Engaging mobile shoppers in-store

Todd Sherman, CMO

Point Inside

Enhancing the mobile shopper in-store buying experience through indoor location and personalization technologies.

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More than 90% of retail still happens in-store

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In-Store Behaviors

|	
79%	of smartphone owners are "smartphone shoppers"
84%	of smartphone shoppers use their device to shop while in a store
Up to 50%	bigger baskets depending on the category
Almost half	use mobile for 15+ minutes per store visit
1 in 3	use mobile to find information instead of asking an associate

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By 2016 smartphones are likely to influence between 17% and 21% of US retail purchases equating to $628-782B in sales

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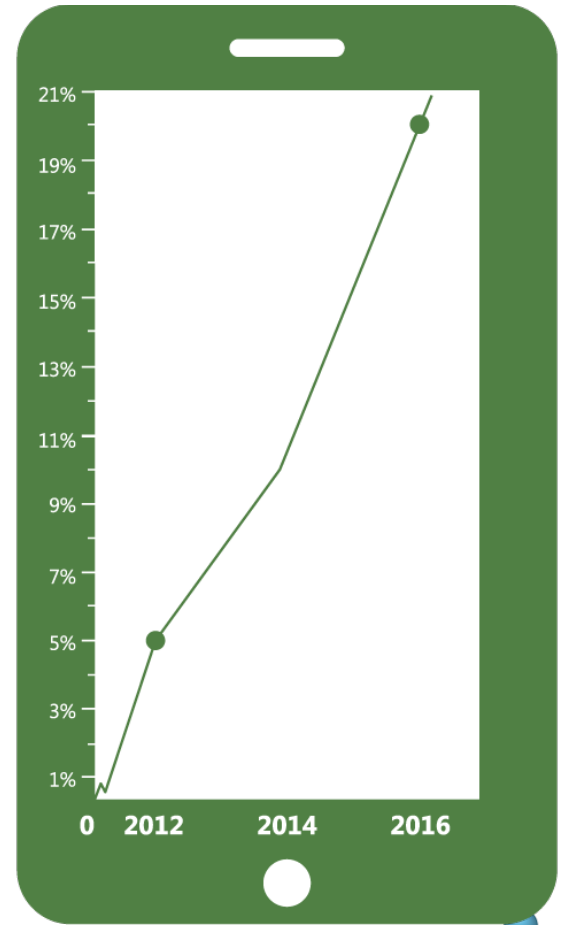
eCommerce ≠ In-store

What's the difference?

Connect the shopper with the physical store

Make it easier for shoppers to discover and find products they can purchase in-store

Keep them from wanting to go online

Understand in-store behavior

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Different retailers

Different experiences

Different engagement strategies

Different features

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Point Inside Platform

	Indoor maps		Shopping lists
	Product locator		In-store search
	Routing		Engagement engine
	Indoor location		Geofencing
	Analytics		

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1 Compelling features to engage shoppers

In-store mobile shopper engagement

2 Use data to understand customers

3 Deliver valuable & personalized experiences

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3 Deliver valuable, relevant & personalized experiences

product suggestions, product information, special offers, coupons, advertisements, promotions, specials, reviews, surveys, sign-ups, videos, style guides, trending topics, how-to guides…

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Analytics/Insights

Understand the path to purchase

shopper frequency

in-store behaviors

shopper locations
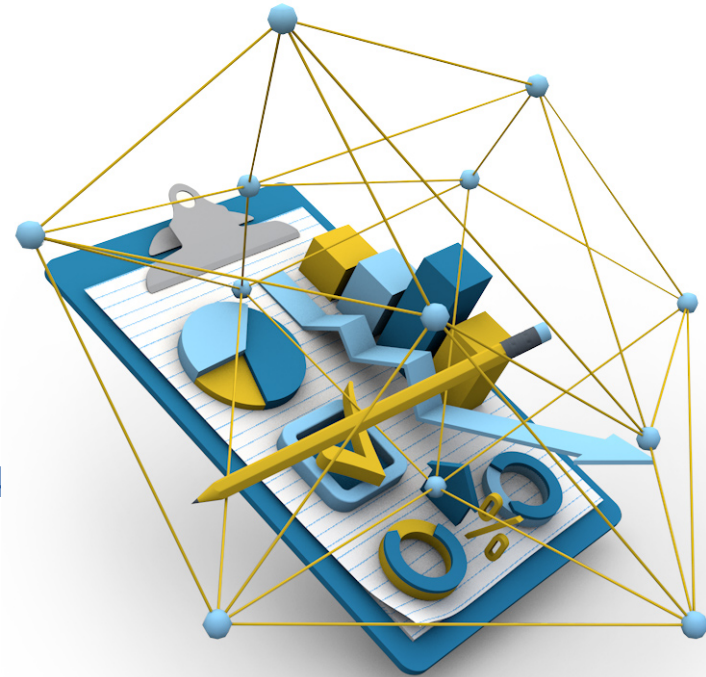
shopper paths

heat maps

closed-loop

visits per week

shopping lists

time/day

promotion effectiveness

correlated purchases

product searches

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ROI is different for different retailers

Finding products
Discovering new products
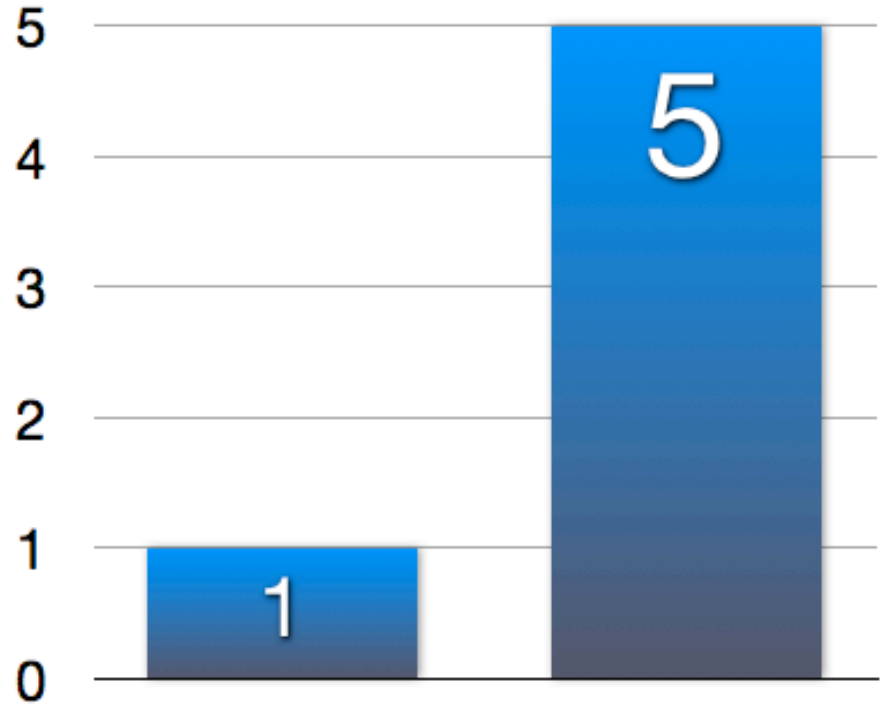Hyper-targeted advertising
Social promotions/word of mouth
Shopper data/better understanding
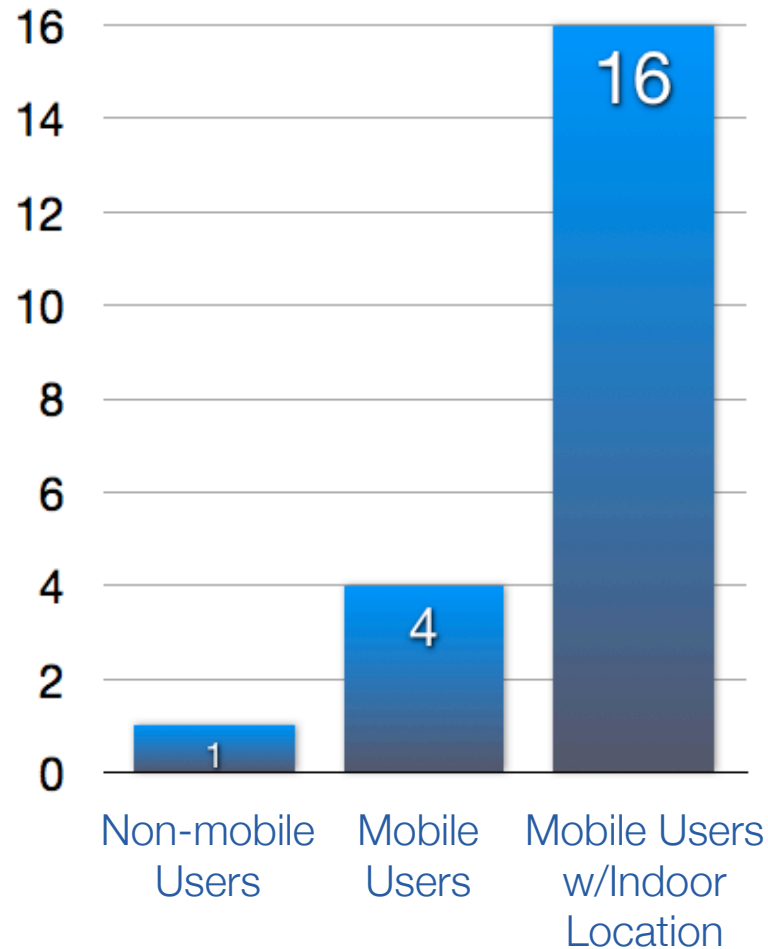Increased shopper satisfaction & loyalty

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Indoor location technologies drive 5X engagement

…and **4X** coupon usage

Non-mobile Users	**Mobile Users**	**Mobile Users w/Indoor Location**
1	4	16

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83%	Find it easier than previous methods for locating products in-store
55%	Prefer using the app rather than asking an employee
66%	More likely to shop at a store with such an app than the competition

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