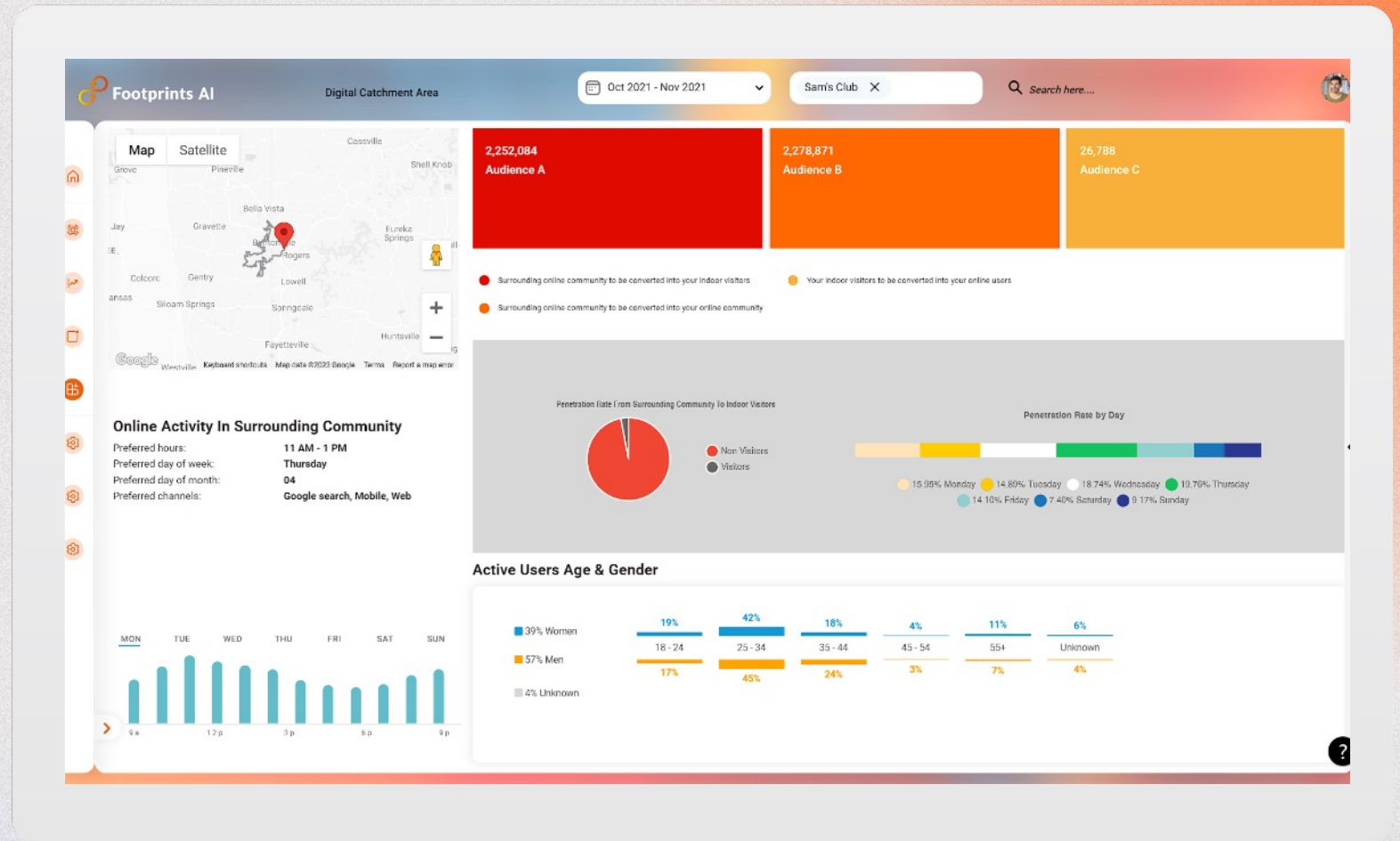
Indoor Traffic Performance

- Measure your physical location's performance in the local community.

- Showcase total visits, visit duration, and a month-by-month, day-by-day, and hour-by-hour heat map.

- Understand how your physical space influences visitor behavior over time.

- Place Retail Media in high-traffic areas; sell traffic data insights to advertisers.

Indoor Traffic Flow

- Map all stores in your location and track visitor flow between them.

- View where visitors came from and where they are going.

- Optimize your store layout based on actual visitor paths.

- Use visitor flow data to position Retail Media strategically in the in-store layout.

Indoor Traffic Forecast

- Utilize AI to predict visits in the next period.

- Plan for expected traffic using accurate forecasts.

- Ensure your resources are effectively allocated for anticipated demand.

- Monetize traffic predictions & use forecasts to plan Retail Media campaigns.

Indoor Behavioral Segments

- Classify each visitor into one of four behavioral segments: low-frequency explorers, regulars, high-potential value visitors, and loyal visitors.

- Tailor campaigns for specific audience segments at different consumer stages.

- Improve campaign effectiveness by targeting the right audience with personalized messaging.

- Tailor Retail Media to

# O2O - Online to Offline Sales Attribution

- Showcase your business's performance in converting online visitors to offline visitors and vice versa.

- Understand the impact of online efforts on offline sales and vice versa.

- Optimize your online and offline strategies based on conversion insights.

- Utilize conversion insights for Retail Media & monetize online-to-offline conversion data.
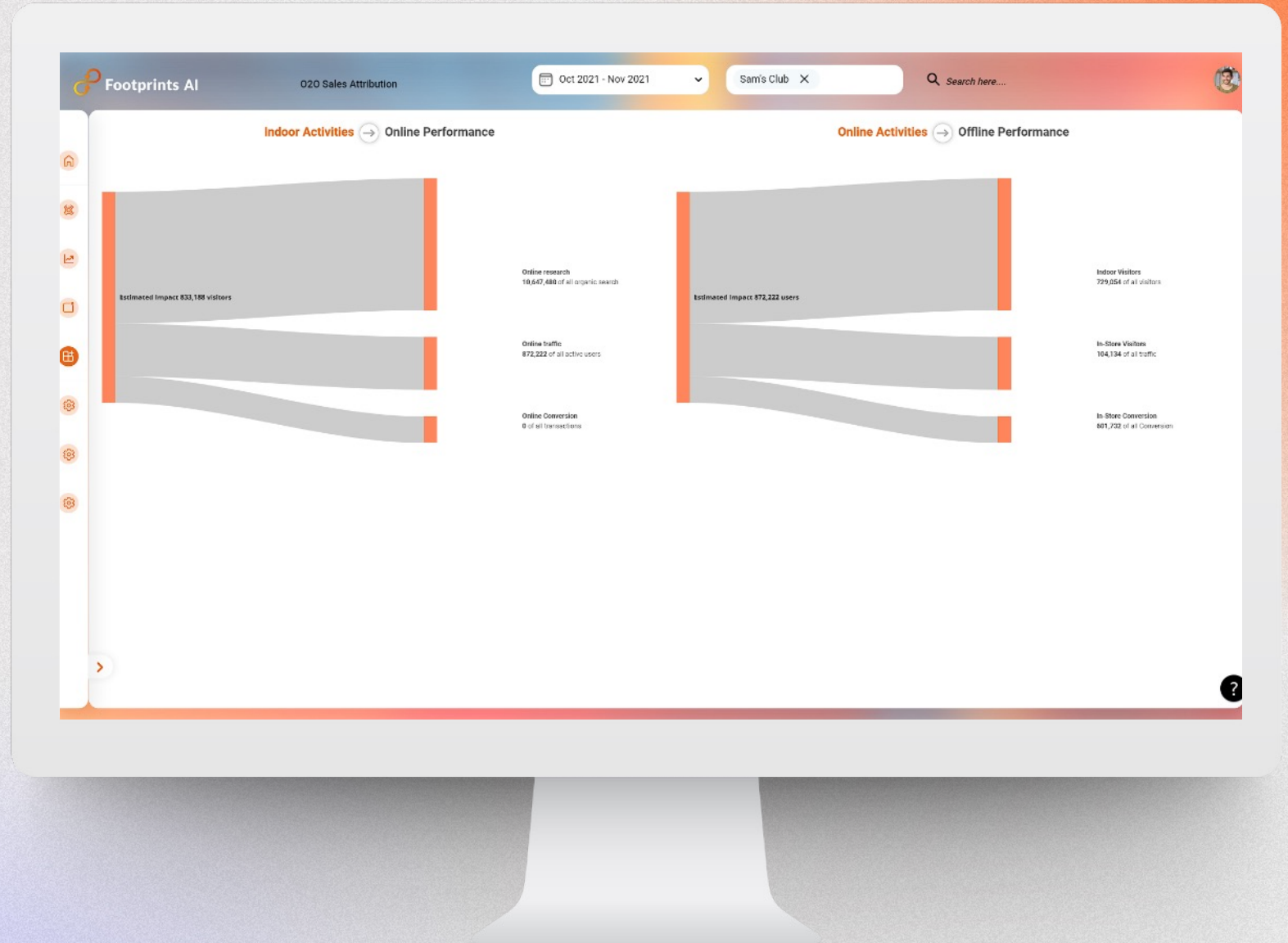
RFM Segments

- Use the RFM framework to generate 11 segments based on recency, frequency, and monetary value.

- Utilize these segments in audiences and campaigns to tailor strategies for improving sales, visits, satisfaction, and advocacy.

- Enhance customer engagement by targeting specific segments with personalized and strategic approaches.

- Direct Retail Media to specific RFM segments
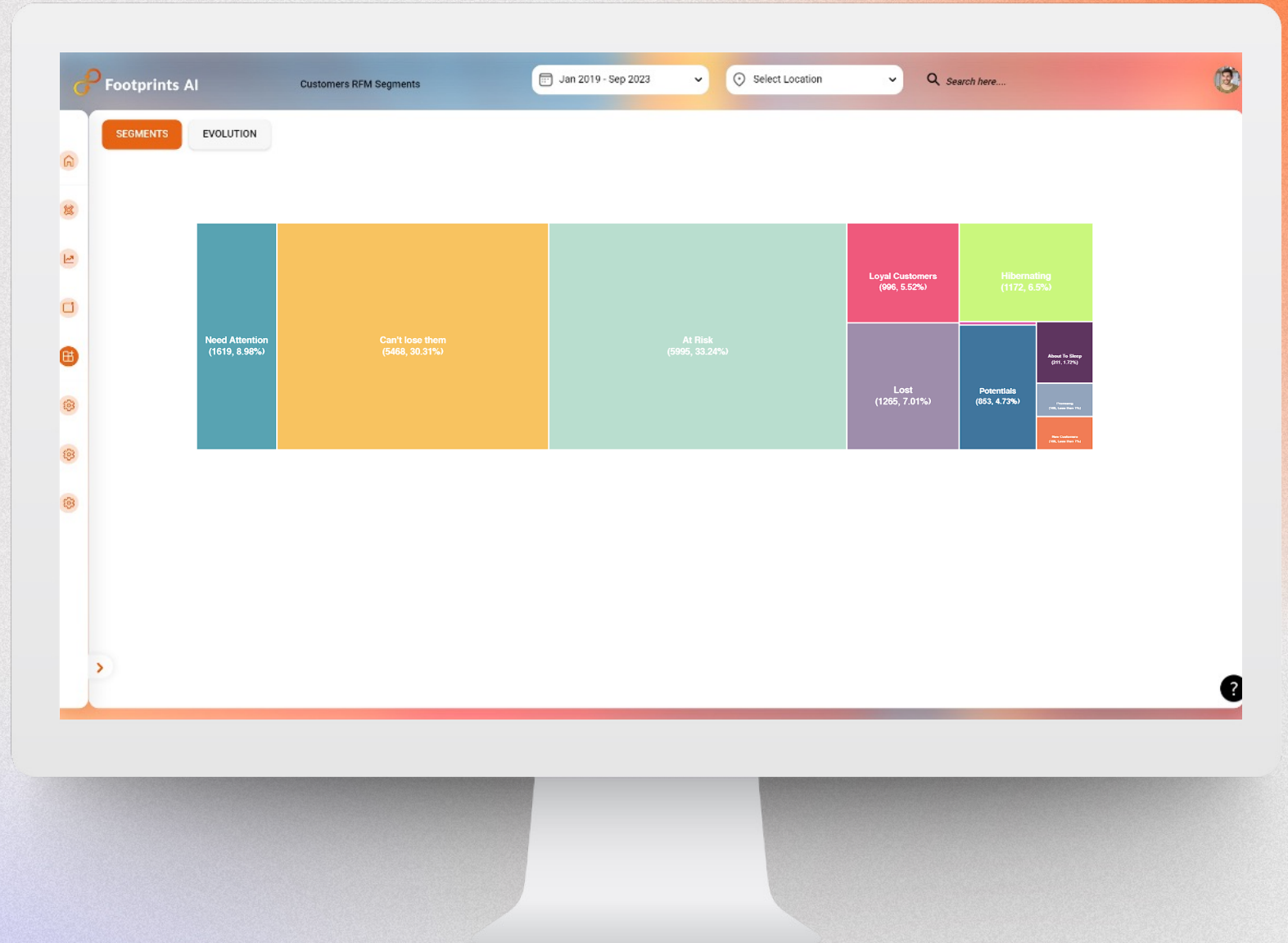
Footprints AI

Audiences

Footprints, enhanced with retail media and data monetization, offers tailored experiences for diverse audiences. It streamlines customer segmentation, minimizes the need for specialized resources, and enables businesses to address specific goals effortlessly, ensuring personalization for each segment.

Saved Audiences

- Use saved audience data for targeted Retail Media & monetize audience insights.

- View demographics, segment size, potential reach, and impressions.
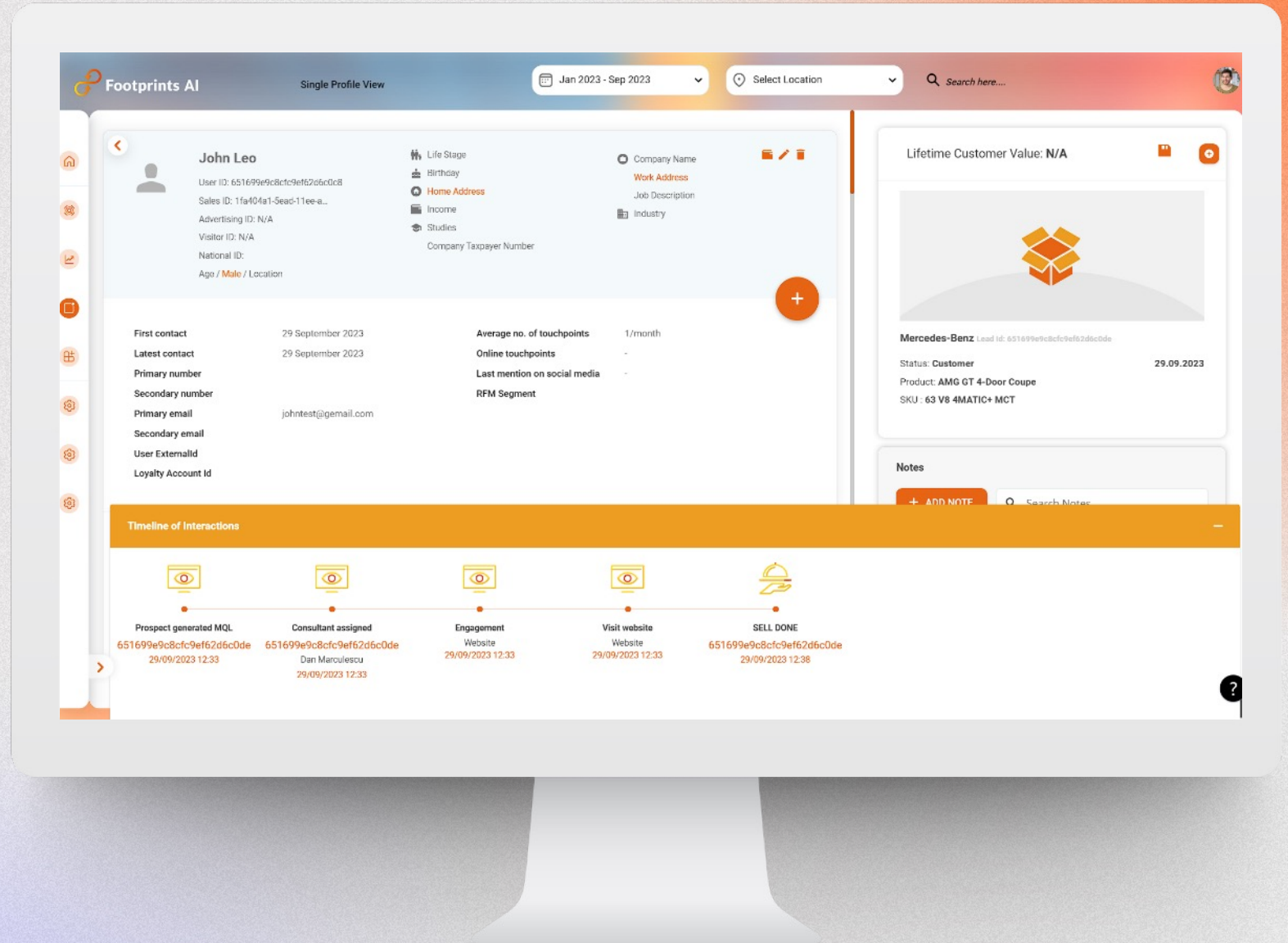
- Sync audiences with Google and Facebook.

- Duplicate and export audiences effortlessly.
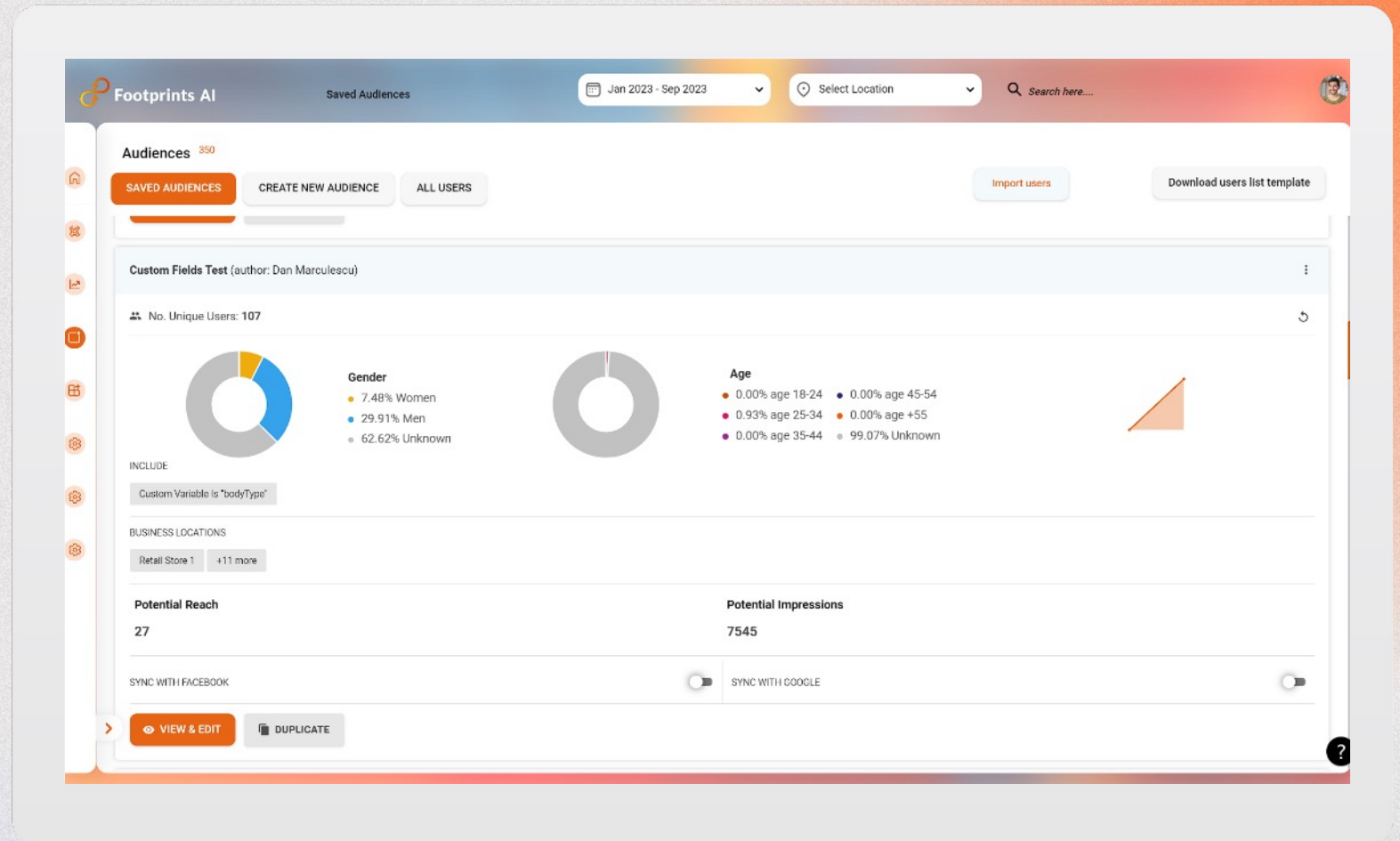
Audience Creation Tool

- Utilize multiple filters: socio-demographics, descriptive, and predictive.

- Apply include and exclude logic.

- View all users included in the audience.

- Import audiences seamlessly.

- Leverage audience filters for Retail Media targeting.
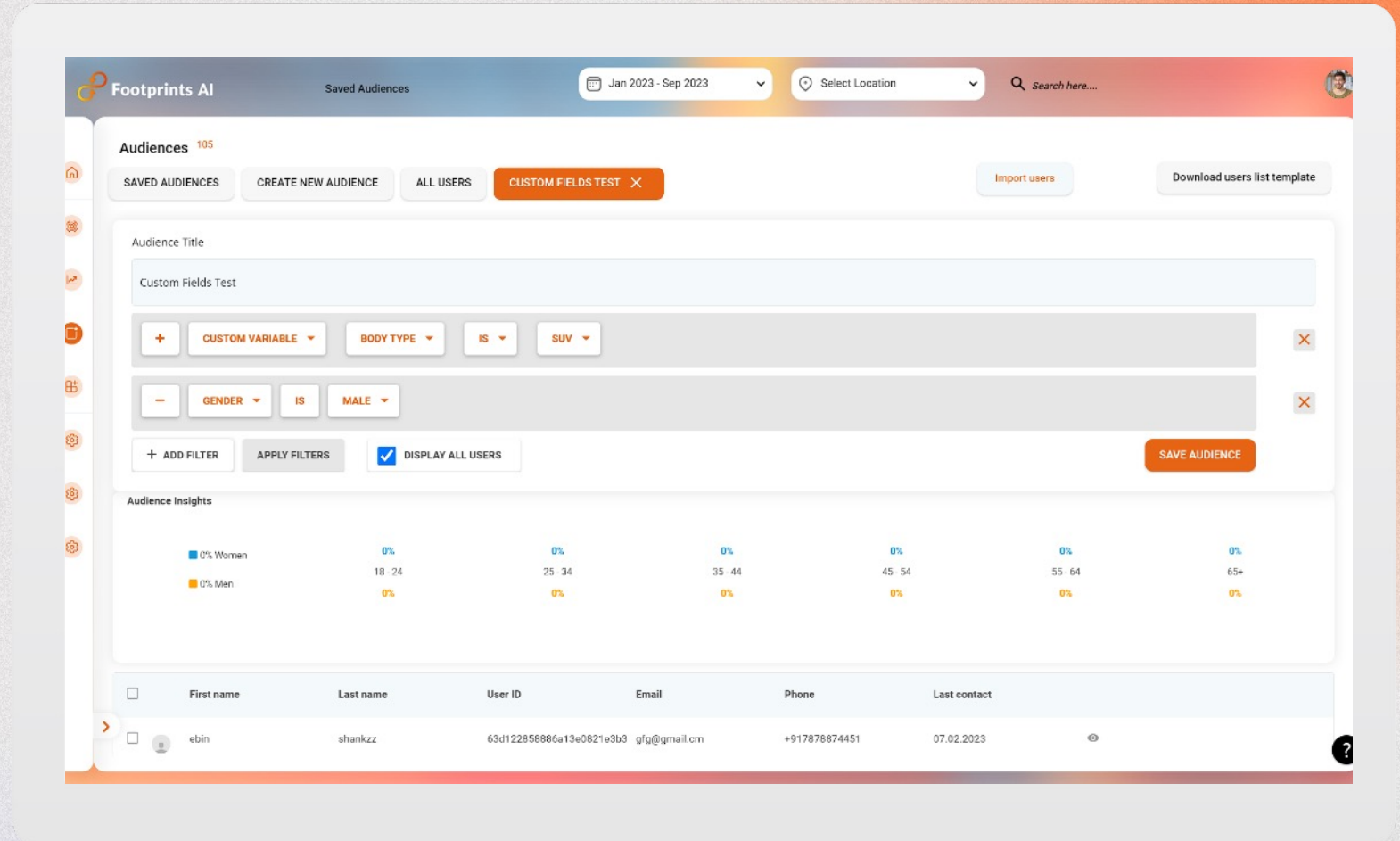
Lookalike Audiences

- Create and monetize lookalike audiences for broader Retail Media reach.

- Save audiences for future campaign use.

- View demographics, segment size, potential reach, and impressions.

- Sync audiences with Google and Facebook.

Predictive Audiences

Footprints AI
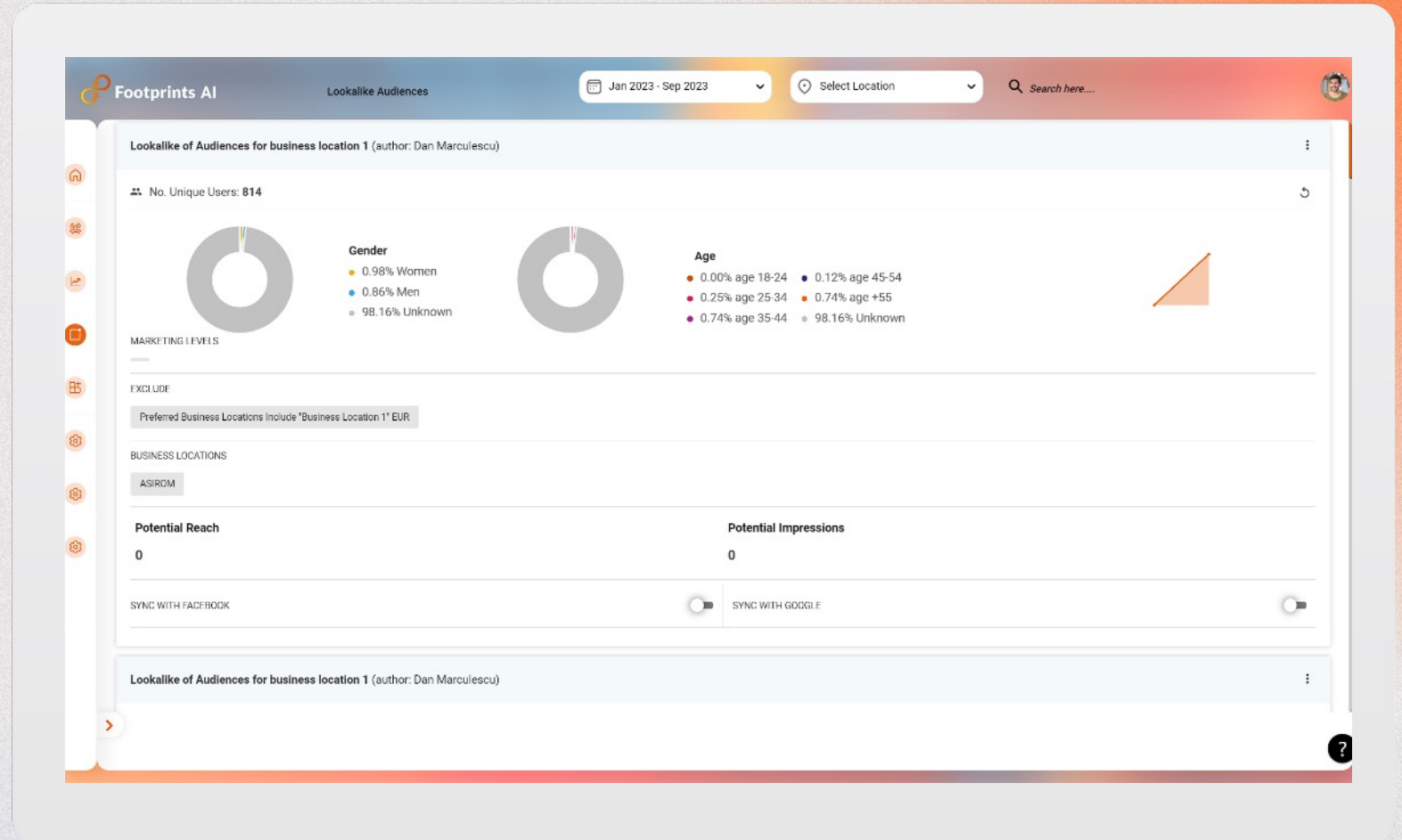
- Segmented into four categories: low frequency explorers, regulars, high potential value visitors, and loyal visitors.

- AI Predicted for the next 30 days and autogenerated.

- Use AI predictions for precise Retail Media targeting & monetize forecasted behaviors.

Footprints AI · Predictive Audiences · Jan 2023 - Sep 2023 · Select Location · Search here....

Audiences 146

PREDICTIVE AUDIENCES · CREATE NEW AUDIENCE

Test Audience Aug : People most likely to visit your offline & online assets in a regular manner

No. Unique Users: 964

Dwell time avg.: offline: 1.5 min. online: 18.04 min.
Frequency of visits avg.: offline: 48,309 online: 4,775
Recency avg.: offline: 9 online: 0

Gender
- 1.87% Women
- 2.39% Men
- 95.75% Unknown

Age
- 0.00% age 18-24
- 0.10% age 25-34
- 0.00% age 35-44
- 0.00% age 45-54
- 0.00% age +55
- 99.90% Unknown

Propensity to visit
0.00%

Preferences:
Brands · Tenants · Categories · Propensity to Visit · Channels

INCLUDE
next30DaysRegulars

BUSINESS LOCATION
Retail Store 1

Potential Reach
604

Potential Impressions
33,796

SYNC WITH FACEBOOK · SYNC WITH GOOGLE

Single Profile View

- Store all user information in a single profile view.

- Includes socio-demographics, AI-generated values, contact information, technical details, lifetime customer value, form completions, responses, consent info, notes, and a detailed interaction timeline.

- Manage Retail Media campaigns using user information & monetize campaign insights.

Footprints AI

Campaign Automation

Our Location-Based Marketing Automation, enhanced with retail media and data monetization, efficiently converts visitors into shoppers by optimizing in-store experiences. This integration boosts functionality by enabling targeted advertising and insightful data-driven decisions, reducing costs and empowering brick-and-mortar businesses with versatile, automated solutions for a wide range of marketing objectives across all channels.

Campaign Manager

- Manage Retail Media campaigns efficiently & monetize campaign data.

- View active, scheduled, drafts, and completed campaigns.

- Filter campaigns by location, date, and channels.

- Perform actions such as export, duplicate, and start/stop with ease.

- Utilize robust filtering capabilities for precision.
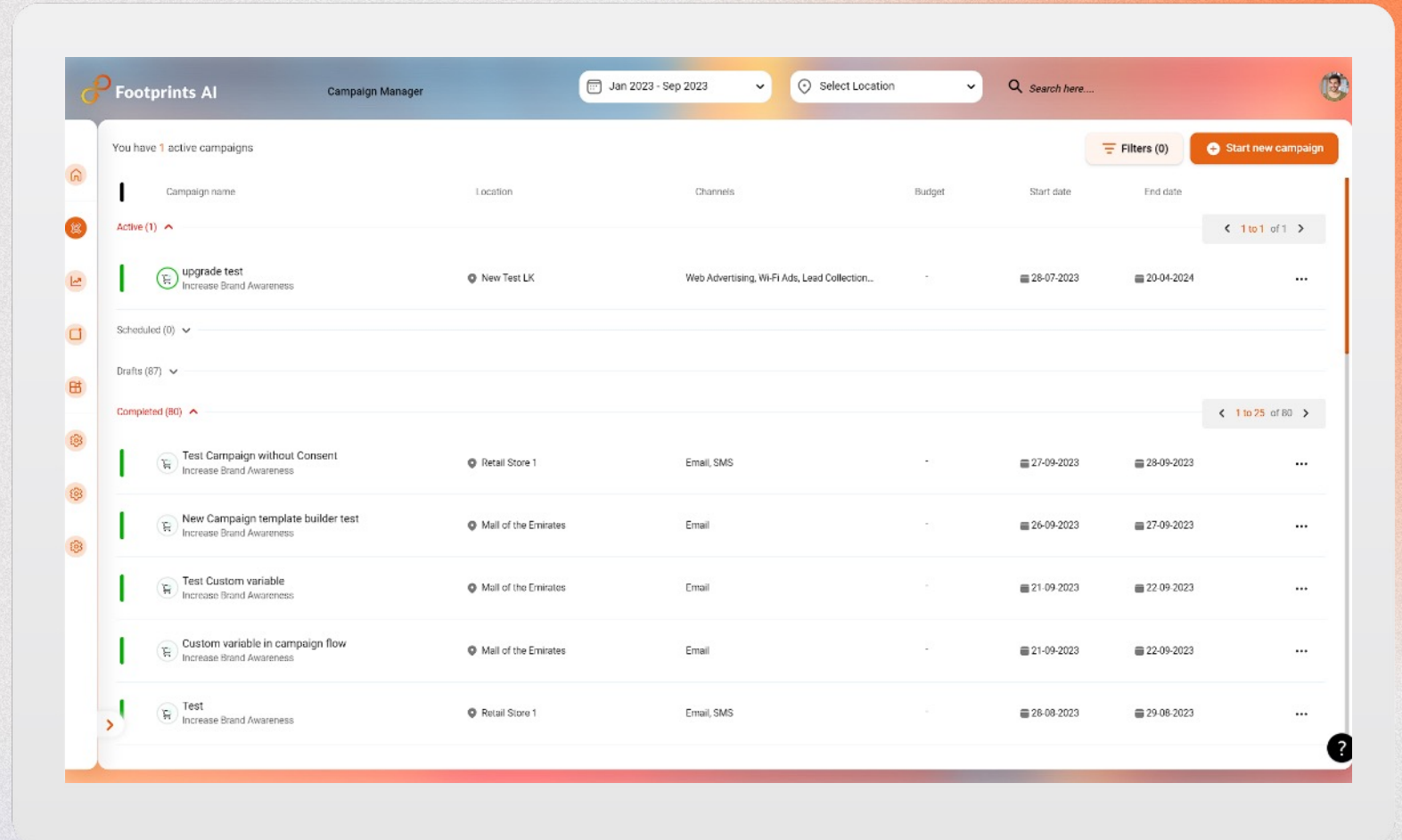
Campaign Types

- Incorporate Retail Media in diverse campaign types.

- Online, offline, and omnichannel campaigns for diverse objectives.

- Tailor campaigns to specific objectives and goals.
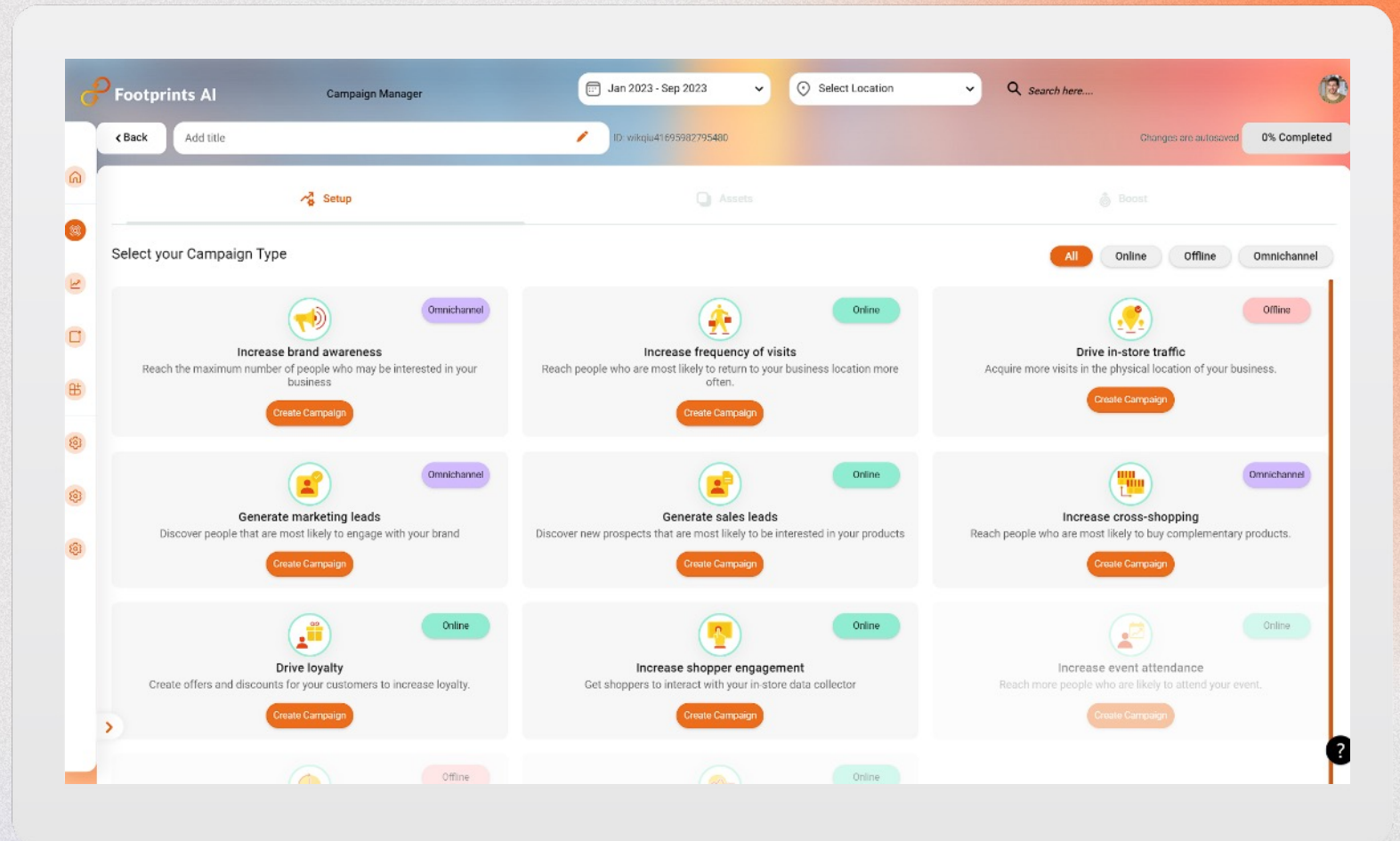
Campaign Setup

- Configure Retail Media in campaign setups, tailored to specific objectives.

- Set locations, start and end dates.

- Configure smart URLs for different devices and OS.

- Select key visuals, channels, and allocate the total budget.
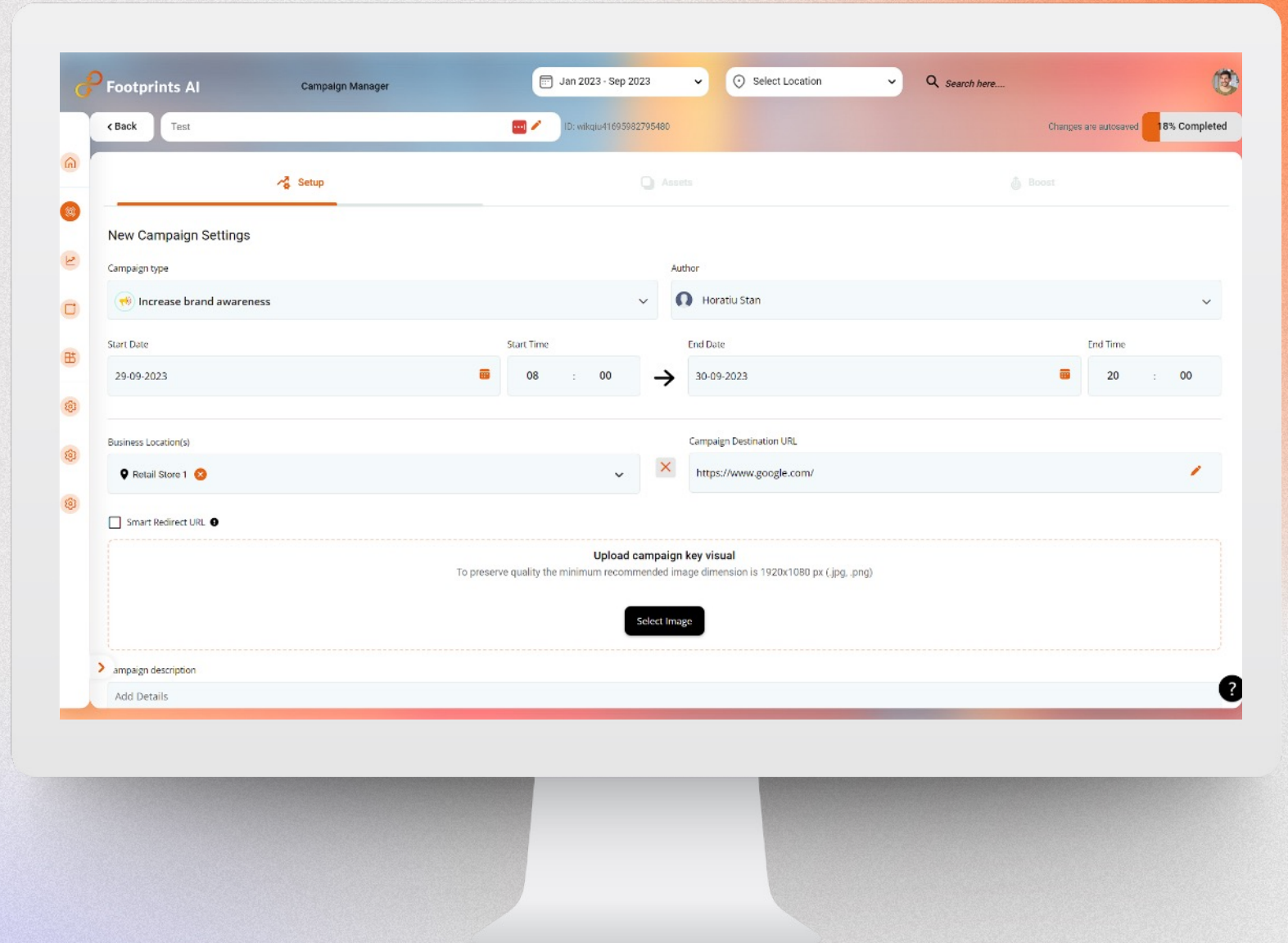
Campaign Assets

- Utilize various channels for Retail Media placement: Facebook, Google, email, SMS, digital signage, web ads, and Wi-Fi ads.

- Configure each channel with its specific setup details.
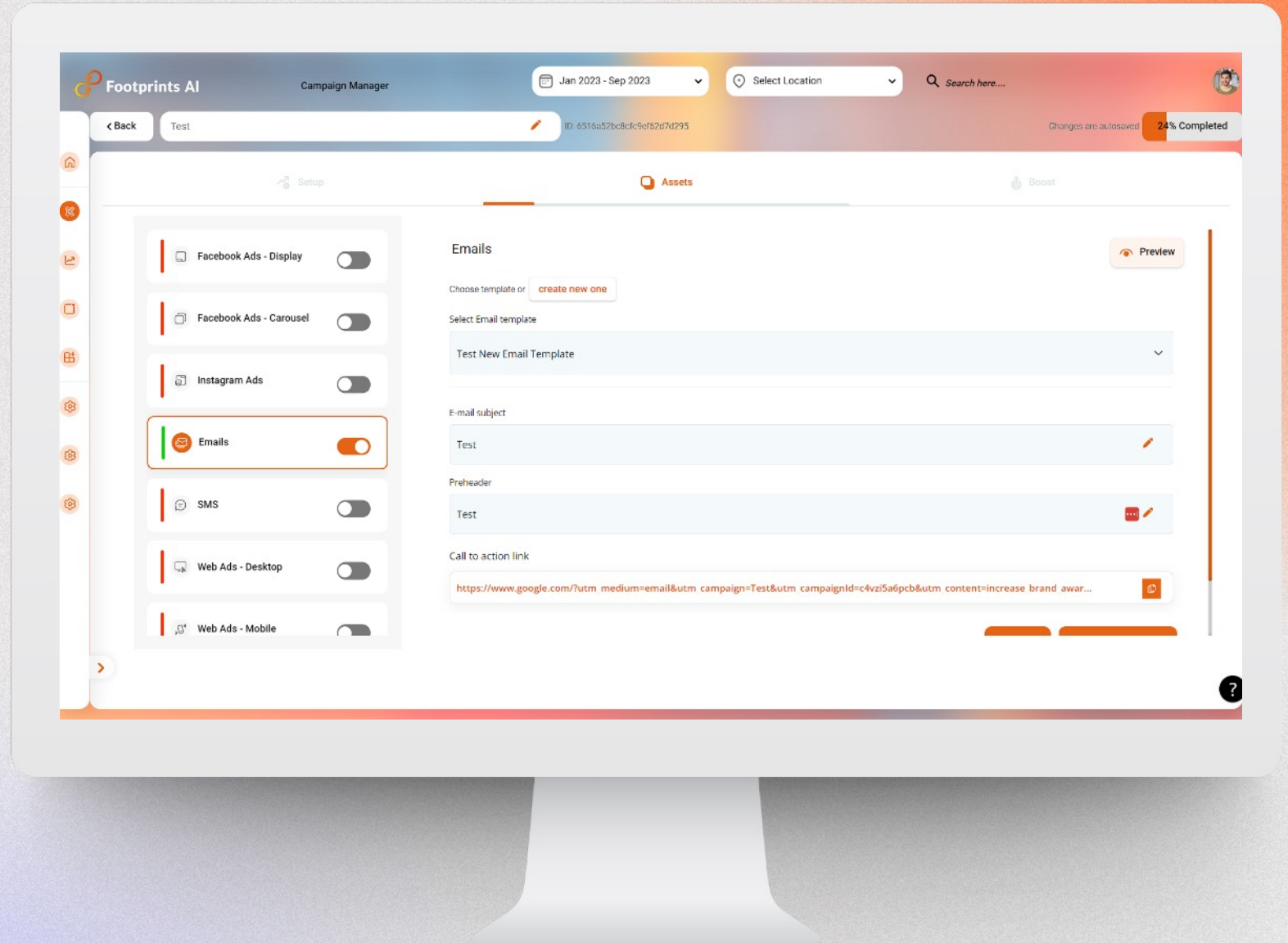
Campaign Boosts

- Target specific audiences for Retail Media boosts; monetize traffic predictions.

- Set maximum impressions, consider weather conditions, and predict traffic.

- Specify radius distance and catchment area for boosts.

Campaign Calendar

- Calendar view displaying all campaigns.

- Schedule Retail Media campaigns for optimal timing.

- Clearly see the period for running campaigns and their status.
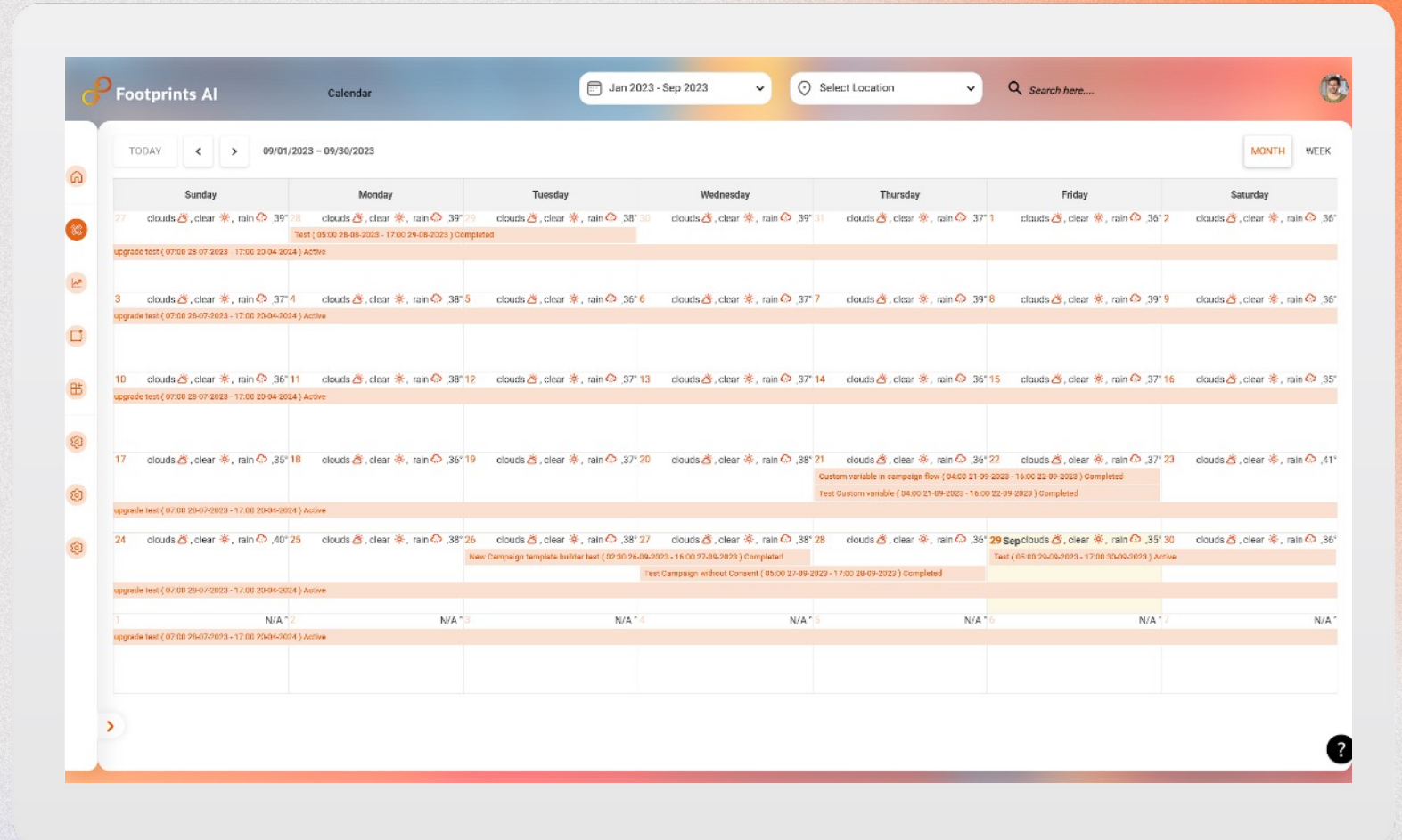
Campaign Reporting

- Analyze and monetize Retail Media campaign results.

- Reports on awareness, appreciation, and actions for each channel and campaign.

- Audience insights and catchment area analysis.

- Filter reports daily or monthly for in-depth analysis.
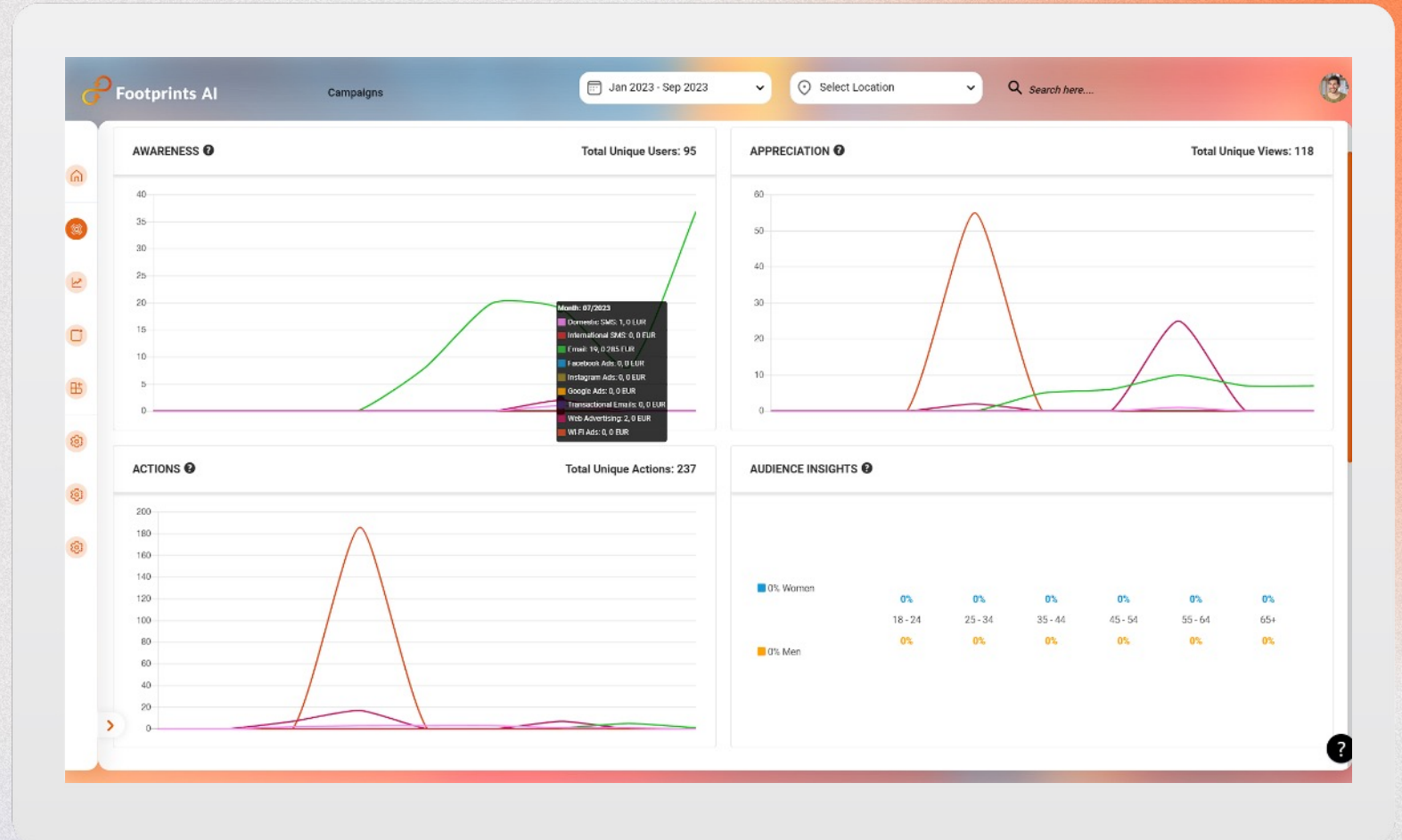
Campaign Overview

- Overview of Retail Media across channels & automate reporting for paid, owned, and earned media.

- Reports on awareness, appreciation, action, and advocacy.

- Automated monthly PowerPoint reports with omnichannel results.

- Bridge both offline and online data in one platform.

Footprints AI
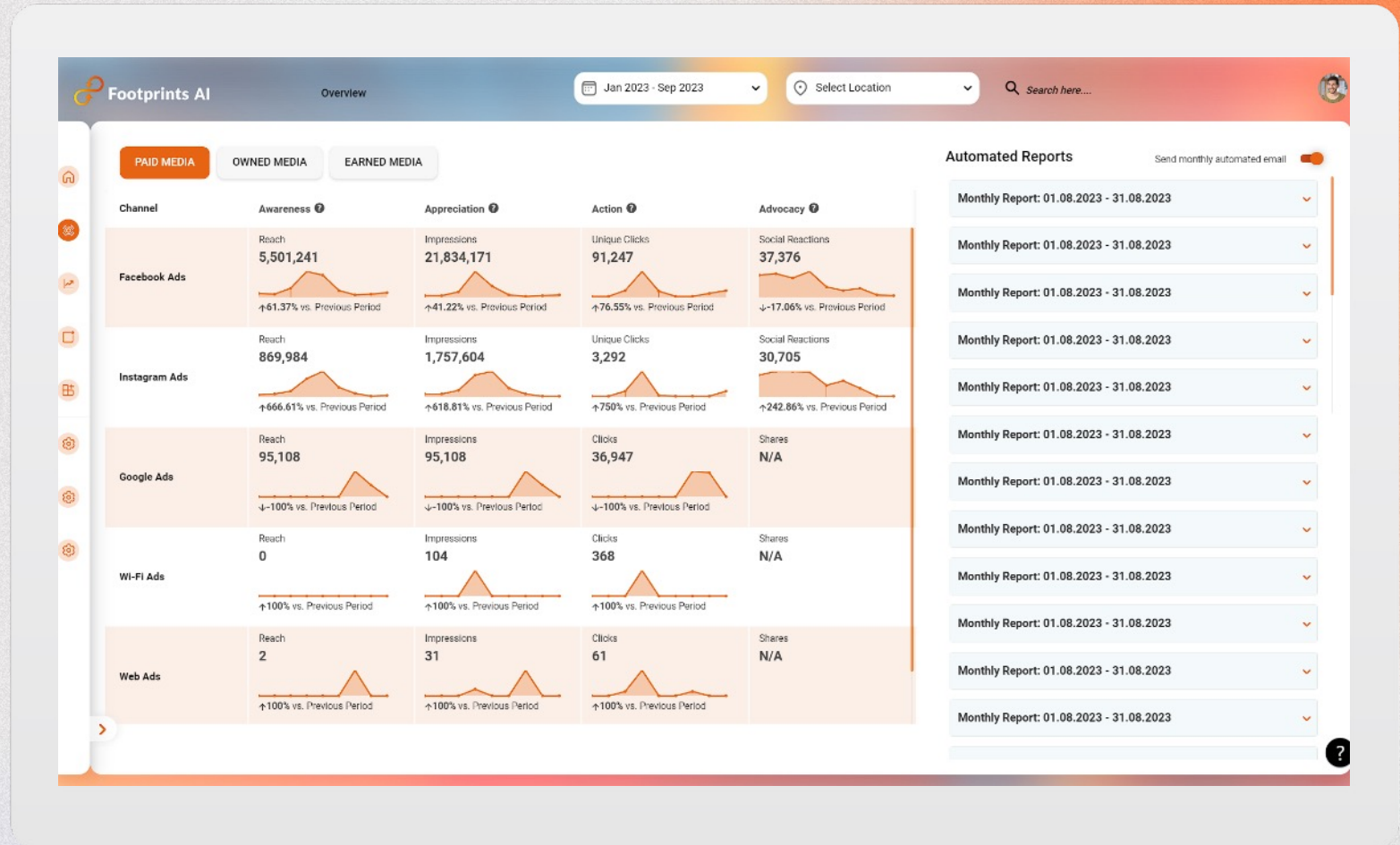
Sales Automation

Leveraging location data, lead management automation, and sales workforce management, enhanced with retail media and data monetization, we amplify the effectiveness of your physical sales endeavors.

This integration not only boosts sales but also provides precise, data-driven insights into the sources and performance of those sales, ensuring a more targeted and profitable approach.

Leads Manager View

- Optimize lead management for Retail Media targeting.

- Navigate through leads seamlessly.

- Update conversion stages with ease.

- Swiftly reassign, relocate, or delete leads.

- Add, import, export, and filter leads effortlessly.
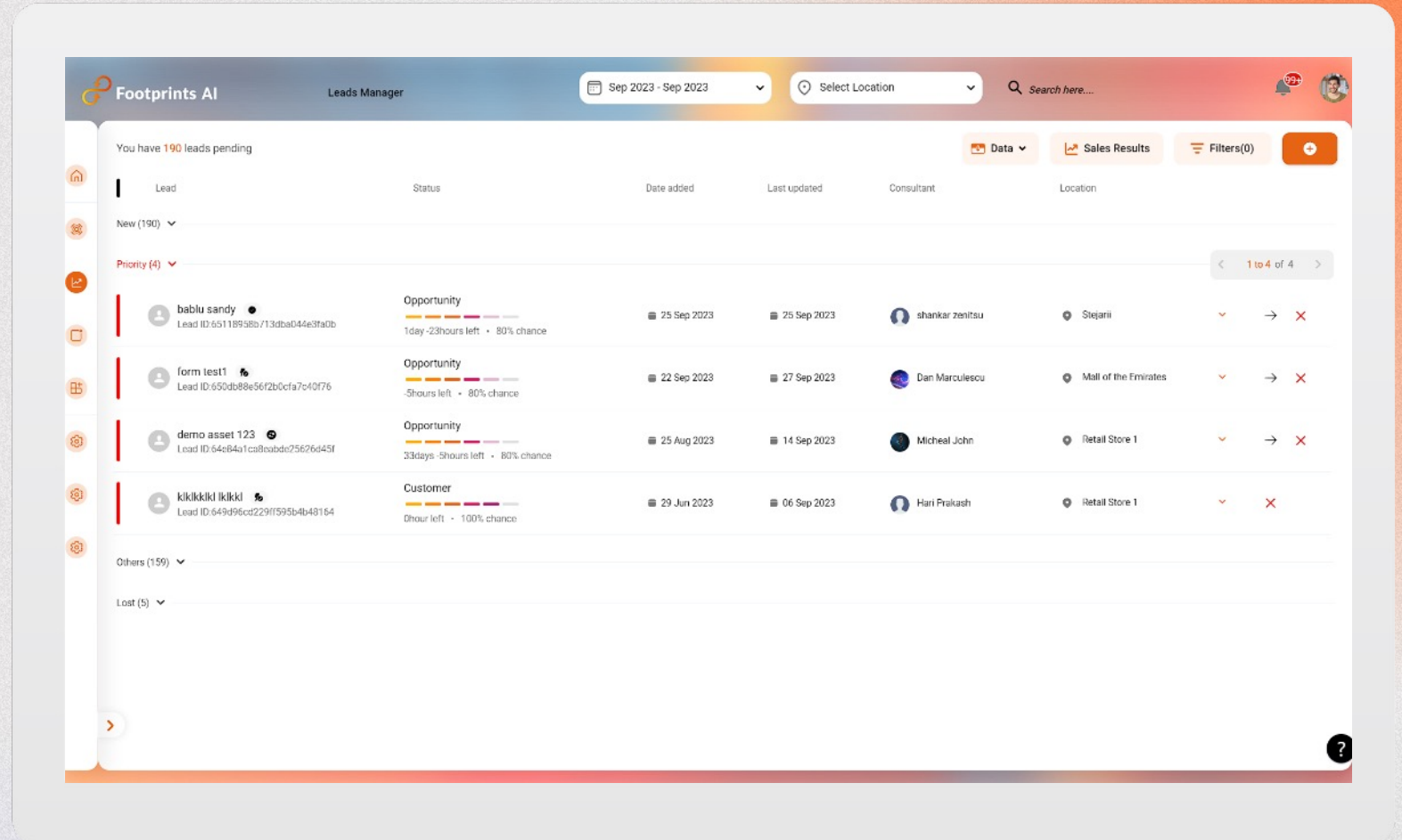
Lead View

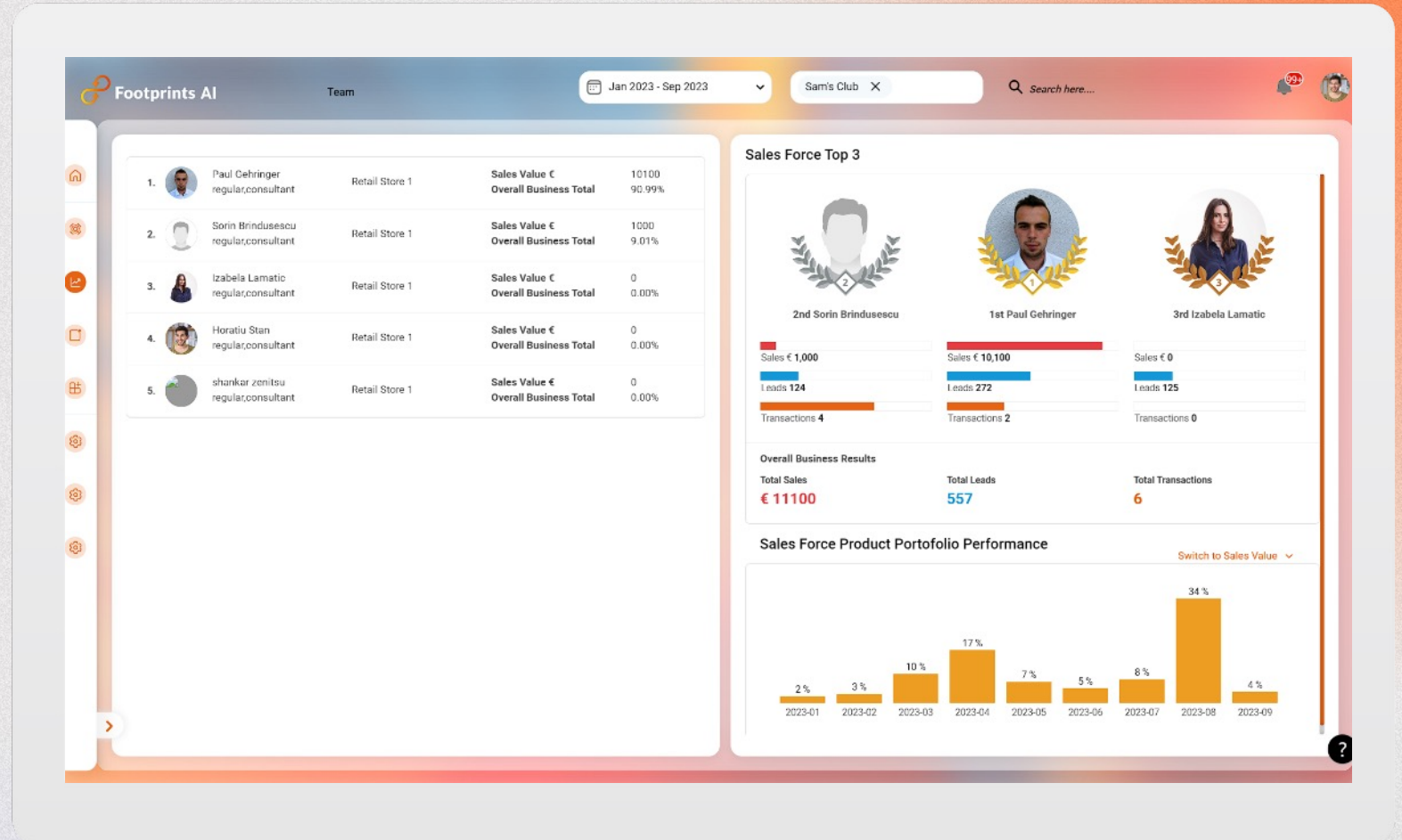Comprehensive Lead Dashboard:

- Use detailed lead dashboard for precise Retail Media placement.

- Access detailed lead information in one click.

- Respond to offer requests promptly.

- Initiate predefined actions like calls and video calls.

- Customize actions to meet specific needs.

- Track step-by-step lead interactions efficiently.

- Empower sales consultants with actionable insights.
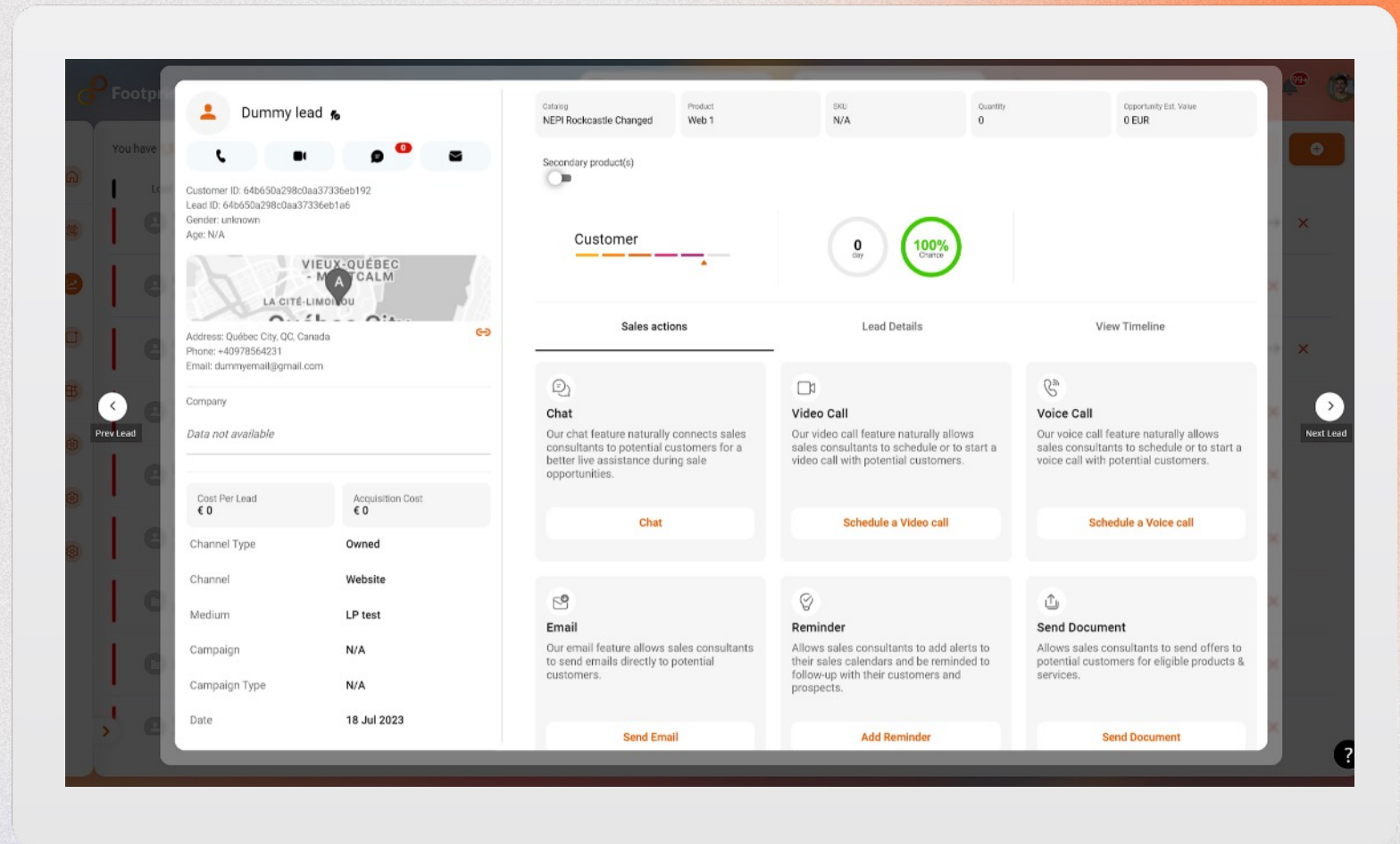
Sales Team Performance

- Align Retail Media strategies with sales team metrics.

- Monitor and evaluate each agent's performance.

- Classify agents based on performance metrics.

- Recognize and highlight top-performing agents.

- Foster healthy competition within the team.

- Use the leaderboard as a motivational tool.

Leads Funnel

- Utilize funnel insights for Retail Media targeting; monetize analytics.

- Track the entire funnel journey in real time.

- Adjust stages based on insights.

- Analyze cost per lead and acquisition cost.

- Refine strategies for different media channels.

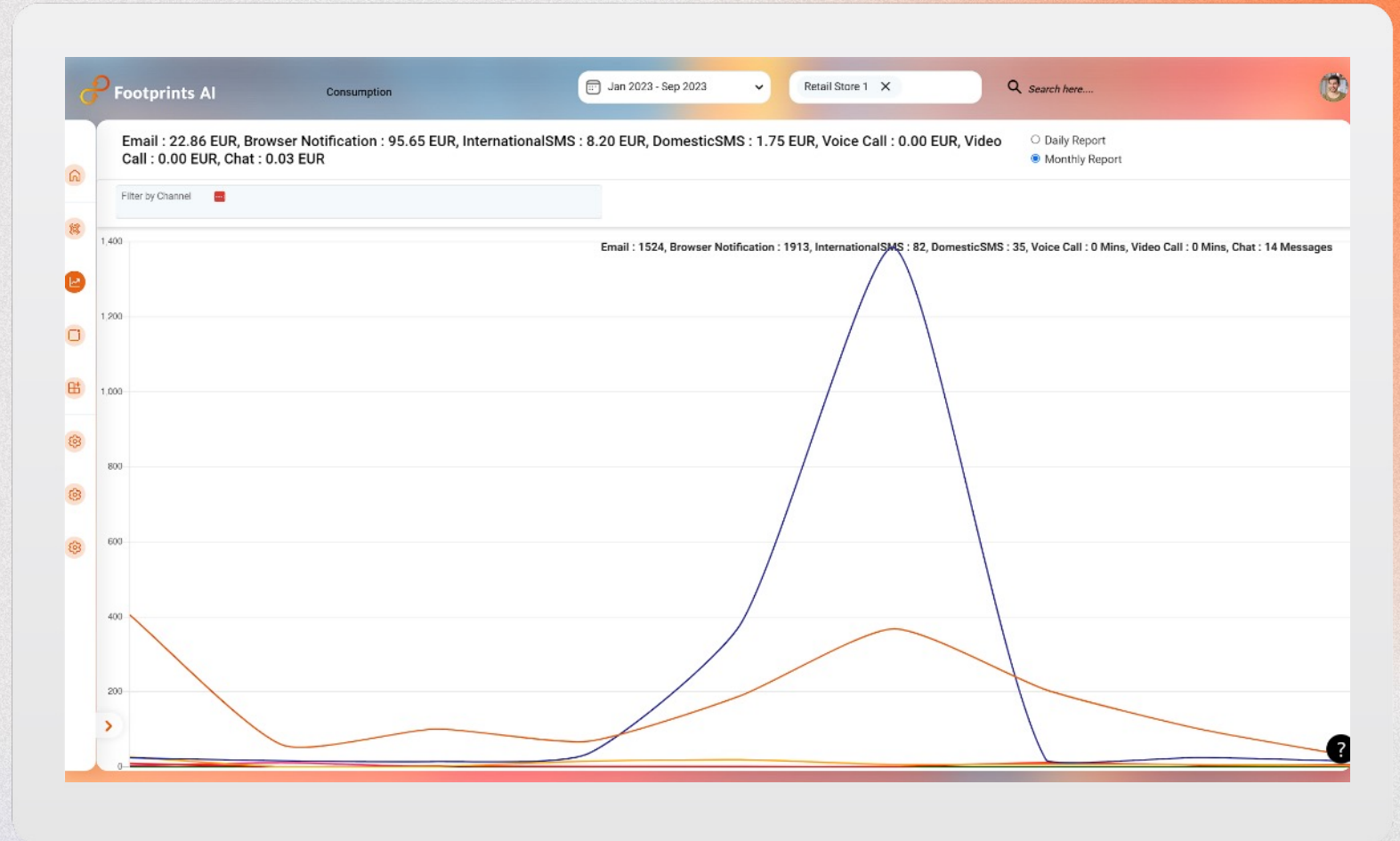- Make informed decisions with comprehensive analytics.

Sales Consumption

- Monitor communication costs for Retail Media budgeting.

- Analyze cost breakdowns by channel.

- Generate daily and monthly reports.

- Identify cost-saving opportunities.

- Take prompt actions based on consumption insights.

Sales Calendar View

- Centralize all reminders for better visibility.

- Schedule and organize tasks efficiently.

- Set reminders for crucial events.

- Stay on top of important deadlines.

- Enhance organizational efficiency with a unified calendar.
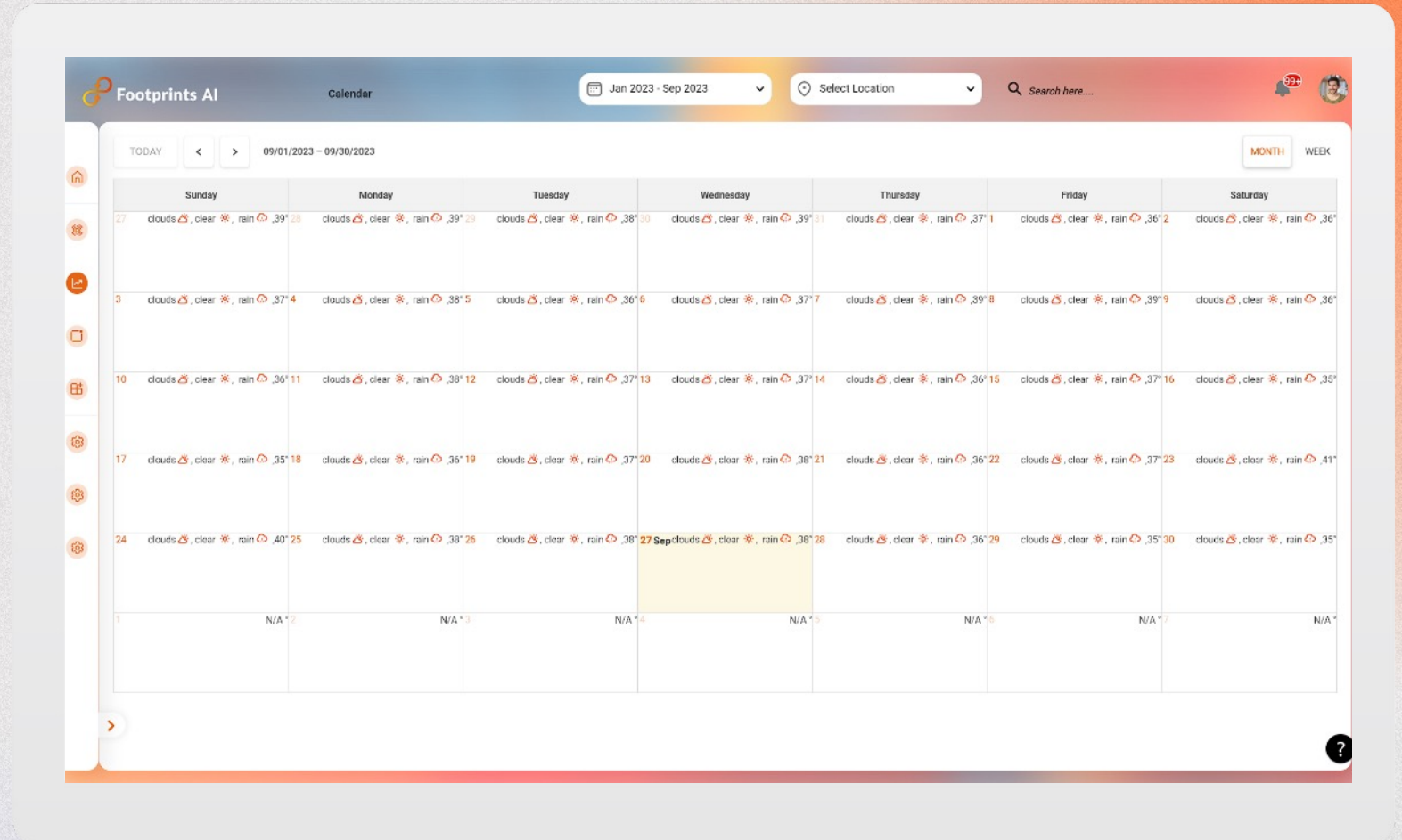
Prospects

- Input prospects automatically or manually.

- Leverage web analytics for Retail Media targeting.

- Follow up efficiently on website visitors.

- Streamline proactive cold calling efforts.

- Enhance prospecting efficiency with automation.
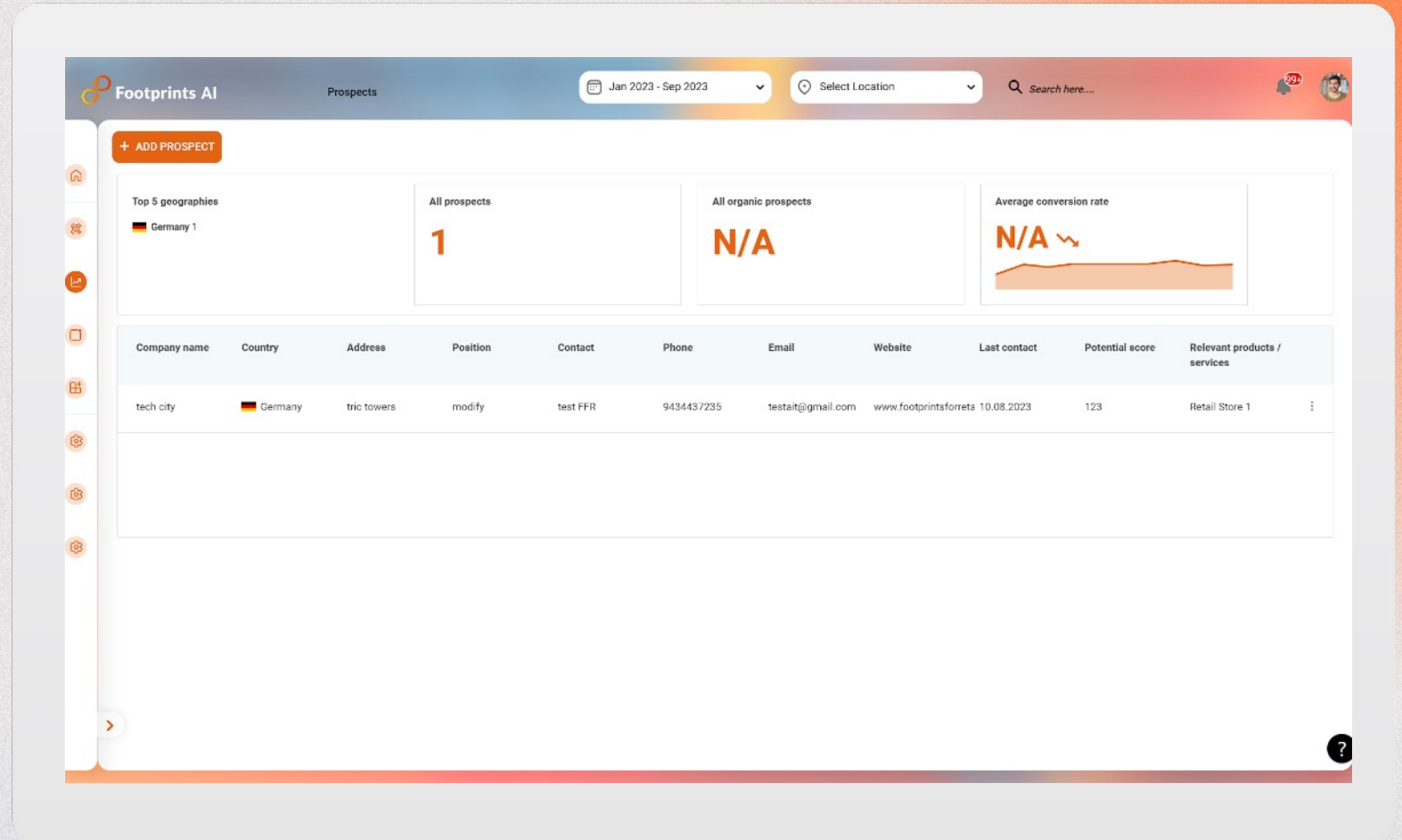
Kanban Board

- Use optimal engagement timers effectively.

- Focus on a limited number of leads at each step.

- Visualize monthly activity performance.

- Encourage agile behavior within the team.

- Optimize task management for improved efficiency.