

## REAL TIME MARKETING

talk to your customers while they shop



When retailers can detect customers the moment they walk in the door, targeted communication possibilities emerge for providing a valuable, personalized and satisfying buying experience.

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

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)

### 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...). Upgrade to Shopper Journey and Customer Engagement to be able to target customers at the exact point of sale, based on their shopping interests.

Retailers using Real Time Marketing were able to drive-in 1-2% new customers from high traffic density areas and increase promo sales by an average of 8%.

### Key Features:

#### Proximity Marketing Events

- Increase traffic into stores from walk by traffic by utilizing Free WIFI to extend 30-50 meters outside the store perimeter for special offers
- Increase average basket by delivering targeted and personalized offers to customers in the store location
- Drive sales on slow traffic periods with time based coupons and specials e.g. ½ price on coffee on Mondays between 10 and 11 am
- Cross sell more effectively by having employees offer product suggestions that have high probability of being purchased
- Reduce churn on high value customers and locations with retention tactics before customers are gone

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