

Reimagining Retail

Success in retail has never been easy, and the rise of e-commerce has been an alarming shift. To stay competitive and thrive, physical stores must find new methodologies to increase customer sales as cost effectively as possible.

eCommerce retailers can track online shoppers across a website, their interests and likes noted, and targeted advertisements triggered to follow them around the web.

From Survive to Thrive

neutrino8™'s GDPR-compliant solutions uniquely make it economically feasible for physical stores and shopping malls to transform from passive product distribution points into highly personalized, tailored shopping experiences. neutrino8 solutions help retailers identify, engage, and delight loyal and potential shoppers in ways that grow sales, drive profits and promote customer loyalty — all while dramatically reducing OPEX and CAPEX of the data acquisition infrastructure required to drive the physical store's digital transformation.

neutrino8's analytics, insight and premium services, enable a parallel — or better — approach for brick and mortars, allowing you to better understand and personalize your shopper's in-store experience in real-time by delivering relevant, timely, and meaningful campaigns, coupons, notifications, and other in-store marketing that cost-effectively and efficiently drive purchases and enhance customer loyalty.



Brick & Mortars Win with neutrino8

With an AI, data-driven, mobile digital approach tailored to account for who your shoppers are and what they like and dislike, you'll be able to craft marketing campaigns and in-store experiences based on real shopper insights and comprehensive marketing attributions, including:

SHOPPER DATA

- What are their learned likes and dislikes
- What promotions have they downloaded
- What offers have caused them to visit the store
- What is the redeem rate of downloaded promotions

- How often do they visit the store and for how long
- What is their route through the store
- What displays, or merchandise do they look at, dwell in, and pay attention to

ADVANCED MARKETING ANALYTICS

- Who is in your store
- Demographics (age and sex) by department, times of day/week/year
- Category preferences of individual shoppers
- A/B testing the effectiveness of displays by demographic, time-of-day, position in store
- Trend identification of one-time vs repeat visitors

- Correlate shopper behavior data with marketing of new product releases, promotions, weather or merchandising layout to:
 - *Deliver promotions specific to individual shoppers based on their interests and behavior*
 - *Trigger special promotions based on where they are in the store, anniversaries or birthdays*
 - *Determine the best place and the best way to display new products & measure results*

Get started at neutrino8.com.