

SHOPPER JOURNEY

predict, influence buying decisions



How do shopping patterns look like by various store location? Where are our high value customers geographically located? Which stores are attracting and retaining our best customers? By discovering both traffic and product interest patterns, SMI segments your customers to get insight on who your customers, enabling you to create segment targeted planograms that direct traffic to poorly visited and shopped areas.

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.

Retailers using Shopper Journey created a better shopping experience for their premium customers with up to 15% increased visits to related departments that previously had low cross-shopping numbers.

Key Features:

- Path flow analytics on the shopper journey from zone to zone, giving visibility on what zones influence a purchase
- Customer attitudinal and demographic segmentation based on both visit patterns and product shopping patterns
- Heat maps on shopping activity at zone level and product category by location, day/time and segment
- Data mining to uncover associated categories (zones) linked to shopper segments (which zones did a group shopper come from, to which zones does that shopper group go next)
- Predictive models on which zones influence a purchase or visit to a zone such as the cash desk
- Zone and product demand forecasting by location, day/time

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

How it works

Start with Smart Merchandising app and add the Shopper Journey App. Upgrade with the Customer Engagement to target customers by product interest segmentation and at the exact point of sale.