

The Daily Data

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TECHNOLOGY & REAL ESTATE

MUST BLEND TOGETHER BETTER TODAY IN ORDER TO SUPPORT AN EVOLVING RETAIL MARKET

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In the age of the customer, consumers expect relevant, valuable interactions from retailers, banks, hotels, airlines — even utility companies and healthcare providers. To create richer, more relevant experiences for their customers, 89% of digital businesses are investing in personalization; 72% of retailers we surveyed even want to personalize the in-store experience (see Figure 1).¹ The problem? Digital business pros are still trying to deliver personalized experiences based on age-old methods of segmentation, failing to realize they're likely delivering worse, not better, customer experiences.

Digital businesses today must chase ever-growing customer expectations, not competitors. To win, serve, and retain customers, they must evolve their personalization strategy from segmentation to individualization (see Figure 2). The good news: Customers are willing to share information about themselves with companies in exchange for more valuable experiences. The challenge: Digital businesses now must collect, analyze, synthesize, and react in real time to a flood of customer information and do so across multiple touchpoints and often-disconnected internal teams.



Simple
It allows them to deliver customer experiences that make them more money.

WHY ARE SHOPPING CENTRES GETTING INTO DATA AND PERSONALISATION?

CUSTOMER DATA IS THE OIL OF 21ST CENTURY RETAIL

Shopping centres can do a lot with simple data like customer names, email addresses, phone numbers, age, gender, where they live, purchase history, and so on...

	Without Data	With Data
Engage with your customers when they're in the centre ...and when they're not	✗	✓
Turn the centre into a destination centre	✗	✓
Build value for tenants and investors	✗	✓
Run relevant, personalised offers	✗	✓
Give your customers experiences your competitors can't	✗	✓
Know which offers are working and which aren't	✗	✓
Influence your customers' purchasing behaviours	✗	✓
Get real-time insights about your customers and what they want	✗	✓
Measure how effective your marketing really is	✗	✓

OK, I GET IT BUT HOW DO WE GET GOING WITH ALL THIS?

With our data, personalisation and insights platform, Darius® we can help you do all the great things you can do with data to grow sales, loyalty and footfall. Not only that, we can help you get the data in the first place!

- Collect GDPR compliant customer data from social media, email marketing, in-centre Wi-Fi, events, digital signage, print materials and advertising
- Put any data you already have to good use
- Profile and segment customers and customer types
- Deliver messages and offers wherever your customers are
- Integrate with in-centre Wi-Fi, digital signage, beacon technology* (if you have them), even POS
- Discover and engage your customers in-centre

ENGAGING YOUR CUSTOMERS WHEN THEY'RE IN YOUR CENTRE... AND WHEN THEY'RE NOT

Check This Out



1. Use Darius® to engage shoppers like Kate over any channel; including your existing database or app holders.



2. When Kate visits the centre, ANPR picks up her arrival. This triggers an offer message via Darius®.



3. Kate meets up with Jo. They connect to the centre's Wi-Fi, which lets them know about any other offers or events.



4. Based on their profiles within Darius®, in-centre digital signage shows an ad for a sale in their favourite store.



5. When she disconnects from the Wi-Fi and exits the car park, Kate receives an exit survey or questionnaire with an incentive for a return visit.



6. All of Kate's transaction details are added to her customer profile within Darius®, building a deeper knowledge of her preferences.

*Price on application for Wi-Fi, digital signage, beacon technology or ANPR integration, if required

WHO'S USING IT

and what results have they achieved?

Click on the logos below for details of campaigns, results and testimonials



I REALLY WANT THIS, HOW MUCH DOES IT COST?

- No capital expenditure
- Licence fee model from £500/month

- Planning and activation support (if required)
- Easy to get going - requires no hardware or integration to get started*

*Price on application for Wi-Fi, digital signage, beacon technology or ANPR integration, if required

Darius®

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