IN-STORE
PERSONALIZED TARGETING
& CONSUMER BEHAVIOR
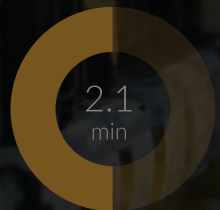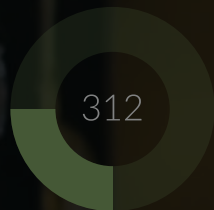
2.1 min	312	60%	141 $/min
DWELL TIME	VISITORS	RETURNING VISITORS	STORE BUYING SPEED
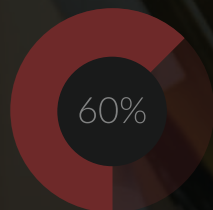
51-60
41-50
31-40
20-30

$ 5.000 K
$ 4.000 K
$ 3.000 K
$ 2.000 K
$ 1.000 K

M T W T F S S

miipharos™

Member of Kerverus Holding IT Plc.

Nikos Stouiloudis
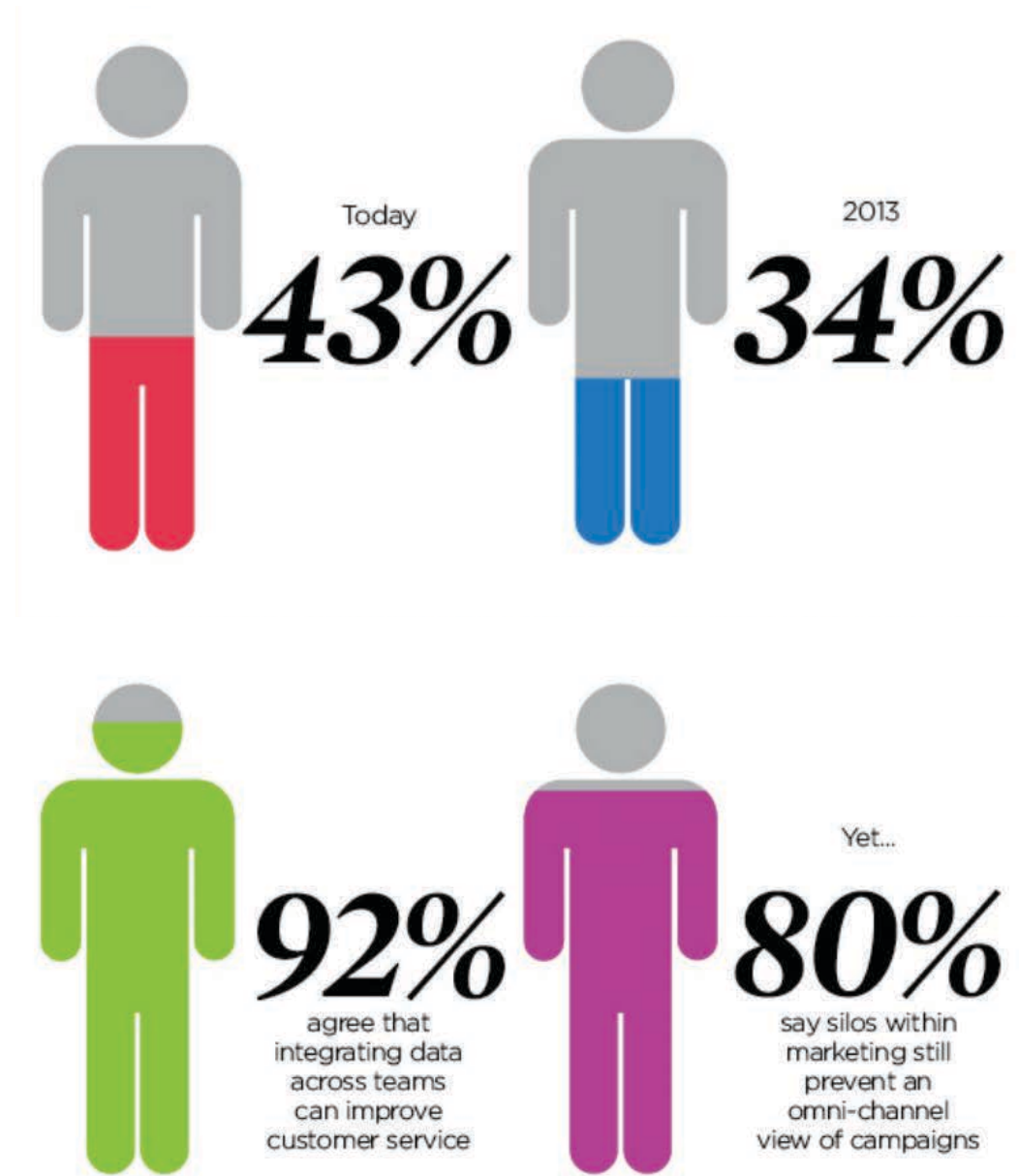Marketing & Sales Manager
ns@miipharos.com

MORE MARKETERS CONTROL CUSTOMER DATA

BUT MUCH WORK REMAIN TO BE DONE

Today **43%** 2013 **34%**

92% agree that integrating data across teams can improve customer service

Yet... **80%** say silos within marketing still prevent an omni-channel view of campaigns

Source: Teradata 2015, Global Data- Driven Marketing Agency

1 MONITOR
CONSUMER BEHAVIOR ANALYTICS TO
INCREASE REVENUE & PROFITABILITY

2 ENGAGE SHOPPERS WITH **TARGETED** OFFERS
& REWARD PROGRAMS

+ **84%** of smartphone shoppers use their phones
while in a **physical store**

Source : Google Shopper Marketing Agency Council

1   Identify a person's relevant behavior

PERSONALIZATION

☐ Demographics (gender, age, etc.)
☐ Returning Shopper / Loyal customer
☐ Shopper's interaction with product
☐ Purchase history
☐ Shopper's preferences
☐ Omni- channel behavior

TARGETED

☐ Location
  - store
  - department
  - product
  - category
  - aisle

2 *Customize his or her online experience by presenting only the most relevant content, calls-to-action, and/or visuals*

John Smith, 31
- Banker
- Last year spent $ 7,000 for clothing
- 60% of his purchases were on discount
- Yesterday was searching for a new fragnance

New Fragnance from
PORSCHE DESIGN
20% OFF
REDEEM

PORSCHE DESIGN
TITAN

iBeacon - CONNECTING PHYSICAL WITH DIGITAL WORLD

miipharos.com

GRAB THIS OFFER!

Lipton green tea
SUPERFRUIT
Cranberry Pomegranate
20 TEA BAGS

20% OFF

ACTIONS TRIGGERED TO SHOPPER'S SMARTPHONE BASED ON HIS POSITION.

CONCERNS

1 SHOPPERS DOWNLOAD COMPANY'S APP

2 LIMITED INTERNET ACCESS USING CARRIERS' DATA SERVICES

In- App feature enabling Internet Access through store's Wi Fi network

Welcome!

Download the "ABC STORE" App and get free access to Wi Fi.

Download on the App Store

GET IT ON Google play
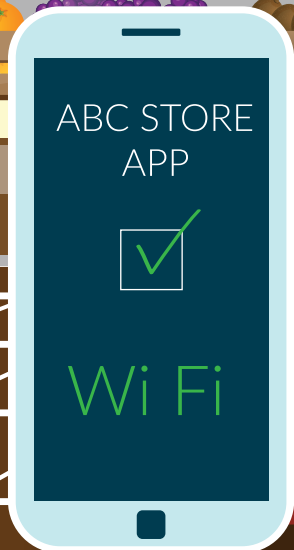
CONSUMER BEHAVIOR
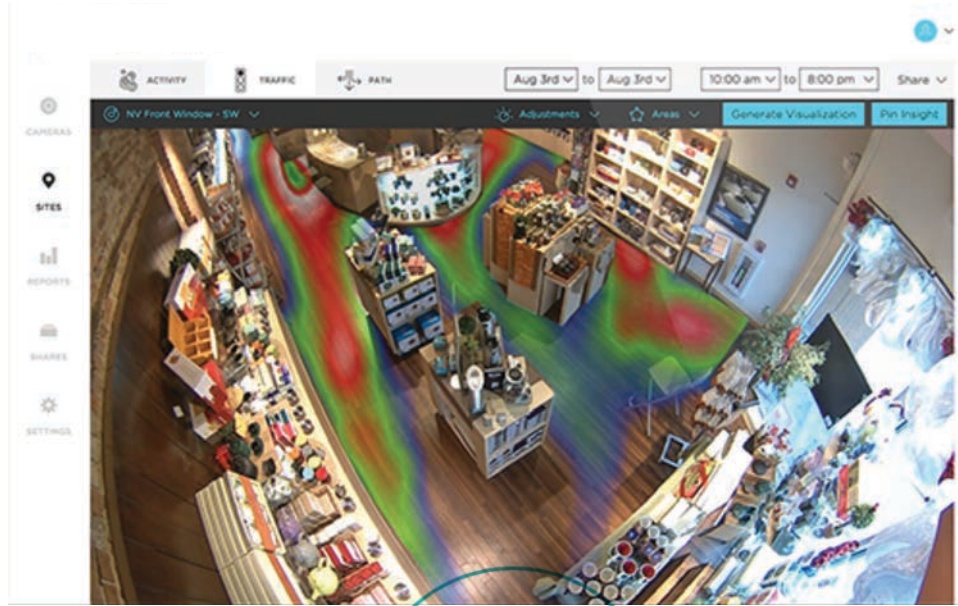
CAMERAS

Wi Fi SENSORS

iBeacon

IN-STORE MARKETING
+
ANALYTICS

⊞ low power consumption
⊞ portable
⊞ low cost
⊞ high accuracy

DWELL TIME

MARKET INSIDER

Nikos Stouiloudis   logout

DASHBOARD

CUSTOMERS

DWELL

NEXT PATH ANALYSIS

SHOPPER PENETRATION

SHOPPER LOYALTY

CAMPAIGNS

TEMPERATURE

age group   gender   marital status   education

category   corridor

hour | day | week | month

15/5/2014 till 6/12/2014

export

generate

Longest Dwell Time	Shortest Dwell Time	Avg. Dwell Time
DELI	**HOT BEVERAGE**	1.2 min
4.6 min	1.4 min	

view

56.3%

10.6%

3.9%

29.2%

Corridor: 5A
concentration: 99 people
perc.: 2,8 %

SHOPPER LOYALTY

MARKET INSIDER

Nikos Stouiloudis   logout

DASHBOARD

CUSTOMERS

DWELL

NEXT PATH ANALYSIS

SHOPPER PENETRATION

SHOPPER LOYALTY

CAMPAIGNS

TEMPERATURE

age group | gender | marital status | education

hour | day | week | month

15/5/2014 till 6/12/2014

generate   export

Avg Visits	Avg Returning Shopper	Loyal Shoppers
1.7 visits/week	25%	19.5%

Returning — Visits / Week

CAMPAIGNS PERFORMANCE

Nikos Stouiloudis   logout

age group | gender | marital status | education

hour | day | week | month

15/5/2014, till 6/12/2014,

generate   export

DASHBOARD

CUSTOMERS

DWELL

NEXT PATH ANALYSIS

SHOPPER PENETRATION

SHOPPER LOYALTY

CAMPAIGNS

TEMPERATURE

Choose a discount coupon to show

coupon
⊕ all
⊕ A
⊕ B
⊕ C
⊕ D
⊕ E

redeemed coupons

A   B   C   D   E   name of coupon

SHOPPER PENETRATION

MARKET INSIDER

Nikos Stouiloudis   logout

DASHBOARD

CUSTOMERS

DWELL

NEXT PATH ANALYSIS

SHOPPER PENETRATION

SHOPPER LOYALTY

CAMPAIGNS

TEMPERATURE

age group   gender   marital status   education

hour | day | week | month

15/5/2014 till 6/12/2014

export

generate

Choose a category

Breakfast
800
shoppers

75%
engagement

200 / 25%
Bounce rate

Engagement
Breakfast
600
shoppers

10%
sales conversion

Sales Conversion
Breakfast
60 / 13%
shoppers

**Top 3 categories
in concentration**

Frozen	686 (77.3%)
Hot Beverage	346 (39.0%)
Baking	315 (35.5%)

view

**Top 3 in sales
conversion**

Meat	256 (22.3%)
Infunt	210 (21.0%)
Baking	189 (18.5%)

view

ONE SIZE DOES NOT FIT ALL

EXPLAIN YOURSELF

AVOID SMALL SCREEN SORROWS

WITH BIG DATA COMES BIG RESPONSIBILITY

THE BENEFITS

+ Improve "low volume sales" sectors and products' placement

+ Create in-store awareness and increase the revenue performance

+ Take advantage of targeted- personalization campaigns

+ Enhance loyalty programs

+ Transform shopping into a true experience

miipharos™

www.miipharos.com

Nikos Stouiloudis
Marketing & Sales Manager
ns@miipharos.com