



# Footprints Value Proposition

Footprints is the advanced AI marketing platform for behavioral profiling of physical shoppers, anticipating their next moves and improving their customer experience. We enable retail properties to boost their performance and create a unique, recurring revenue stream by monetizing their data assets.

The COVID-19 pandemic will cause a lasting change in the way we shop. Survivors of this Retail Apocalypse will need to address the new shopper behaviors for which, at this pivotal moment, Footprints is well positioned to enable retail properties to capitalize on them and on the rise of the AI.

## The economic model of retail properties is undertaking a massive shift

### Changes in the ways we shop

Despite global lockdown measures that enhanced online shopping, more than 70% of shoppers still prefer shopping in brick-and-mortar retail. Now, more than ever, expectations of those brave enough to venture out are significantly higher. Shoppers are looking for relevant product promotions with the same convenience offered by e-commerce. Retailers will need to switch to a fundamentally different mindset in terms of delivering omnichannel and in-store experiences, influencing buying decisions and investing in advanced analytics tools, such as the ones used by e-commerce players.

### Changes in the Shopping Center's value chain

Asset Managers are looking for new differentiators in order to drive shoppers/tenants to their centers and turn footfall traffic & visitor engagement into media currency, thus deliver significant returns in a post-Covid-19 world.

### Changes in the leasing model

Retail Property operators are seeking to mitigate risk by looking at alternative rent structures, particularly switching from traditional GLA income to turnover-based rent to new economic models around proprietary shopper data assets.



Taking into consideration that collecting & owning offline analytics is becoming increasingly accessible & cheaper in 2021, we envision a shift in focus in assessing what is the actual quality of the data and what are the right tools for translating this data into actionable indoor shopping behaviors and therefore in monetizable assets. The key asset will be shopper's data and the window of opportunity for investments in this market is estimated at 2021– 2025.



## Footprints as a new source of revenue & marketing efficiency tool for your retail properties

**Footprints acts both as a new revenue stream generator for your properties and as a marketing automation tool, driving up to 40% cost savings on your digital marketing budgets.**

Enabled by our proprietary Machine Learning engine that translates the data gathered by our Analytics modules into instantly actionable audiences across your digital marketing channels, combined with a channel relevancy algorithm that selects the right channel for the right shopper at the right moment in the buying cycle.

- You can deploy your digital marketing budget at a fraction of the market rate (2% with Footprints vs. 8/10% with a media agency).
- Your properties can use their proprietary audiences and shopper insights to deliver highly targeted digital campaigns on behalf of their tenants or external buyers, creating an entirely new

revenue stream - digital media sales - under their media selling departments.

Using the same Footprints module & the same cost structure (2% of the budget spent) your marketing teams will be able to create targeted digital campaign offerings based on your own shoppers' behavior, segmented according to buyer requirements and delivered instantly across all your marketing channels with a few clicks. Your retail properties will have the complete liberty in adopting pricing and sales strategies for this service, enabling a high localization potential for this offering, in order to tap into the large budgets spent by retailers on digital marketing the same way retail properties currently operate indoor media sales.

# Footprints as a digital asset management platform for your retail property investments

We designed Footprints as all-in-one analytics, customer data, sales and marketing automation platform purposefully constructed to enable the digital transformation of your physical retail property with four core principles at the heart of it:

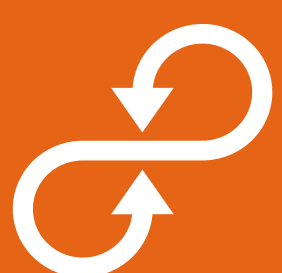
- **Own your data** | As the shift towards a data driven economy accelerates, we are putting forward a solution that gathers all your offline & online shopper data in one place under your full ownership, complying with the harshest privacy regulations on the market.
- **Monetize your data** | The next level of digital transformation for your property is to move from technology as a cost to a technology as a revenue generator model by using the behavioral data and marketing audiences generated through Footprints to drive in store traffic and sell digital marketing campaigns.
- **Understand it** | In order to help you understand your data ecosystem, Footprints enables your properties to use in-depth visualization capabilities for data collected from all touchpoints, generating user-friendly monitoring dashboards for offline and online shopper interactions.
- **Generate actionable insights** | The value of data relies in immediately actionable shopper insights generated through robust machine learning algorithms enabling your retail properties to benefit from shopper visit predictions, dynamic audiences and actionable sales leads.

## Your winning formula

- **Value to tenants**  
Benefit from highly relevant shopper traffic.  
Better understand shopper demographics in order to accurately target marketing campaigns.  
Spend your digital marketing budget more effectively by purchasing campaigns targetted on the exact shoppers.
- **Value to shopping center**  
Monetize your shopper behavioral data  
Increase your average shopping visit duration  
Increase your shoppers' frequency of visit.
- **Value to shoppers**  
Receive personalised ads with relevant product promotions.  
Benefit from the same convenience offered by e-commerce engagement tools.  
Experience an enhanced shopping experience based on behavioral patterns.



# Get your retail property to capitalize on the rise of the AI.



**Footprints**  
for retail

Enable your retail properties to boost their performance and create a unique, recurring revenue stream by monetizing their data assets.

[www.footprintsforretail.com](http://www.footprintsforretail.com)