

# MODERN IN-STORE PERSONALIZATION

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What it is, why it matters and  
how to gain advantage from it





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# 01 IN-STORE PERSONALIZATION

From a marketer's perspective, personalization refers to the strategy behind multiple business processes that aim to deliver relevant, timely content, accommodating the differences between individuals. Typically personalization can be found in action, for example, in a small boutique where the salesperson knows most customers personally and modifies the selling style to match the preferences of individual customers.

However, in a typical retailing environment one salesperson can't know the preferences of every single customer when encountering them. This is especially hard nowadays when customers review lots of information online. Therefore, for a long time, personalization in brick-and-mortar has been limited to activities like mass customization of direct mail. **Undertaking in-store personalization at scale requires a solution that enables automatic gathering of rich data on customer behavior and preferences as well as automatic delivery of tailored messages.** The technology for this kind of solution has become available only recently.

## **From ecommerce to the in-store environment**

The proof of concept for personalization has already been created in online stores, with Amazon leading the way with personalized product recommendations based on customers' past purchases. With the recent rise in mobile device use in brick-and-mortar stores, retailers are being driven to combine these two trends to their own advantage. Benefits can arise by keeping the consumer in focus and having the appropriate technology on hand. Even in the era of the continually growing ecommerce space, the greatest opportunities for retailers to improve the shopping experience and overall conversions exist within stores. According to eMarketer<sup>1</sup>, multichannel shopping has become the norm because of smartphones. They are the natural link between digital and brick-and-mortar shopping that equips customers with the information and fulfillment flexibility needed to complete their purchase.

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<sup>1</sup> Holiday Shopping on Smartphones Led to Strong Ecommerce Growth. Retrieved from eMarketer, 2019 <https://content-na1.emarketer.com/holiday-shopping-on-smartphones-led-to-strong-ecommerce-growth>



## Two trends enabling in-store personalization

Two trends have contributed significantly to the development of personalization in physical spaces.

1. 59% of US smartphone shoppers used their device in-store to compare costs or search for deals and coupons, eMarketer<sup>2</sup>. The mobile devices that customers carry provide a two-way channel for communication and a point of identification.
2. The technological improvement of indoor positioning has made it possible to identify individual anonymous users based on their mobile device within a certain physical location.

This has created a great possibility of real-time personalization for in-store environments. When retailers combine a 360-marketing approach and their existing customer insights with the new technology-enabled personalization they can delight their customers and increase sales.

### Read further to understand

- Why in-store personalization creates more opportunities for retailers
- What are the consumer touch points as well as the building blocks of in-store personalization
- How the technology infrastructure for in-store personalization should be approached
- How to create a successful in-store personalization project

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<sup>2</sup> How Do Consumers Use Smartphones While In-Store Shopping? Retrieved from eMarketer, 2019 <https://content-na1.emarketer.com/two-thirds-of-internet-users-check-phones-in-store-for-product-information-skipping-store-associates>





# 02

## HOW PERSONALIZATION ENHANCES THE CUSTOMER JOURNEY TO RETAILERS' BENEFIT

70.5% of social referrals come from smartphones because consumers have increased their mobile shopping habits, and social network users have become predominately mobile-centric, eMarketer<sup>3</sup>.

Ecommerce practitioners have been able to adapt to the new rules of the game through analytics and recommendation engines. Brick-and-mortar retailers are still looking for ways to cope with the threats from new consumer behavior and ecommerce.

**Human capabilities in marketing planning will be supported by highly accurate real-time data from customer touchpoints**

In-store personalization can help retailers to create remarkably better experiences for their customers. The lack of appropriate marketing technology has prevented brick-and-mortar retailers from personalizing the in-store experience. With the recent advances in technology, retailers have finally been provided with the consistent means to create the in-store personalization that ecommerce practitioners have been creating online for over a decade. Most successful retailers are now making the big leap. This substantial change, which may be the biggest in the history of the retail industry, is about moving from being a mainly intuition-based industry towards being more data-driven. In-store personalization is at the center of this change, which is driven by the customers' wants, needs and expectations.

The old-school marketers who state that we still need human brains for creating product selections and compelling marketing messages are not wrong either. In the near future, the human capabilities in marketing planning will be backed up by highly accurate real-time data from customer touch points, both physical and digital.

<sup>3</sup> Smartphones Are the Overwhelming Driver of Social Referrals. Retrieved from eMarketer, 2019 <https://content-na1.emarketer.com/smartphones-are-the-overwhelming-driver-of-social-referrals>



## **In-store personalization helps retailers with current business challenges**

Recent research on business intelligence and the use of analytics in retail by Retail Systems Research (RSR) identified interesting facts that are closely bound to the ability for successfully creating in-store personalization.

### **The four key business challenges closely tied to in-store personalization capabilities mentioned by Retail Winners<sup>4</sup> are:**

- Consumers expect to have instantaneous access to information about products.
- We need to understand the consumer's path to purchase.
- Information-empowered consumers are more demanding.
- We need to react more quickly to sudden changes in consumer trends and demands.

All of these business challenges highlighted in the RSR study can “be tackled” through in-store personalization strategy and tactics. An appropriate technology solution is needed for gathering the data from customer touch points and for automated personalized messaging. The Walkbase solution for in-store intelligence helps retailers consolidate the efforts of measuring, optimizing and personalizing the in-store experience.

### **Automated and personalized marketing generates value in five core areas**

The benefits of better personalization are higher conversion and retention rates as well as improved customer satisfaction. In ecommerce, this has been demonstrated by creating personalized experiences for customers in a systematic way.

Automated personalized marketing is generating value for bricks-and-mortar retailers by:

- Activating purchases (both in-store and online)
- Pushing shoppers forward in the buying path
- Improving the customer experience
- Continuing shopper-to-shopper recommendations
- Increasing customer loyalty

The following pages list examples of technology-enabled personalized communication, where the measurement, optimization and personalization of customers' experience are highlighted.

<sup>4</sup>RSR's definition of Retail Winners is straightforward. They judge retailers by year-on-year comparable store/channel sales improvements. Assuming industry average comparable store/channel sales growth of three percent, they define those with sales above this hurdle as “Winners”.



### **Activating purchases (both in-store and online)**

Picture a scenario where a shopper purchased a dress at a fashion retail store. A customer has purchased a dress at one of the fashion retailers stores. Now, two months later, she automatically receives an offer through which she can purchase matching products online or in-store. The offer is delivered via email and through a push notification to her smartphone. The email is sent automatically at a specified time and the push notification is triggered when she passes by one of the chain's stores. This timely message gets the customer to visit the store and ask for more details about the matching products and buy them, something she would not have done otherwise.

### **Pushing shoppers forward in the buying path**

The same customer goes to one of the chain's stores. The system recognizes that she browsed handbag models online after she received the email offer for matching products based on her first purchase. When she enters the store, she receives a push notification, which highlights all the available handbag models that she previously browsed online. This message gets her to take a proper, hands-on look at the handbags and assess how well they would suit her.



### **Improving the customer experience**

All store associates receive the same information about the customer's online browsing history when she enters the store. They can now assist her, knowing which products she has viewed online. Instead of starting the discussion with generic questions, a salesperson can quickly move on to talking about the products that are most relevant to the customer. By having a customer's buying history available at the right moment, the salesperson can make better suggestions to her.

### **Increase shopper-to-shopper recommendations**

While looking at the handbags, the customer also talks to the salesperson about the new collection that was promoted in the messages she received (via email/SMS/push notification). One of the dresses from it that the salesperson shows her is, she now remembers, just what one of her friends is looking for. As she says this, the salesperson suggests that the customer sends a recommendation of that item to her friend via the store's mobile app. The customer is grateful, as she tends to forget to do this kind of thing when she's in the store.

### **Increase customer loyalty**

The fashion retail chain now has more information on this particular customer's path to purchase. Further communication can now be put in place based on these customer preferences. Combining the knowledge of customer touch points and preferred messaging enables systematic improvements for increased customer loyalty.





# 03 CONSUMER TOUCHPOINTS FOR IN-STORE PERSONALIZATION

Marketing activities based on in-store personalization can be divided into five categories: mobile apps, store personnel, in-store marketing, loyalty programs and targeted marketing campaigns.

Consumer touch points for in-store personalization include both physical and digital elements as well as both technology and people. Winning retailers combine all these approaches to be able to provide the best possible personalization experience to their customers.

An appropriate technology solution is needed for successfully managing in-store personalization between the categories.

Mobile app

Store personnel

In-store marketing

Loyalty program

Targeted marketing campaigns



## Mobile

A mobile app is a key element of modern in-store personalization. It serves as an ubiquitous user interface between the customer and the retailer. Nearly three out of four (71%) shoppers now access their phone while in stores to read product reviews, compare prices, navigate aisles, check out, pay or look for gift inspiration ahead of the holidays<sup>5</sup>. In addition, customers can receive notifications of special deals and check the balance of their loyalty account through a mobile app.

**Example:** The fashion retail chain mentioned earlier has marketed their mobile apps actively in their stores, both brick-and-mortar and online. They have invested in engaging their customers via a mobile app running channel-specific promotions and campaigns for mobile app users. Therefore they now possess a totally new way to activate purchases and push shoppers forward along the buying path.

## Store personnel

Better informed sales staff can now provide timely, relevant and accurate guidance if they know the customer's purchase history and what stage they are at in the buying cycle. Store personnel can be notified of certain customers or customer segments so that they can provide a tailored service according to company policy. All store associates receive the same information about the customer's online browsing history when she enters the store.

**Example:** In addition to the mobile app for customers, this fashion retailer created a tool for their sales personnel to use when on duty. It provides them with basic pieces of information on customers' past purchases and interactions with the retail chain, as well as prompts on what to recommend to those customers. The sales personnel can even send out special promotions to customers who are using their app in-store. This way they are able to increase loyalty among their app-using customers.

## In-store marketing

Different in-store marketing activities and optimization of the store layout are crucial aspects of in-store personalization. Both physical and digital signage can be used to present promotions, inform about products and guide people throughout the physical space. Today, an in-store intelligence platform can enhance in-store marketing by providing data on which layouts and marketing activities work best.

**Example:** The fashion retailer is continually running tests in various stores to better understand customer behavior. Based on the results of these tests, they have been able to optimize store layouts and signage to increase sales in certain product categories.

<sup>5</sup>How 'brick-and-mobile' is transforming in-store shopping. Retrieved from Mobile Marketer, 2018 <https://www.mobilemarketer.com/news/how-brick-and-mobile-is-transforming-in-store-shopping/543619/>





### Loyalty program

Information from a loyalty program can be used in real time by customers in-store. To make it work seamlessly, retailers should consider setting up loyalty programs for mobile apps to enable easy access and use of loyalty information. In-store behavior can become part of the loyalty program where customers are given points for testing a product or just by visiting the store.

**Example:** The fashion retailer grants loyalty program points for actions that promote in-store visits. Loyalty program members are given points for visiting stores and bringing a friend with them.

### Targeted marketing campaigns

Marketing campaigns across different channels can be personalized according to in-store behavior. Personalization can be based on information that retailers gather from various channels and points throughout the store, for example, visit frequencies, dwell times and past purchases. A simple way to begin is to start personalizing automated marketing emails based on such in-store information. Whenever this type of marketing is executed, it is important to analyze the effect of the marketing using an appropriate in-store intelligence platform to recognize the responses of different customers.

**Example:** The fashion retailer builds and targets a marketing campaign based on the in-store insights they have collected. From these, the retailer has discovered a decline in footfall and sales in the shoe department. As a result, automated email campaigns containing promotions are being launched, directed at customers who have visited one of the retailer's shoe departments during the previous two weeks but haven't made a purchase. Also, customers who visit the stores frequently receive automated emails containing promotions for further engagement (offline or online).





# 04

## THE BUILDING BLOCKS OF IN-STORE PERSONALIZATION

Most successful retailers aim to build personalization strategies that help them with a variety of decisions regarding overall marketing and product selection development in the long run. To achieve this, retailers need to focus more on consumers' total lifespan with their brands instead of campaign-based

thinking. Successful in-store personalization requires a structured plan linked to overall customer relationship management. Modern in-store personalization starts by understanding the customer in-store and collecting data about the customer's behavior as widely as possible.

The actual in-store personalization (as well as personalization outside of the store or mobile campaign personalization) is then built on that data.

The following building blocks are needed to be successful with in-store personalization.





## Identification

Retailers need to identify the unique customers for whom they want to create personalized experiences. This means collecting data on store visits and interactions. Naturally, using such identifying information always requires a customer consent and a possibility to opt out. The most convenient points to give such consent are when downloading a smartphone app or logging into an in-store Wi-Fi network.

## Analytics

The data collected on customer behavior needs to be analyzed for further use. Retailers need to turn the collected data into information, and the information into actionable knowledge that can be easily used for in-store personalization. Instead of knowing just the number of visits a customer has made in a month, retailers can find out, for instance, how the lengths of visits and the number of departments visited have changed, based on the personalized communication carried out during a certain week, and how well these statistics represent the larger behavioral segment. The retailer should then be able to make a clear decision – based on the knowledge derived from analytics – to continue, change or stop this specific kind of personalization. Data as such is not valuable, but powerful and easy-to-use analytics can turn it into a highly valuable asset. A comprehensive analytics system should be integrated seamlessly with other enterprise information systems, as well as with the retailer's data-driven management system.

## Automation

After identifying and analyzing customer in-store behavior, retailers need to use the knowledge that they now have. This could be done manually, but in practice the only way to handle personalization efficiently in a retail environment is through automation. For example, digging through the data of 100 stores to find changes in customer behavior is too much work for any retailer, so the analytics system should automatically alert them to these changes. An in-store intelligence platform can help retailers manage otherwise complex personalization campaigns by, for instance, taking care of interactions with customers, based on a set of rules. A platform that is built for automation and the optimization of mobile marketing guarantees the scalability and financial feasibility of the in-store personalization.





### Mobile app & strategy

Mobile app use is a crucial part of modern in-store personalization, with customers receiving notifications based on their location and behavior. Using mobile applications, retailers can get to their customers' hands digitally. A good mobile strategy defines how the brand interacts with its customer inside and outside the store. The strategy should define, for example, when it is appropriate to send a promotional push notification to a customer, or if customers are allowed to reserve products at nearby stores through their mobile apps. Mobile apps are the best way to reach customers independent of time and place. Additionally, the use of apps creates an opportunity to communicate loyalty program features to customers in the most convenient way.

### Understanding the customer journey and offline-online integration

To understand the context and tailor messages correctly to a customer's situation, the customer journey must be known — for example, if the customer is new to the store and familiarizing himself with some of the products or if he is searching for reviews and information from other sources to support his decision to purchase a product. To ensure this, retailers need to gather information from several touch points, both offline and online – for example, if a customer recently visited departments in a store as well as correlating pages on the store's website. For the best possible experience, both the customers themselves and the retail personnel need instant access to the information gathered throughout the customer journey.

A marketing technology solution that combines offline and online touchpoints can help retailers manage communications efficiently.





### Store personnel involvement

Today's shoppers walk into stores already well informed about products and reviews. Alongside building the five other blocks, retailers need to involve their personnel in the stores. This is too often neglected whenever new technology is being implemented. Retailers cannot afford to leave this investment undone because a skilled workforce is one of the requirements for successful in-store personalization.

Often the contact point when customers are ready to make the decision to purchase, store personnel need to understand what kind of information customers have received about products and how they have reacted to this information. Knowing this helps the salesperson to engage with a customer in a personalized way. Therefore retailers need to focus on training their store personnel to understand the in-store personalization comprehensively at strategic and operative levels. This way, the entire in-store personalization project is more likely to succeed as planned.





# 05 THE TECHNOLOGY BEHIND IN-STORE PERSONALIZATION

For modern in-store personalization, technology is important. Retailers execute and guide communication using an appropriate technology platform. Consumers will experience most of the in-store personalization in the future through their mobile devices.

Before we dive into the technology used for in-store personalization, we need to consider the different levels of personalization within a retail store context.

## **Level 1: Mass-customized personalization**

To date, in-store personalization has mainly been based on mass-customization. At its most robust level, the personalization includes separate departments for different genders and activities, loyalty programs and doing things in a way that feels personal (e.g. using certain phrases and types of words).

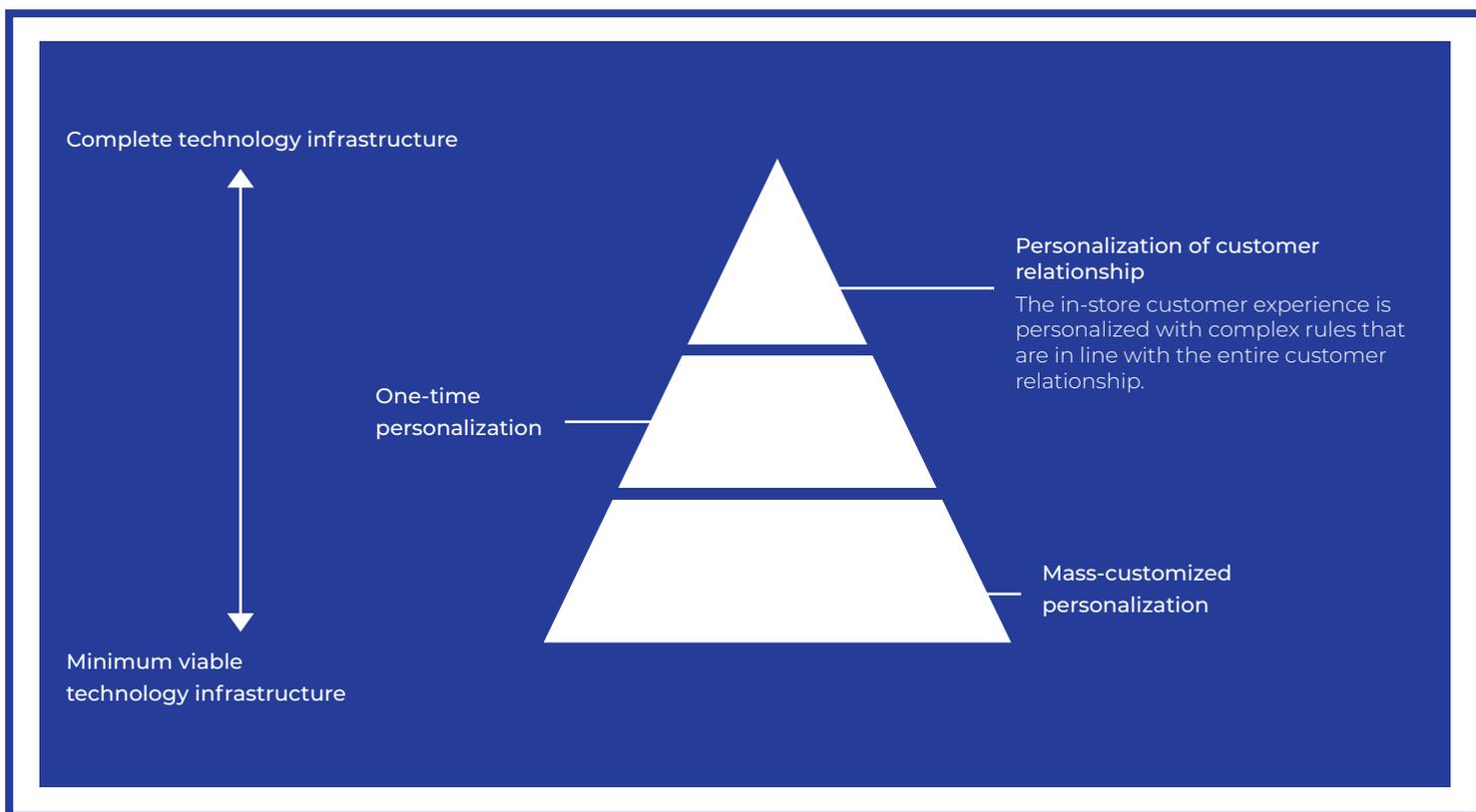
## **Level 2: Personalization of separate behavioral patterns**

On the next level of personalization, certain behavioral patterns are identified in-store and the shopping experience is enhanced with tailored content at points that match these specific behavioral patterns. Typically, this kind of personalization is done with rules based on behavior, but in a one-off fashion so the personalization consists of separate actions rather than a full adaptation to a customer's situation.

## **Level 3: Personalization of the customer relationship**

On the deepest level, the in-store customer experience is personalized with complex rules that are in line with the whole customer relationship. In other words, the communication is personalized based on the customer's history, both online and offline, and rich situational factors while shopping in store, such as in-store location.





### Technology fundamentals

To give the best possible in-store personalization, retailers need technology that handles identification, location-based triggers, rich customer-data integration, smartphones and apps and the automation of personalized messaging.

### Identification

Identifying the same anonymous user over time is a fundamental process for understanding long-term customer behavior and for personalizing the customer experience. For basic personalization, there are many technologies for identifying individual visits (e.g. Wi-Fi-analytics, door counters, and camera-based systems). But for creating personalization that adapts to the whole customer relationship, it is essential to identify the same customer time and again across different

channels. Typically, this kind of identification is only possible with solutions based on Wi-Fi or Bluetooth, which provide possibilities for various forms of integration. A good solution should also let a retailer decide the visit frequency limit, to distinguish between new and recurring visitors.



## Location-based triggers

These are used in identifying customers' locations in store and enable the sending of personalized content in a timely manner. This can best be achieved with either low-energy Bluetooth-based location tags or Wi-Fi-based positioning methods. Location-based triggers are a must if you want to adapt your communication to the correct part of the customer journey.

## Rich customer-data integration

To truly understand customers and the kind of content that serves them best in each situation, their preferences and behavior should be known to the most detailed level. Rich customer profile data (such as from CRM, in-store mobile use and online browsing behavior) enables superior personalization.

## Smartphones and apps

To enable customer identification and location-based triggering, customers naturally need to be equipped with Wi-Fi and Bluetooth-enabled mobile devices. To connect to personal user profiles (instead of handling the customer anonymously), a smartphone app is required. Apps also act as the key channel for displaying proximity marketing, product recommendations and other interactions that activate shopping.

## Automation

Automation is what makes the in-store personalization scalable and thus feasible. To support automation in the best possible way, the system should be able to handle large amounts of data quickly and in a scalable way. This is needed for analyzing the different customer situations for multiple different places at the same time. The solution should also provide scalable tools for managing different locations and a robust rules engine for handling the complex rules with which the analytics insights are acted upon.

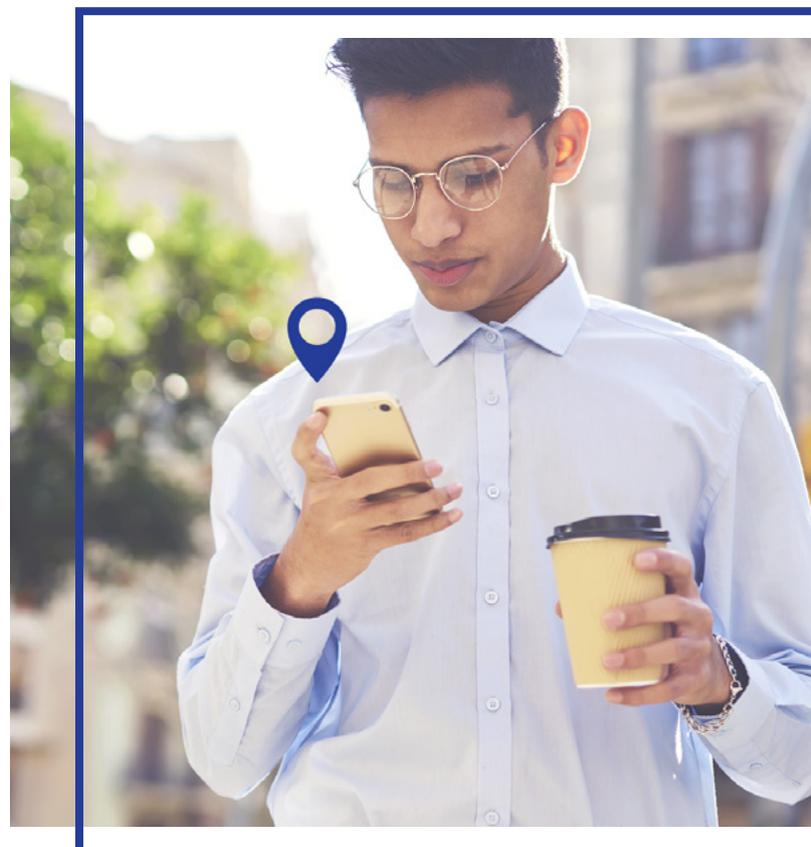
## Making it happen: the technology

First, retailers must define their current level of in-house personalization. We present here two different options for improving the in-store personalization experience: the minimum viable technology infrastructure and the state-of-the-art technology infrastructure.

### Minimum viable technology infrastructure

Retailers who have not yet implemented any mobile technology-based in-store personalization processes, should set up a Wi-Fi-based in-store analytics system. This will help to identify the behavioral patterns for each customer from visit to visit and for multiple locations. It will also serve as a basic set-up for location-based triggers.

It will help to make customer data richer using behavior-based metrics and also it will reveal much about how well the current activities are serving each individual.





An in-store analytics solution will serve as the first step for in-store personalization because it makes the identification of the situation of each customer automatic, even though the delivery is done via sales staff at this point. An appropriate analytics solution should, as well, provide the retailer with tools to ease the analysis of customer behavior and thus increase the level of personalization.

Wi-Fi based in-store intelligence solutions can be applied on top of an existing Wi-Fi infrastructure so in many cases there is no need for additional hardware and deployment is fast and easy. Walkbase Analytics provides retailers with the appropriate technology setup to reach this level of in-store personalization.

### **The complete technology infrastructure**

Retailers aiming at the higher levels of the personalization pyramid need to look for additional integration and ways of delivery. To create very rich customer data, a retailer's overall technology solution should integrate the in-store intelligence platform with other sources of information such as CRM, POS, loyalty programs, and mobile and online browsing behavior. Powerful marketing attribution tools can enhance the personalization even further by letting retailers automatically assess the success of, for example, a Google AdWords campaign on in-store visits. State-of-the-art in-store personalization solutions provide retailers with the means of handling this efficiently. Wi-Fi-based in-store analytics is a great base for identification and location-based triggers.

Additionally, a smartphone application to link loyalty information to in-store customer behavior enables highly detailed insights for how the content should be tailored in different situations. Adding Bluetooth beacons as location-based triggers enables new automated ways of content delivery. On top of these, retailers should also equip themselves with an enterprise grade in-store intelligence solution, which lets marketers set complex rules for automatic content delivery based on a customer's behavior and location in the store. Walkbase in-store intelligence solution is designed to offer retailers a complete toolkit for succeeding at advanced forms of in store personalization.



# 06

## HOW TO DEVELOP IN-STORE PERSONALIZATION CAPABILITIES

Retailers are now looking for best practices in implementing in-store personalization. The Walkbase team has gathered a large amount of information on the best practices on this subject.

Here we introduce a structured approach for an in-store personalization development project. The approach consists of eight steps, starting from project preparation and ending with guidance on continuous improvement.

### **The in-store personalization process**

1. Start measuring in-store behavior
2. Analyze and understand the in-store patterns
3. Combine mobile applications and beacons with the marketing automation platform
4. Test the first-use cases (proof-of-concept)
5. Create relevant and engaging content
6. Set the rules for automating personalization
7. Start delivering engaging content to your customers
8. Measure, improve and scale the in-store personalization



# RICH CUSTOMER BEHAVIOR ANALYTICS

## **1. Start measuring in-store behavior**

- Define what kinds of tools and technology are needed for in-store personalization in your context.
- If a system has not been implemented yet, set up in-store analytics such as Walkbase Analytics.

## **2. Analyze and understand in-store patterns**

- Implement rich in-store analytics by combining information on customer behavior from offline and online sources.
- Identify in-store patterns using rich in-store analytics.

# IN-STORE MARKETING AUTOMATION POC

## **3. Combine mobile applications and beacons with the marketing automation platform**

- Develop mobile apps for delivering in-store personalization content.
- Set up location-based triggers such as iBeacons to the overall system.
- Combine the mobile apps and beacons with an in-store marketing automation platform such as Walkbase Audience Intelligence to be able to manage in-store personalization.

## **4. Test the first use cases (proof-of-concept)**

- Test first-use cases for in-store personalization – the low-hanging fruits.
- Measure and analyze outcomes.
- Decide on broader implementation.



# SCALE AND OPTIMIZE

## 5. Create relevant and engaging content

- Create content that is relevant to your customers and supports long-term relationships.
- Match the content to the overall buying cycle, for example, provide additional information and reviews when customers are still getting familiar with a product.

## 7. Start delivering engaging content to your customers

- Decide the delivery method of communication: (1) mobile app, SMS or email; (2) personnel; or (3) signage.
- Decide the timing of communication: immediately after an interaction or some time later?
- Turn on the in-store personalization system and start to engage your customers.

## 6. Set the rules for automating personalization

- Create a personalized experience by using rich omni-channel customer profiles and by setting rules for making sure that content is delivered to the right customer at the right time.
- Divide your personalized communication and activities into two main categories: on-going and campaign-driven.
- Train your personnel to work efficiently with the new automated personalization.

## 8. Measure, improve and scale in-store personalization

- Measure and optimize the performance of the personalization by looking at multiple data sets from CRM, POS and ecommerce systems, and by examining metrics like in store behavior, retention, in-app behavior and online behavior before and after an in-store interaction.
- Gradually improve and scale the system to support more complex use cases (repeat stages 5 to 7 continually).
- Use a system that provides easy-to-follow dashboards for all personalization-related marketing information such as Walkbase.



# WALKBASE BRIEFLY

We provide marketing organizations with an in-store intelligence solutions for improving the impact of marketing and personalizing shopping experiences. Our complete solution brings store operations to the next level by helping to measure, optimize and personalize the in-store experience.

## **Walkbase Analytics:**

Walkbase Analytics empowers retailers to make data-driven decisions, and adapt for best in-store sales performance and loyalty. By utilizing precise store-by-store metrics retailers are able to understand patterns and adjust accordingly.

## **Walkbase Audience Intelligence:**

Audience Intelligence adds a CRM and marketing layer to Walkbase Analytics enabling a deeper customer understanding and helping you communicate with your audience through a variety of channels. Customers connect with Walkbase using a web portal sign-up on existing Wi-Fi access points or a mobile app with Walkbase's SDK. Enabling you to leverage Wi-Fi as an extension of your loyalty program and for real-time marketing triggers.

Wi-Fi and other wireless technologies enable completely new ways of measuring in-store customer behavior, setting up new conversion and loyalty based KPIs. This systematically optimizes store and chain performance to drive footfall, purchases and loyalty.

We are passionate about helping retailers to create more relevant and personalized shopping experiences

We have designed an advanced metrics dashboard for not only optimizing performance but also for measuring the impact of marketing campaigns on in-store footfall and shopper behavior. Finally, adding beacons and mobile apps, we offer a tool for automating proximity-based offers and marketing to shoppers' smartphones, as well as real-time customer segment and profile information to store staff.

Almost ten years ago at a university lab, our team aimed to use Wi-Fi to measure people's indoor location accurately and in real-time. By doing this, we enabled a legion of new services to make our everyday lives more convenient. Along the way, we realized how brick-and-mortar venues such as retail stores, restaurants and airports have many experience aspects that cannot be reproduced or found online — human interaction, concierge-level service, touch and feel, immediate delivery and creating memorable, entertaining experiences.

Now, as part of the STRATACACHE family of marketing technology companies, we're inspiring transformation by marrying our deep insights with powerful, interactive digital solutions that reinvent the retail and entertain space.

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