

Personalize Shopping for Your Customers

When your customer shops online, you are privy to a wealth of information that you can use to influence future purchasing decisions. But until recently, it was impossible to monitor shopping cart abandonment or make product suggestions inside your brick-and-mortar store unless you assigned a sales clerk to every prospect. Even then, the knowledge gained is lost once the customer exited the store.

You can now capture all that information from your shopper and use that insight to drive more sales. SmartStore™ means retailers can now log in-store visits and capture insights from consumer behavior, as well as product interests – in real time. SmartStore™ adds in-store shopping into the customer journey. You can now influence purchasing decisions during their visit.

- Influence Purchasing Decisions
- Increase Conversion Rates
- Capture More Revenue and Gain Loyalty

SmartStore™ allows retailers to create personalized, interactive in-store shopping experiences, bringing a retailer's omni-channel marketing strategy into the store where 80% of consumer purchases happen.



PERSONALIZE



INFLUENCE



ENGAGE

SmartStore™ turns every customer's phone into a personal shopping concierge by engaging shoppers with incentives, product information, and customized recommendations while they shop.

Gain Insights

SmartStore™ collects individualized location data using small beacons placed throughout a retail store. This data reveals which departments a customer spends time in and which products they're interested in.

Proactively Engage Customers

Push targeted offers and customized messages in real-time to the shopper's mobile device while they shop using the data you've collected on them, both past and present. Engage shoppers while they shop with incentives, product information, and customized recommendations based on real data.

Become Strategic

Learn about your store and use that information to tweak merchandise displays, traffic patterns, and aesthetics to boost sales. The system can also identify the customers that entered the store but did not buy. These insights can be used in targeted follow-up campaigns, increasing conversion rates for store visits.

Sell More

Companies can automate product suggestions based on customer interests. Streamline checkout through mobile payment systems. Engage customers with follow-up campaigns based on individual in-store behavior.

How It Works



As a customer shops, SmartStore™ collects individualized location data using small beacons placed throughout a retail store. This data reveals which departments a customer

spends time in and which products they're interested in, so that you can push targeted offers and customized messages in real-time. All information is stored in that customer's Salesforce profile, allowing you to create tailored follow-up marketing campaigns.

Designed to be a part of your mobile loyalty app, SmartStore™ integrates mobile functionality, BTLE beacons, Salesforce Service Cloud®, Marketing Cloud, and your POS systems. Combining detailed in-store location data with Salesforce results in a richer, more personalized customer experience like never before.

Get Customers to Spend More

Studies have shown that customers tend to spend more when shopping in-store.

SmartStore™ provides the insights you need to present the right offers at the right time while your customer shops. This personalized delivery improves customer satisfaction and can lead to increased sales.

Achieve Your Goals

- As a retailer, your goals are to maximize ROI, increase sales and conversions, acquire new customers, or increase retention, loyalty, and app usage. With SmartStore™, you can achieve your goals by targeting based on location and proximity. Tailoring campaigns and messaging based on customer behaviors and profiles with data collected through SmartStore™ will help increase app usage, average order size, and in-store conversion rates.



**LEARN FROM
YOUR CUSTOMERS**



**TARGET SALES
MESSAGING**



**INCREASE SALES AND
SATISFACTION**

Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. We are a Salesforce Global Strategic Partner with exceptional customer satisfaction ratings in the Fortune 500 and public sector. Our clients achieve increased revenue, streamlined operations, and improved productivity, proving that our experience delivers success.