



SHOPPER MARKETING TECH: 2017 GAME CHANGERS

Last year, Snipp published a guide to Shopper Marketing Tech Game Changers. We saw more brands embracing omni-channel technology, personalized showrooming in-store and location-based tech, and relevant rewards and content awarded to consumers.

In 2017, technology has continued to evolve as the in-store experience remains a vital component for reaching consumers. Studies show that even amidst e-commerce, 85% of retail sales are still taking place in-store¹. Mobile, of course, has a huge impact, with 82% of shoppers consulting their phones on products they are about to purchase in-store².

Innovation in technology is ever-changing and continuously creates more and more opportunity for brands to personalize experiences and engage their consumers.



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IN-STORE CONNECTIONS

Despite the rise in e-commerce and mobile shopping, the large majority of consumers still prefer to shop at brick-and-mortar retailers. **Location-based marketing and tracking technologies** allow retailers to influence traffic throughout their stores – in turn providing offers or information to consumers that will lead them to point of purchase. Whether it is connecting with the consumers roaming the aisles via their mobile device, or gathering data to increase personalization for future marketing, innovation in technology has undeniably enhanced in-store shopper connections.





SUBWAY WiFi REWARDS

Subway recently deployed a location-based strategy that is incorporated into their free on-premise WiFi system, in which **consumers are prompted to opt into the WiFi network to receive free items and other customized rewards**. It has provided Subway with analytics such as how many consumers have entered their store, how much is being spent in stores, and the foot traffic outside of stores that do not come in and purchase. With this information, they can better focus efforts to drive incremental visits and spending³.



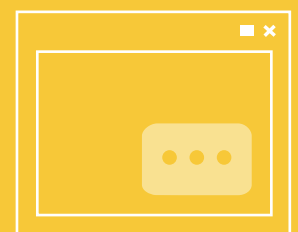
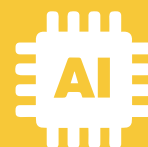
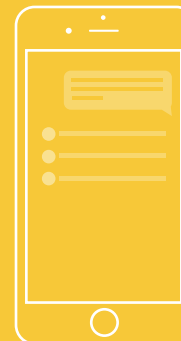
ZEBRA IN-STORE TRACKING

Unlike e-commerce, in-store shopping eliminates a business's ability to view what products people are looking at and for how long, and what products they are abandoning. To solve this problem, Zebra Technologies has created **in-store tracking sensors that combine video with the tracking of mobile device signals and RFID tags on products and packages**. The technology, currently being tested by two major retailers, allows for retailers to analyze data and determine the efficacy of in-store product displays and marketing in driving sales⁴.



ARTIFICIAL INTELLIGENCE

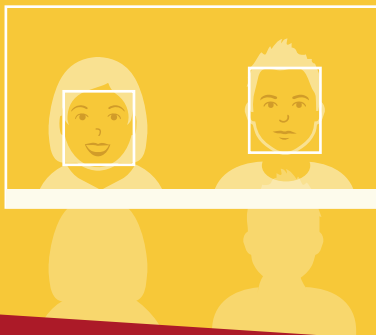
A growing number of retailers are now deploying a new tactic to help boost sales and give a uniquely exclusive experience – Artificial Intelligence (AI). In the context of retail, AI is a mobile and web-based intelligence platform that enables prospective shoppers to ask product/retailer questions and instantly get responses, and enables brands to collect useful information about their consumers.





CLOVERLEAF IN-STORE FACIAL RECOGNITION

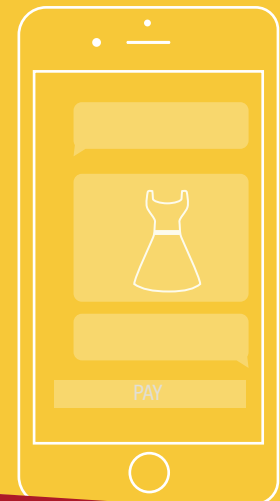
Tech vendor Cloverleaf has launched **AI-powered signage that can be installed on in-store digital displays to track information on the consumers looking at their shelves.** Without collecting invasive personal data, the technology analyzes the template of the face to estimate age, gender, and level of expression. From the information picked up by sensors, marketers can test campaigns and creative instantly – running images or colors through the digital signage⁵.



facebook

FACEBOOK MESSENGER BOTS

The social media giant has unrolled a **new chatbot-technology through their Messenger product, allowing businesses to deliver automated customer support, e-commerce guidance, and interactive content.** Allowing consumers to directly message brands, as CEO Mark Zuckerberg explains, will provide natural language processing that will allow the bots to chat with consumers as though they are friends⁶.



RETAIL REALITY

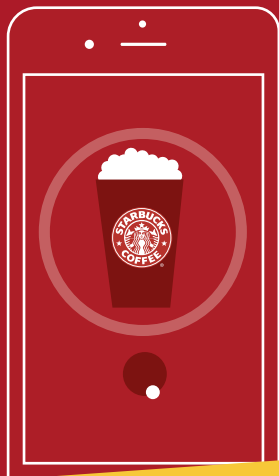
Virtual Reality (VR) and Augmented Reality (AR) are right at the intersection of retail and technology. Applications using either technology stand to eliminate customer pain points, elevate customer service, and create a differentiated, personalized customer experience. The successful incorporation of VR and AR into retail models also has the potential to vastly change the way retailers are thinking about stores of the future.





POKEMON GO AND STARBUCKS

The Pokémon GO app partnered with Starbucks to drive consumers into Starbucks stores in order to progress in the game. The game experience was elevated for players, not only because **all participating Starbucks locations became PokéStops and Gyms, but the coffee company also created custom Pokémon GO Frappuccino beverages for players to enjoy.**⁷

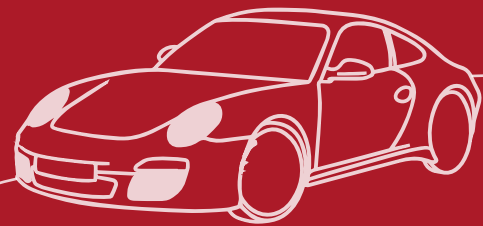


vroom

VROOM VIRTUAL SHOWROOMS

Vroom, a used car dealer, has set up VR showrooms which allow people to browse cars in Virtual Reality.

Customers are put in a virtual world that includes a large, black corridor with 3D representations of the cars. Not only this, but it also enables them to take a few test drives of those cars in VR.⁸



CASHLESS PAYMENT TECHNOLOGIES

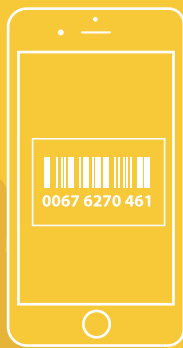
In today's fast and busy world, time management is more important than anything else. Retailers are looking to introduce innovative systems to create better in-store shopping experiences for consumers at the point of purchase. For retailers and brands looking to create engaging promotions in a cashless world, **mobile innovations, like digital rebates, have created ways for consumers to continue engaging with a brand post-purchase.**



Sainsbury's

SAINSBURY'S SMARTSHOP

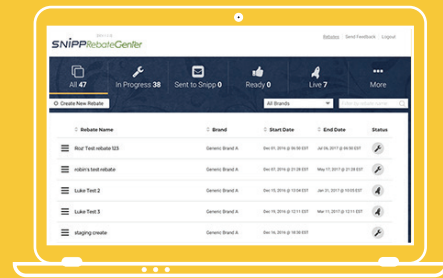
Sainsbury's, the second largest supermarket chain in the UK, launched a **cashless payment app, SmartShop, allowing consumers to use the app in-store by scanning the bar code of desired products as they shop.** Consumers can then put the items in their basket and pay the bill through the SmartShop checkout feature.⁹



SNIPPRebateCenter

SNIPP REBATECENTER

Rebate promotions have formerly been associated with a cumbersome mail-in process, both time-consuming and inconvenient for consumers and businesses alike. With Snipp technology, **businesses can manage multiple rebates across brands within the RebateCenter, and consumers can upload their receipt digitally, check the status of their rebate online, and choose the cashless payment method for redemption.**¹⁰



SMART LIFESTYLE TECHNOLOGY

As shopper technology evolves and becomes increasingly integrated into every day life, **brands are embracing wearable technology in their marketing.**

A well-established tactic that builds brand affinity through its motivation and encouragement of healthy lifestyles, these technologies also have the **potential to bring consumers into stores by sending targeted product ads based on lifestyle choices** through the accompanying mobile apps. The technology goes far beyond the wrist-based wearables that first come to mind; companies like Samsung have begun thinking about ways to make the clothes on your back as smart as the phone in your pocket.



SAMSUNG

SAMSUNG “WELT”

Samsung Fashion has recently invented a ground breaking wearable belt device known as ‘Welt’, which is to be worn around waist just like any other belt. The belt would be able to **track step count and monitor an expanding or shrinking waistline. It would even track overeating, weight gain or bloating in real-time and highlight the outcomes on an ECG-style graph.**¹¹



HEXOSKIN

WEARABLE BODY METRICS

HEXOSKIN BIOMETRIC SHIRT

Integrating seamlessly with mobile fitness apps, this smart shirt by Hexoskin is revolutionizing wearing fitness-tracking devices. Packing 14 hours of battery life and 400 hours of sleep mode, **this biometric shirt gathers insights about sleep patterns, and physical activities – both in daily life and in workouts.** It has its own companion app but can also pair with a host of other fitness apps.¹²



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Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

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