

# ***STRATACACHE***



**OPTIMIZING THE CUSTOMER EXPERIENCE  
THROUGH MARKETING TECHNOLOGY**

# REACHING YOUR CUSTOMERS

## CUSTOMER EXPERIENCE FOCUS

Are retailers expected to know who their customer is, what their customer wants from a store and how their customer shops for products? The simple answer is yes. According to B2B Community, 80% of customers say the experience a company provides is as important as its products and services<sup>1</sup>. Expectations for the customer experience have never been higher – to acquire new customers, retailers need to meet them.

Beyond the bits and bytes, a marketing first point of view can transform the customer experience through digital displays, sensors and mobile technology.

When the focus is on the customer experience, the importance of strategic advanced marketing technology cannot be overstated. Customers rely on retailers to meet all of their needs and prefer using personalized experiences that implement technology over transacting business face-to-face. 84% of consumers believe retailers should be doing more to integrate their online and offline channels<sup>2</sup>. To address this concern, retail marketers are using call attribution and analytics to personalize the caller experience. Retailers understand the immediate need for personalization which is why current retail transformation includes diving deep into more compelling and customized shopping experiences for customers. Bringing the ease of online shopping into the store in terms of personalization making it a seamless experience to tie online personas to in-store personas for a better result for the customer.

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<sup>1</sup> <https://www.business2community.com/consumer-marketing/18-statistics-retail-marketers-need-to-know-for-2019-02152947>

# STRATEGIC MARKETING TECHNOLOGY

## MARKETING TECHNOLOGY COMPLIMENTS THE CUSTOMER EXPERIENCE

In many ways digital signage and all of the possibilities it brings, is just getting started. The future of digital signage will comprise many functions and features including personalization, data analysis, augmented reality, interactive media and artificial intelligence (AI). Displays will interact with other devices, such as cameras, sensors and mobile devices, to access and process customer data geared towards personalization and optimal customer satisfaction.

Like most marketing and sales initiatives, retailers need to follow best practices to generate optimal returns on a marketing technology effort. According to an article from eMarketer, 48% of US marketers surveyed said they were adopting new marketing tech tools at least every six months, including 22% who were adopting new tools on at least a monthly basis. Just 10% had stopped adding new tools. With new marketing technology tools evolving daily, it is important for retailers to keep up with the trends while remaining strategic with implementation.<sup>2</sup>

<sup>2</sup><https://www.emarketer.com/content/seven-marketing-tech-trends-for-2019>

The first step to transforming a retail space to compliment the customer experience that shoppers crave is strategic marketing technology



# DIGITAL SIGNAGE AT SCALE NOW

## CUSTOMIZED SHOPPING EXPERIENCES

Customized shopping experiences are becoming commonplace for ecommerce. Browse online for boots and targeted ads from multiple brands of similar shoes will populate your screen for days. Consumers - and particularly younger generations - expect to have their preferences and habits known online. Year after year, studies increasingly show that consumers have come to like this effect of personalization. From restaurants to retail and beyond, interactive digital displays now allow customers to participate.

At the core of a customized shopping experience is the mobile phone. These intelligent devices are digital appendages and repositories of who we are as consumers. Each and every action we take — from a routine morning coffee stop or an article read online — is fuel for additional and presumably, better personalization and targeting. Like web browser “cookies” that enable personalized content on the web, mobile apps can activate highly targeted messaging as you walk by screens in public spaces.

## CONTENT MANAGEMENT DEVICES

All digital signage needs to have content that was developed specifically for that platform. Converting print to digital formats provides no sustainable impact. How well that content is delivered, determines a store’s ability to attract customers and increase their awareness and sales.

## REAL-TIME CONTENT ACTIVATION

The game of responding to market conditions and providing real-time content activation is being taken up a notch. State-of-the-art equipment used for improved data processing and faster response times are becoming the competitive advantage. Digital signs alleviate the need for retailers to monitor the creation and delivery of print signs and provides the ability to be agile and provide updated content. Content that is under continued development, will better attract a customer’s attention because it is tested and refreshed regularly. Brands that created the highest returns exhibit a focused and managed approach to using dynamic content to build greater awareness.

Artificial Intelligence can manage and monitor the digital display operations. With the ability to analyze multiple indicators and databases quicker than any individual operator, AI understands the changes necessary to create better sales performance and make content adjustments. According to an August 2018 survey of 400 retail executives worldwide by Capgemini, AI could save retailers as much as \$340 billion annually by 2022<sup>3</sup>. Capgemini estimates that 80% of the savings would come from AI enabling more efficient processes for supply chains and returns.

<sup>3</sup> <https://www.emarketer.com/content/will-ai-transform-retail>

# CONSIDER THE FOLLOWING POSSIBILITIES

## PERSONALIZATION AT SCALE

You wander into your favorite store, but this time you're not really sure of the mission. Beacon technology identifies you via the store's app that you've downloaded to your phone. In the blink of an eye – because the app “knows you” – items likely to appeal to you come to life on nearby screens. These full motion, visually enticing selections are all curated by data analytics.

Further, control can be placed in the hands of the order taker, equipping them with the tools to change screen content in the moment. If the store is full of millennials, change the content to show fresh, healthy selections like grilled chicken or higher-margin items such as gourmet coffee concoctions, appealing to their specific demographic. If a crowd of families with young children suddenly enter, switch the screens to display kids' meals, influencing purchases at the point of decision.

One-to-one devices, such as kiosks, will bring new levels of personalization to life for shoppers coming into a store. Digital displays, which provide a many-to-one support ratio, will use collected data to help drive sales results. This “personal information” is accessible through multiple databases, each storing significant amounts of information regarding trading area demographics, customer traffic patterns, on-site sales information, weather patterns, social feeds and inventory levels to name a few.

## CUSTOMER LOYALTY

Need a pick me up? Pull into a drive-thru and watch the digital display change up the messaging based on the make and model of your car. Image recognition technology fueled by deep-learning AI informs the messaging.

The customer in a luxury vehicle may see a promotional offer that's different from the one served up to the driver in a hybrid. Taken a step further, integrated detection systems can identify your specific vehicle by tracking your license plate or toll road tag, thereby enabling “repeat customer” offers and making the customer experience more efficient. Adding mobile technologies and analytics to the equation may even reveal exactly who you are – and provide the opportunity to deliver highly targeted menu options, promotional offers and even predictive ordering.

## ASSISTED SELLING

Customers crave an ultra-personalized shopping experience in-store. For example starting to fill their cart online then continuing their shopping in-store with the help of an associate that knows what they had in their cart online. By retailers putting the personalized customer experience first, brick-and-mortar stores can compete in an ever-changing digital world. Through retail transformation, customers can get a seamless online experience while also being able to touch and feel things before purchase. For purchases averaging more than \$100, US millennials are less likely to be strictly digital—45.8% of respondents said they preferred to do their research online, but to buy in-store, according to a September 2018 survey from Roth Capital Partners. By comparison, 21.8% of respondents said they preferred to exclusively buy digitally.<sup>4</sup>

## SERVICE AUTOMATION

To focus on exceptional customer experience, store associates need time to dedicate to in-store customers. With service automation technology, associates can better focus on the customer experience rather than feeling overworked because of all of the extra tasks that come with working in a brick-and-mortar store. Of those retail store associates surveyed, nearly half (49%) feel overworked, 42% are frustrated because they do not have enough time to assist customers, and 28% said it's hard to access information to help shoppers. Sixty-six percent feel that they could provide better customer service if they were equipped with tablets.<sup>5</sup>

## CUSTOMER INSIGHTS

In today's retail environment, it's more important than ever to have real-time access to business-critical information wherever and whenever needed. With an extensive display of dashboards, showing deep shopper and operational insights tied to shopping experiences retailers and brands can leverage the power of real-time retail analytics, mobile sensors and artificial intelligence to inform and optimize the in-store experience and increase sales.

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<sup>4</sup> <https://www.emarketer.com/content/more-millennials-buy-online-but-in-store-still-plays-role-in-path-to-purchase>

<sup>5</sup> <https://www.emarketer.com/content/shoppers-still-need-in-person-interaction>

## STRATACACHE TECHNOLOGIES DELIVER

01.

### Service Automation

Streamline a frictionless customer experience

02.

### Personalization at Scale

Promote relevant products to shoppers in real time, on any screen

03.

### Customer Loyalty

Build a more personal relationship, promoting brand loyalty and value

04.

### Assisted Selling

Leverage deep knowledge of shoppers, offering concierge-level service at every interaction

05.

### Insights

Gather actionable data on shopper behaviors and store operations

## ABOUT STRATACACHE

STRATACACHE provides scalable customer experiences, empowering retailers to learn deeply about their customers' shopping preferences and behaviors, allowing for personalized shopper interaction. Our solutions deliver consumer activation at the point-of-decision, generating new sales opportunities and enhanced retail profitability. With 3 million+ software activations globally, we power the biggest digital networks for the world's largest brands. Across the STRATACACHE family of complementary digital media/ad tech solution companies, we have the technology, expertise and track record to bring retail innovation that delivers results. Learn more about the STRATACACHE family at [www.stratacache.com](http://www.stratacache.com), on Twitter @STRATACACHE or on Facebook.