

Join the Next-Gen Omnichannel Retail Media

 **Predict Omnichannel Behavior**

 **Influence Path-to-Purchase**

 **Monetize in 3 Months or Less**



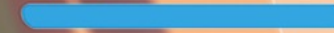
Audience Insights

● Gender ● Age

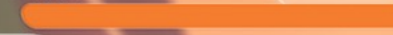


Propensity to Buy

Fashion



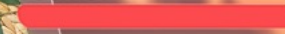
Food



Beverages



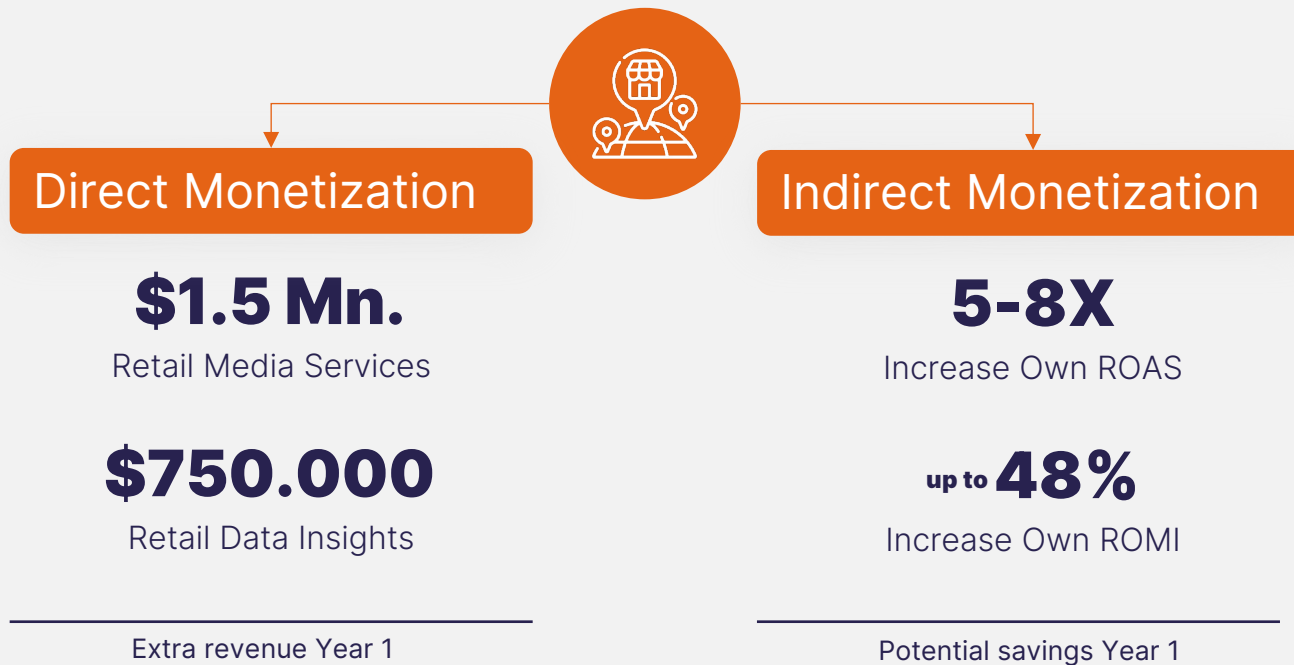
Cosmetics



Sponsored Recommendation



Our retail partners increase their data monetization revenues by 10X than with any other solution, while owning & controlling their data.



A grocery retailer with 500 medium size locations

Our Portfolio of Retailers



+ other

Global Partners



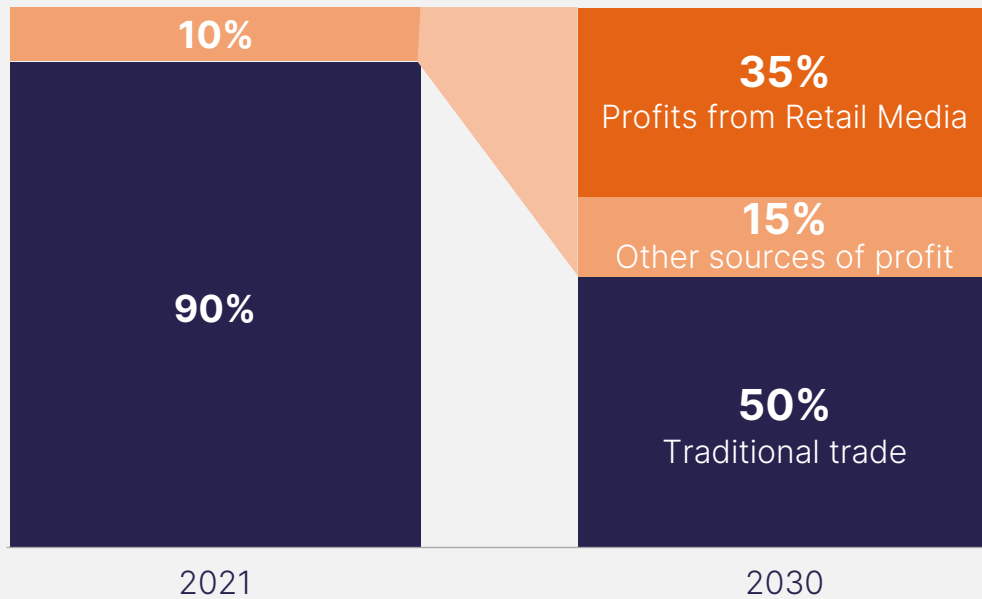
Our Co-Sell Partners



The seismic growth of retail media: by 2030, it will account for 25% of total ad spend

Retailers

by 2030, 50% of retail profits will come from "beyond trade" sources



Brands

90% of brands are actively looking for better ROAS from retail data & path-to-purchase targeting



! But 8 out of 10 Retail Media initiatives **fail** because they don't address **what brands are looking for.**

Missed opportunity today?

Your physical retail behavioral data is not monetized



15%

THIS IS WHAT YOU MONETIZE

Digitally-driven data generated by registered users only.

85%

THIS IS WHAT YOU DON'T MONETIZE

Shopping & purchase behaviors of anonymous physical retail customers.

Footprints AI enables you to know who your customers are, their future needs and expectations based on their physical & digital retail behavior

FROM
anonymous traffic



TO individualized
customer profiles

- SEARCHES
- VISITS
- PURCHASES
- CHANNELS
- GENDER & AGE
- LIFESTYLE
- LIFE STAGE
- HH INCOME

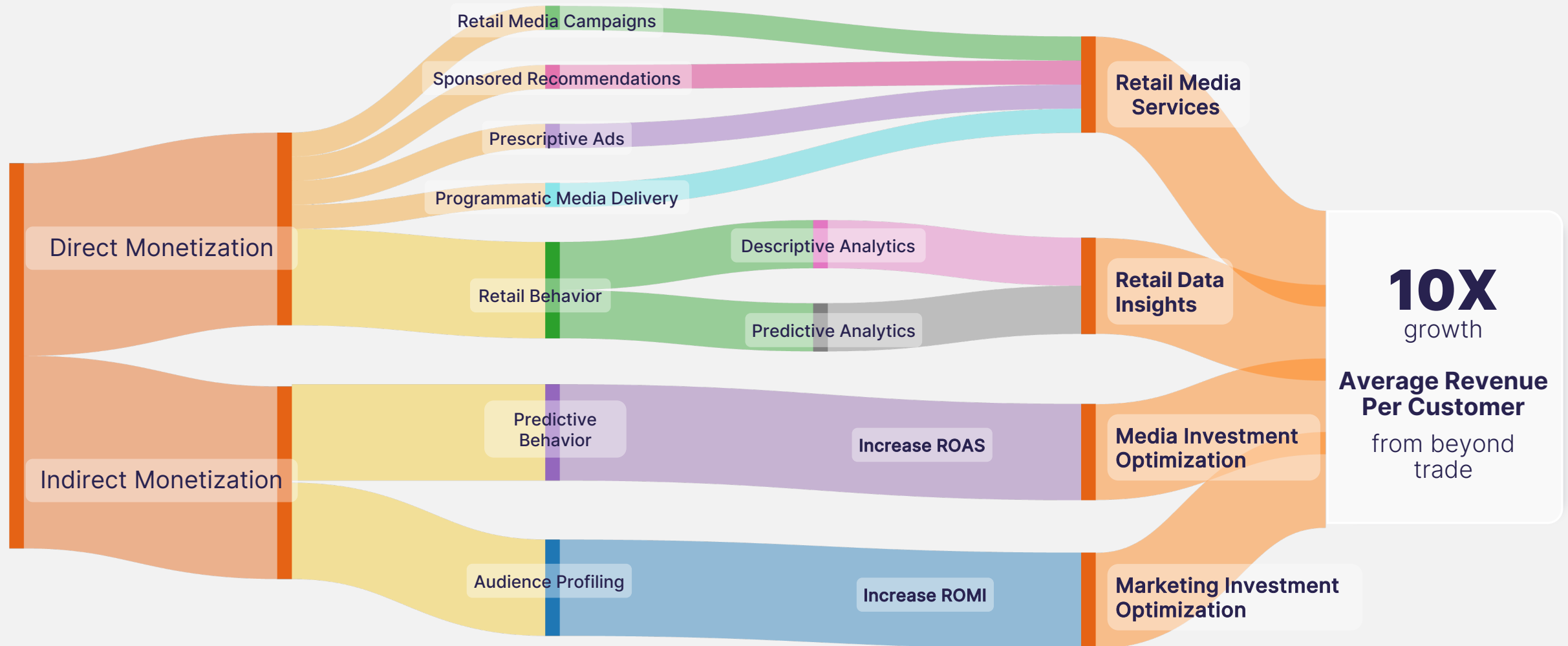


TO PREDICT
30 days behavior

- FUTURE SEARCHES
- FUTURE VISITS
- FUTURE PURCHASES
- BEST MEDIA CHANNEL

Our Unique Data Monetization

Footprints AI can use proprietary AI, data models, generative AI, behavioral profiling, Zero-Party and First-Party customer data to enable retailers to monetize at scale.



CASE STUDY

Retail Media Services

Profi (part of Ahold Delhaize Group) launched the Largest Omnichannel Retail Media Network in Romania



The challenge

Profi aimed to launch its Retail Media Network, creating a new revenue stream within their P&L. This strategic initiative improved their innovation level, aligning seamlessly with their preparations for the acquisition by Ahold Delhaize in Q4, 2023.

The solution implemented

Profi partnered with Footprints AI to launch their Retail Media Network. This network enabled brands to access valuable retail insights, facilitating the creation of highly relevant targeted campaigns.

The Results

2.5x

Return on Investment in less than 2 months

5x

Faster time to money

Retail Data Insights

38% Decrease in Cost per Visit for New Traffic Acquisition with Predictive Physical Behavior & Retail Media Audiences



The challenge

Predict the potential visitors from the mall's digital catchment area who were most likely to visit and shop for specific product categories.

The solution implemented

Footprints AI leveraged indoor customer behavior data and AI-powered solutions to analyze the mall's digital ecosystem, examining foot traffic patterns, in-store engagement, search patterns, customer demographics, and purchase history.

The Results

38%

decrease cost per visit

\$3,500,000

Marketing savings yearly

CASE STUDY



Marketing Investment Optimization

Jaguar Land Rover Romania
Boosted Conversion Rates by
46% with Footprints AI



The challenge

Overcome decentralized dealerships with coordinated efforts.

The solution implemented

Footprints AI implemented its proprietary AI technology capabilities, focusing on omnichannel customer data, lead management automation, and marketing automation.

The Results

46%

Boost in Conversion Rates

1,000,000

Customers under management



Media Investment Optimization

First Bank's 48% Increase in
Conversion Rates with
Footprints AI



The challenge

Significant number of mobile banking app users abandoned the onboarding process.

The solution implemented

Footprints AI employed a three-fold strategy: Automated Retargeting Flows, Geographical Clustering & Affinity Profiling, Channel Relevance Score.

The Results

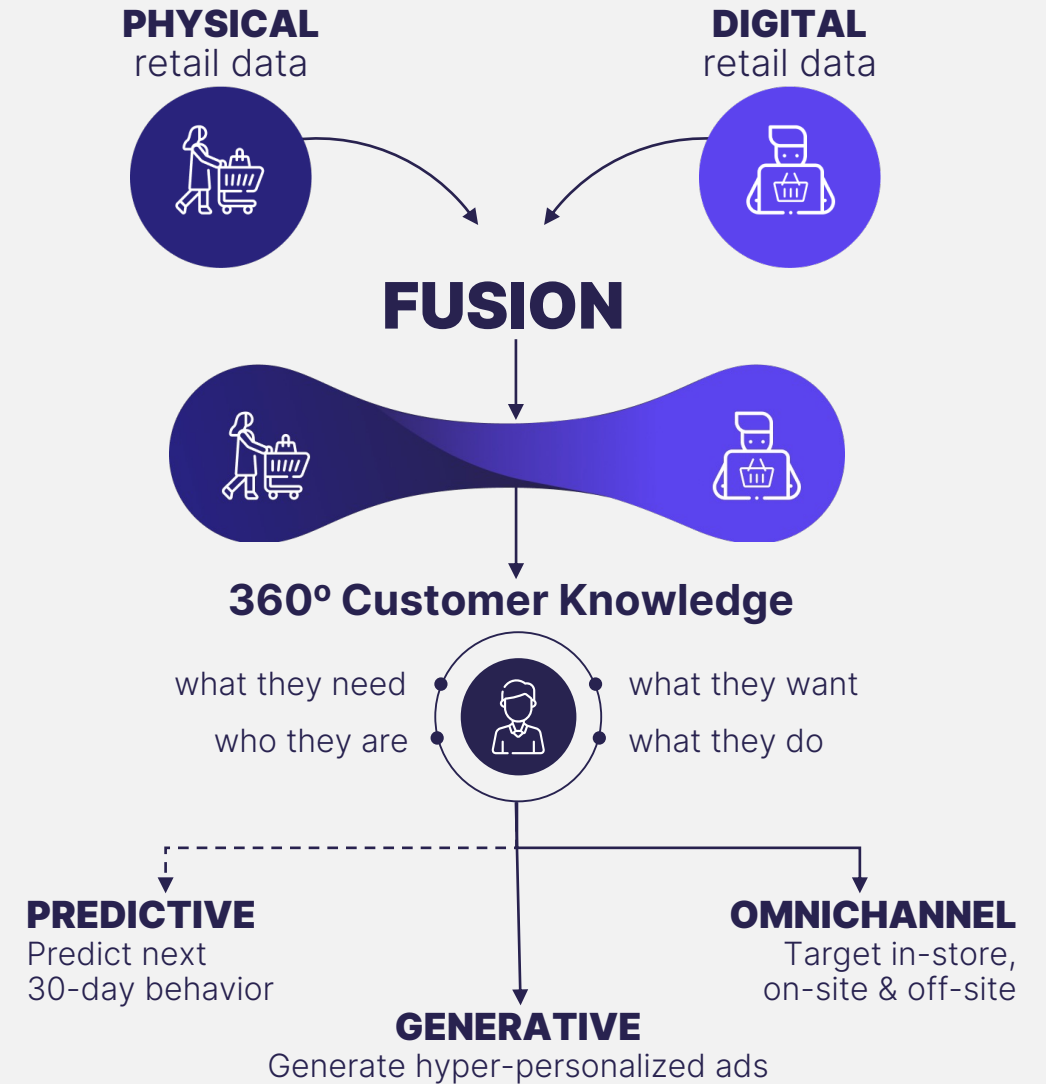
48%

Increase in Conversion Rates

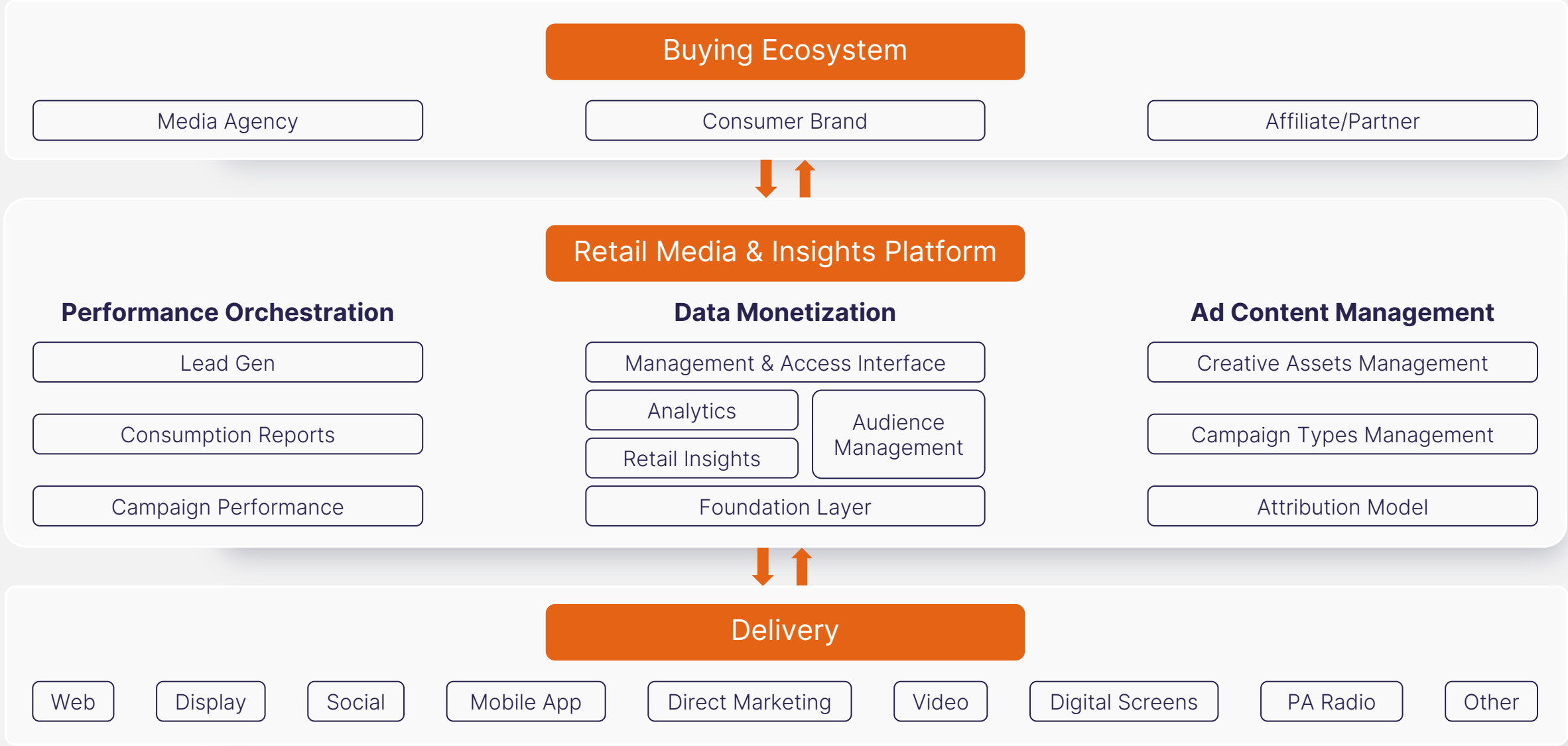
37%

Decrease Cost Per Conversion

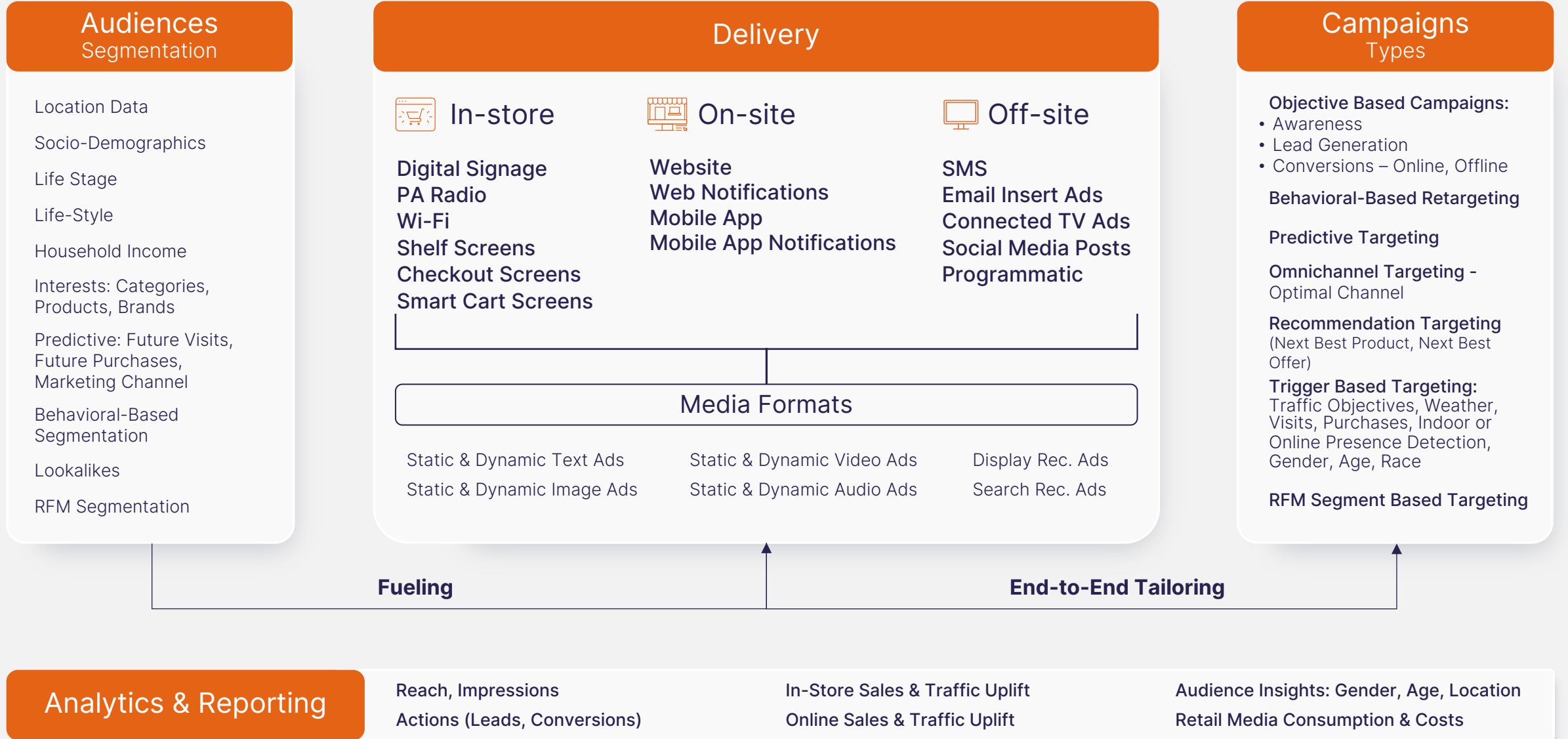
Footprints AI bridges the gap between your physical & digital retail unleashing 10X more profitable omnichannel media audiences.



Product Capabilities



Product Capabilities



Product Preview

Audience


Jun 2024 - Jul 2024 Campaign name

Predictive Create a new audience

• NEXT 30 DAYS LOYAL VISITORS : People most likely to be your most valuable visitors for your offline & online assets **IMPORTANT**

Users

No. unique visitors

	online	offline
 Dwell time avg.	29,63 min.	1,18 min.
Frequency of visits avg.	1	3
Recency avg.	6	2

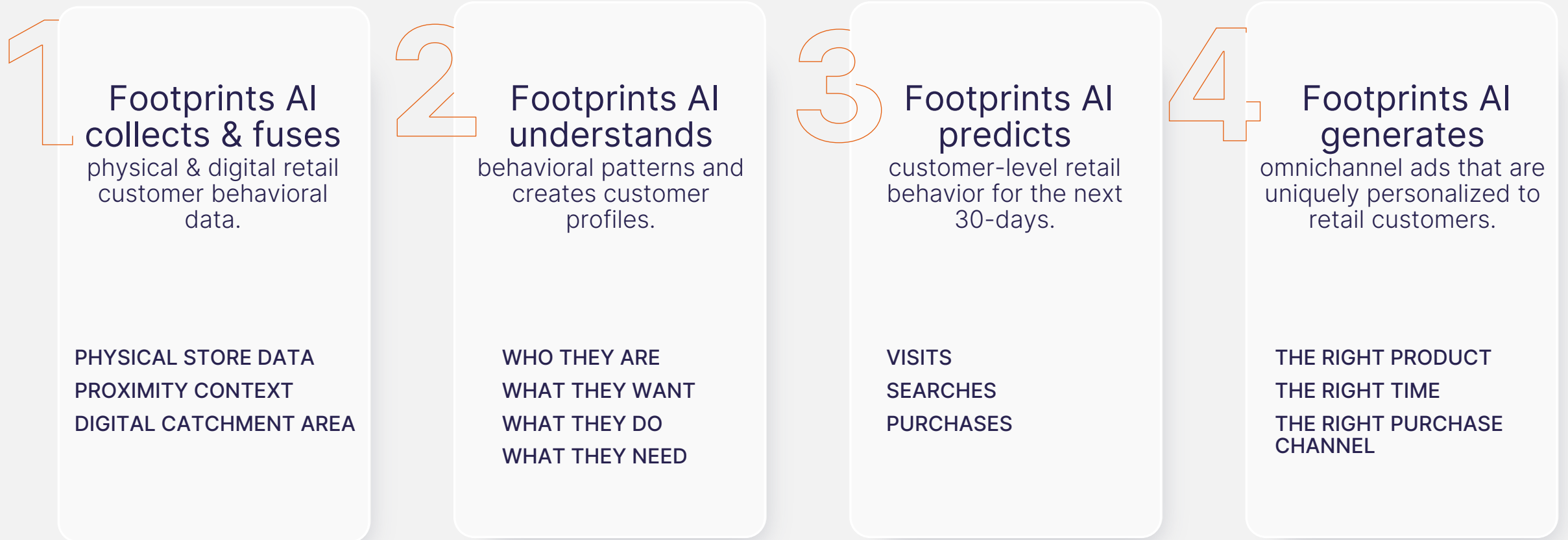
Gender: 40% Men, 56% Women, 4% Unknown

Age: 19% age 18-24, 40% age 25-34, 20% age 35-44, 2.5% age 45-54, 8.5% age +55, 5% unknown

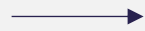
Propensity to visit

 Click to play

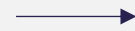
Data Process: Overview



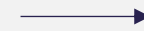
**FUSE CUSTOMER
DATA 360°**



**UNDERSTAND
CUSTOMERS**

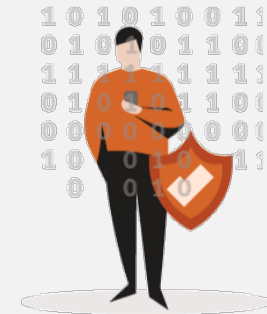
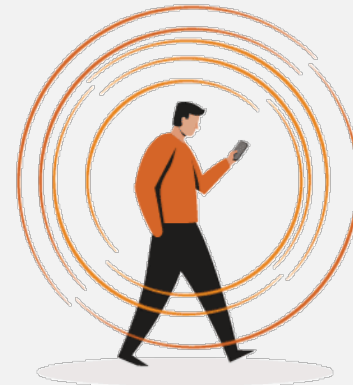


**PREDICT RETAIL
BEHAVIORS**



**GENERATE
OMNICHANNEL ADS**

Data Process: Physical Behavioral Profiling Overview



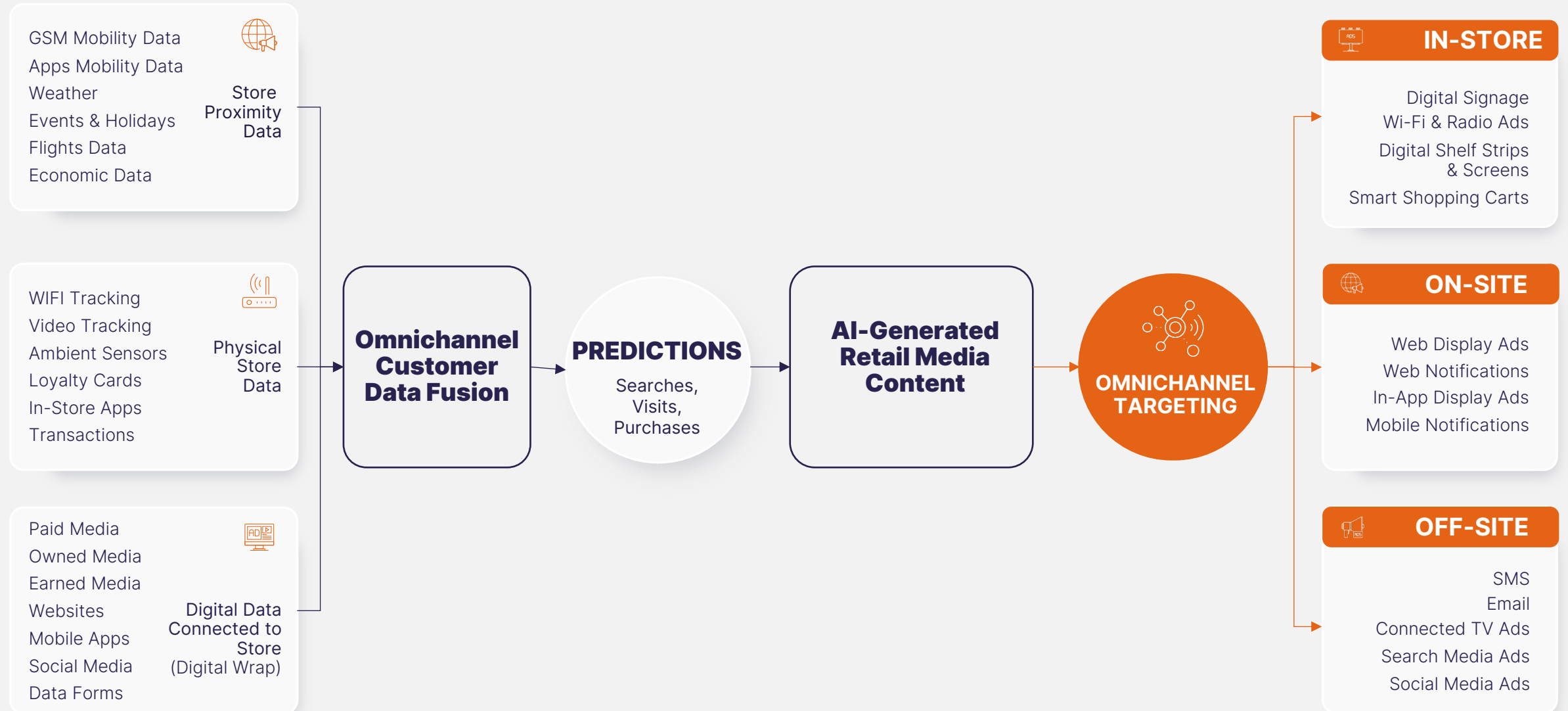
1 Collect anonymous visit behavior data via ambient connectivity (Wi-Fi, cameras, GSM Antennas) & mobile sensors.

2 Use the retail space and the surrounding catchment area to generate behavioral patterns.

3 Use AI to create behavioral profiles and to know who people are, while predicting their future behavior.

We cover 99% of all people visiting your retail property.

Data Process: End-to-End Methodology



Predict, Personalize & Profit from your Physical Retail Data

Capitalize now on the rise of the AI



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