



App Marketplace: ready solutions for retail

Real time digital tracking, engagement and marketing apps

SMI apps start with a basic Shopper Tracking package for measuring performance across all stores with additional Real Time Marketing capabilities - all delivered via a WIFI mesh network that removes the need for deploying client apps.

Ready for operational improvements? SMI's Smart Merchandising, Shopper Journey and Staff Optimization gives visibility on traffic flows across departments, allows you to build customer centric planograms and makes sure store personnel are available to assist customers at the point of sale.

Personalized Customer Engagement with valuable and relevant communications are made possible by advanced targeting analytics that predict purchase decisions, made even more accurate when integrating all available data about your customers.

With SMI's Omni Channel marketing, consistent communications get delivered across multiple touch points to provide a rich, unified customer experience.

SMI Apps are modular, upgradeable and come with ready dashboards, automated workflow, business processes, campaign and advertising templates.

TRACKING & MARKETING APPS

SHOPPER TRACKING



Cloud managed WIFI with customer location analytics to benchmark your stores on key performance indicators.

How it works

Create an account with SMI and plug in 1 SMI router device into the internet at your store. You are up and running within 5 minutes.

SMI creates low-cost, zero configuration, plug & play wireless mesh networks that spreads an internet connection throughout your stores combined with shopper tracking analytics to measure performance.

Good for

Fast Food Cafes, Restaurants, Small Stores that don't need zone level analytics.

What you need

Connect 1 router device to an internet cable.

What you get

- Cloud managed internet across all stores
- Identify customers in your store and traffic outside
- Detection of operational issues by store
- Identify customer gain/loss trends by store
- View store demographic changes and impact

Pricing: pay a fixed monthly fee, all inclusive

REAL TIME MARKETING



Give your customers an outstanding individualized experience, encouraging them to return, more often, and spend more.

How it works

After you have installed the Shopper Tracking app, create campaigns and ads using the Events Editor, where you can set target conditions (e.g. location) and the delivery channels used customers (e.g. web page, SMS, Facebook, Email...).

SMI's Real Time Marketing app targets and messages customers at the point of sale, seamlessly, without any client app to increase walk-in traffic and promo conversions.

Good for

Fast Food Cafes, Restaurants and Small Stores that need to drive in traffic without targeting customers at a zone level.

What you need

The Shopper Tracking app to set up ad campaigns.

What you get

- Higher conversion rates from walk by to walk in traffic
- Targeted selling by day/time/location for more baskets
- Increased cross-selling and number of repeat visits
- Increased revenues from special offers, discounts
- More shoppers by displaying offers outside your store

Pricing

Pay for ads clicked on (CPC) or coupons redeemed (Cost Per Order)

"Giving customers what they are looking for, at the right time, right place"

OPERATIONS AND MERCHANDISING APPS

SMART MERCHANDISING



With Like for Like comparison on key store metrics down to the zone (category level), your merchandising plans are customer centric and deliver an improved shopping experience.

How it works

Take Shopper Tracking app and upload a merchandise floor plan. Add more router devices to accurately track shoppers in zones.

SMI's Smart Merchandising delivers more effective assortment planning, range localization and product visibility, resulting in a shopper journey based store layout with improved shopping metrics.

Good for

Stores that have large shopping areas and need to measure activity at a zone level in order to create customer centric planograms.

What you need

You need the Shopper Tracking app with a store plan designating your shopping zones.

What you get

- Reduced customer check out time
- Greater sales productivity from zones/categories
- Improved customer care/support
- Higher customer satisfaction scores
- Better shopping experience for high value customers

Pricing

Fixed monthly fee depending on the size of retail area to be covered.

SHOPPER JOURNEY



SMI segments your customers to get insight on how purchase decisions are made during the shopping journey and identifies what conditions trigger a customer choice.

How it works

Take the Shopper Tracking app and upload a merchandising floor plan with indicated zones.

The SMI Shopper Journey app accurately analyzes the shopper journey and changes to merchandising layouts, with the ability to re-engineer traffic and optimize the store plan.

Good for

Stores that have many shopping zones and need to view path flows by customer segment in order to create planograms that influence purchasing decisions.

What you need

You need the Smart Merchandising app with SMI wireless sensors and a store plan designating your shopping zones.

What you get

- Customer discovery based on zone activity factors
- Purchase Journeys and their triggers are identified
- Purchase Decisions mapped by sequence and importance
- Targeted store plans to shopper segments (purchase planograms)

Pricing

Fixed monthly fee depending on the size of retail area to be covered

CUSTOMER STRATEGY APPS

CUSTOMER ENGAGEMENT



SMI rolls out data collection tactics so that you know who your customers are and applies demand models so that you can personalize interactions, making them highly relevant and contextual to your customers.

How it works

Use the SMI retailer Free WIFI net to get personal data. Utilize the ad campaign templates to interact with customers while shopping.

With the ability to drive valuable interactions with your customer during their shopping journey, the SMI Customer Engagement app enables you to deliver personalized and rewarding engagements in real time.

Good for

Medium to Large retailers who look to register their customers and integrate in-store marketing with their current marketing strategies.

What you need

You need the Smart Merchandising app with a detailed store plan designating your merchandising areas.

What you get

- Increased Promo redemptions via targeted, personalized and contextual ads
- Increased repeat visits and upward migration from low to high value segment
- Decreased churn based on targeted rewards and benefits

Pricing

Pay for ads clicked on (CPC) or coupons redeemed (Cost Per Order)

CUSTOMER INSIGHT



SMI Customer Insight enables the power of big data customer analytics by aggregating all your customer data points across systems in order to reveal spend behavior patterns.

How it works

Use SMI data connectors to upload additional customer data (e.g. POS data) to get a full profile and deep segmentation analytics.

SMI aggregates all your customer data, applies breakthrough analytics and then automatically creates profitable in-store customer engagements - in near real time and without the need for any client software

Good for

Retailers who have customer data collected and need to get a fuller picture of their interests and what influences their purchases.

What you need

You need the Customer Engagement app to collect customer data

What you get

- Consolidated data on your customer (e.g. POS, social media, in-store visits, marketing...)
- Measured rate of efficiency (e.g. response rate) for all comm channels by customer and segment
- Mapping customer segments making purchase decisions to points in the shopper journey
- Probability scoring for purchasing decisions by segment and communication channels

Pricing

Based on the number and types of data sources to be aggregated

“Giving customers what they are looking for, at the right time, right place”

EMPLOYEE MANAGEMENT

OPTIMIZED SERVICES



When retailers can detect customers the moment they walk in the door, targeted communication possibilities emerge, empowering sales associates to provide a valuable, personalized and satisfying buying experience.

How it works

Take Smart Merchandising and register employees mobile devices so their position is tracked in the store.

SMI's Optimized Customer Service solution not only help sales personnel engage customers, but enables you to plan resources based on demand forecasts and measure employee performance.

Good for

Retailers that have service shopping areas and many cash lanes

What you need

You need the Smart Merchandising app with a merchandise store plan and register employee mobile devices.

What you get

- Detecting employee activities in non authorized locations
- Optimized resource allocation by department
- Higher sales output from sales personnel

Pricing

Fixed monthly fee depending on the size of retail area to be covered

CHANNEL COMMUNICATIONS

OMNI CHANNEL MARKETING



Your customers can engage your business across multiple touch points while in the physical store - the online store, mobile app, catalog, or through social media.

How it works

Communication channels are designed to deliver a programmed message that is relevant and contextual to the point of contact.

SMI's Omni Channel app helps retailers and brands move from a shopper's journey to a total customer experience. By knowing your customers, their interests and how to communicate, you provide a unified, rich customer experience on a 1 to 1 basis.

Good for

Retailers who want to develop a loyalty program or need to improve the execution of their current loyalty strategies.

What you need

You need the Customer Engagement app to collect customer data.

What you get

- Improved loyalty metrics (number of repeat visits, increased basket size by segment, CLV)
- Upward net migration in lower value to higher segments
- Decreased churn, improved NPS from more satisfied customers
- Increased floor personnel sales, lower product returns

Pricing

Based on the number and types of channels in play.

"Giving customers what they are looking for, at the right time, right place"