

The Daily Data

Global Edition, Monday, September 21, 2019

72% OF RETAILERS BELIEVE IN-STORE PERSONALIZATION IS THE BEST WAY TO IMPROVE THEIR CUSTOMER EXPERIENCE

Have you asked yourself why?

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). If the problem? Digital businesses are still trying to deliver personalized experiences based on

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



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

WHY ARE RETAILERS GETTING INTO DATA AND PERSONALIZATION?

CUSTOMER DATA IS THE OIL OF 21ST CENTURY RETAIL

Retailers with physical stores 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 your store ...and when they're not	✗	✓
Make your store a more exciting and engaging place to be	✗	✓
Run relevant, personalized offers – not mass discounts	✗	✓
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	✗	✓

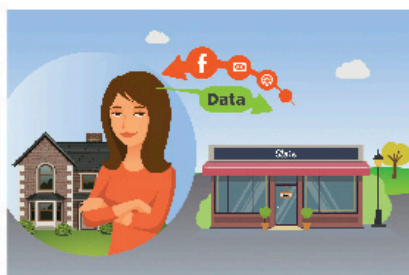
OK, I GET IT BUT HOW DO WE GET GOING WITH ALL THIS?

With our data, personalization 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-store 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-store Wi-Fi, digital signage, beacon technology* (if you have them), even POS
- Discover and engage your customers in-store

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

Check This Out



1. Engage customers over any channel; including your existing database or app holders



2. Customer connects (or re-connects) to the store WiFi* and is greeted with a welcome message/offer/deal



3. Darius® uses aggregated data based on preferences of customers to influence what is shown on the digital displays*



4. Customer redeems the offers at the PoS* and all items are tagged on her personal profile in Darius®



5. Detecting that customers have left, Darius® sends a message asking for feedback



6. The reporting shows customers' favourites, locations, loyalty points, dwell time and feedback

*Optional. Price on application for Wi-Fi, digital signage or PoS integration

WHO'S USING IT

and what results have they achieved?

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



PANDORA

M&S
EST. 1884

I REALLY WANT THIS, HOW MUCH DOES IT COST?

- No capital expenditure
- License fee model from \$75/week per store
- 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 POS integration, if required

Darius®

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