

The Future of Shopper Marketing is Now

Marco Muzzi, Director of Marketing

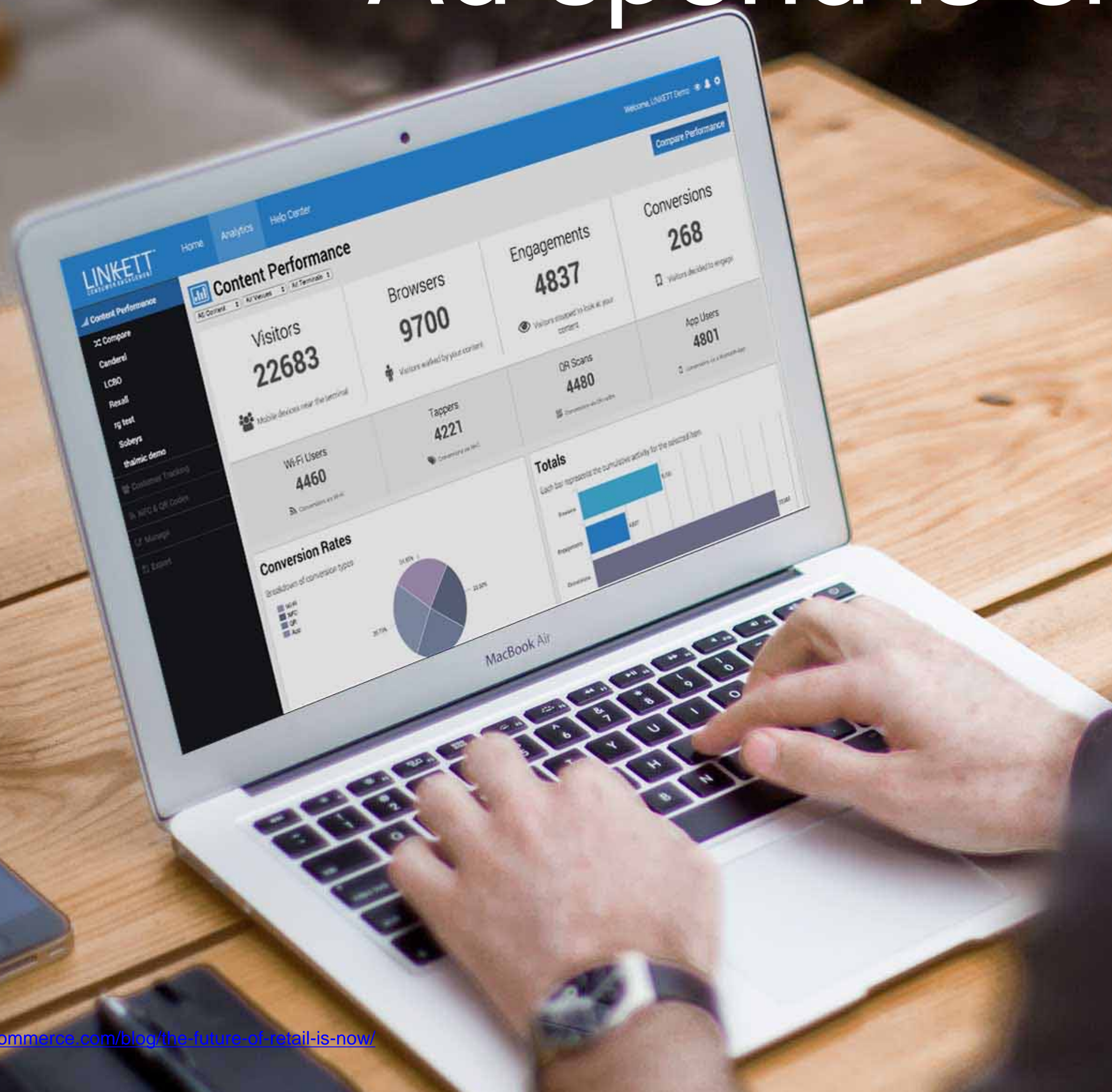


Consumer behaviour is changing

We consume more media using mobile devices than any other (+21%).



Ad spend is shifting

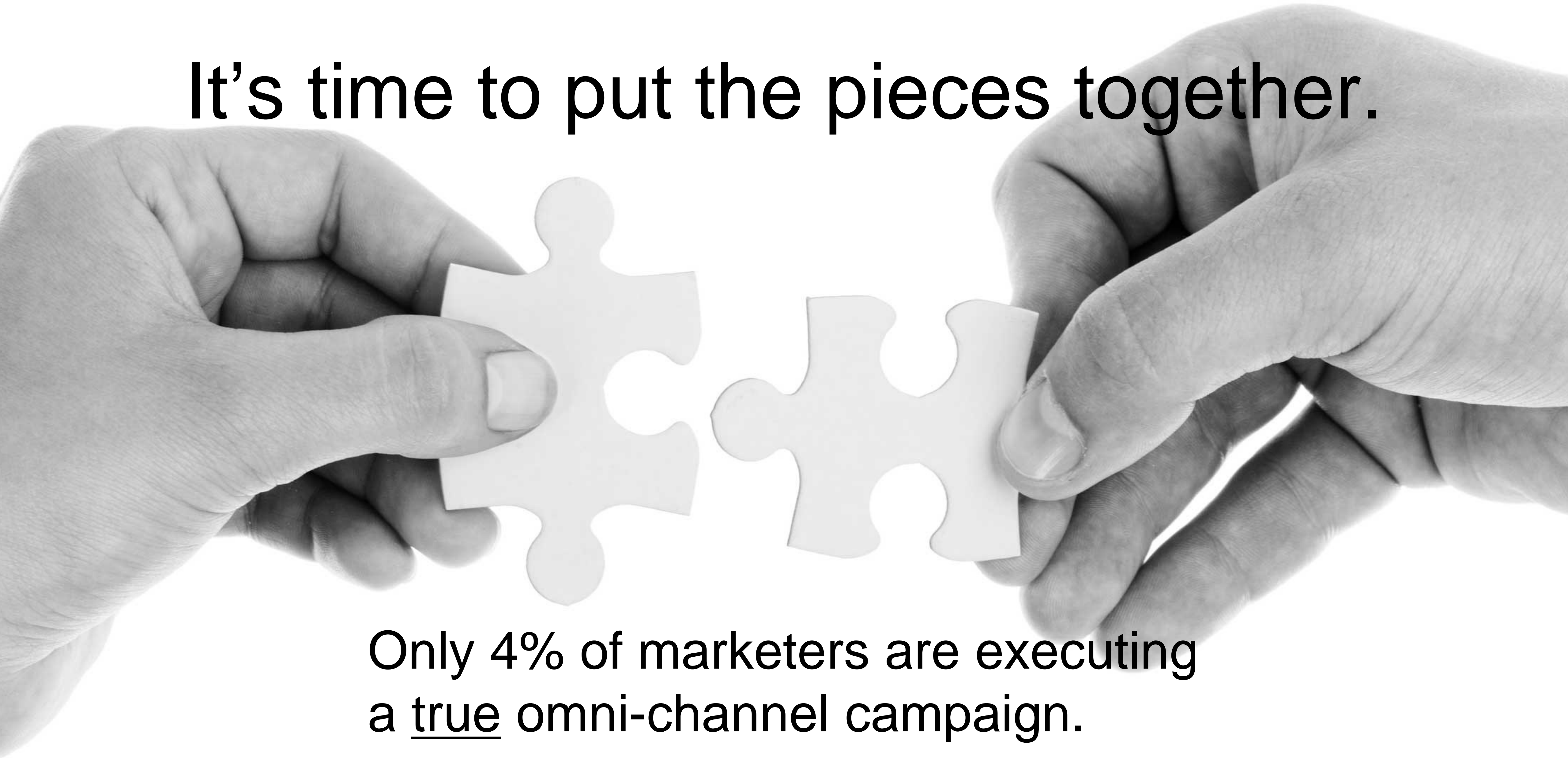


Mobile advertising revenue to climb 52% this year.

Everyone wants “omni-channel”

Omni-channel is the use of all physical channels (offline) and digital channels (online) to offer a seamless, innovative and unified customer experience.

It's time to put the pieces together.



**Only 4% of marketers are executing
a true omni-channel campaign.**

There are no more excuses

- Consumers are ready
- Infrastructure exists
- Proven strategies exist





Consumers Are Ready

They're making omni-channel decisions

Before buying:
79% research online
90% pre-shop in-store

They want to engage digitally in-store

- 86% have smartphones in-store
- 61% visit interactive stores more often
- 58% prefer devices vs. speaking to employees
- 55% showroom in-store

They're digitally influenced, in-store

- 73% influenced to buy from in-store mobile content.
- 60% buy more because of in-store mobile content.
- 33% seek promotions in-store.

A large steel arch bridge spans a valley. The bridge's structure is a complex lattice of steel beams forming a large arch. The background shows a clear blue sky and a range of mountains with sparse vegetation. The bridge's supports are visible on the right side, showing concrete pillars and steel trusswork.

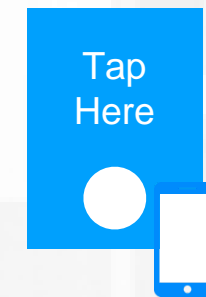
The infrastructure exists

Key technologies



BLUETOOTH [BLE]

Signals sent out via beacons that communicate with apps on smartphones.



NFC

Tiny micro transmitters that use radio waves to communicate with enabled devices or cards.



WI-FI

Uses a Wi-Fi signal to communicate with enabled devices once they've connected to the network.



DIGITAL SIGNAGE

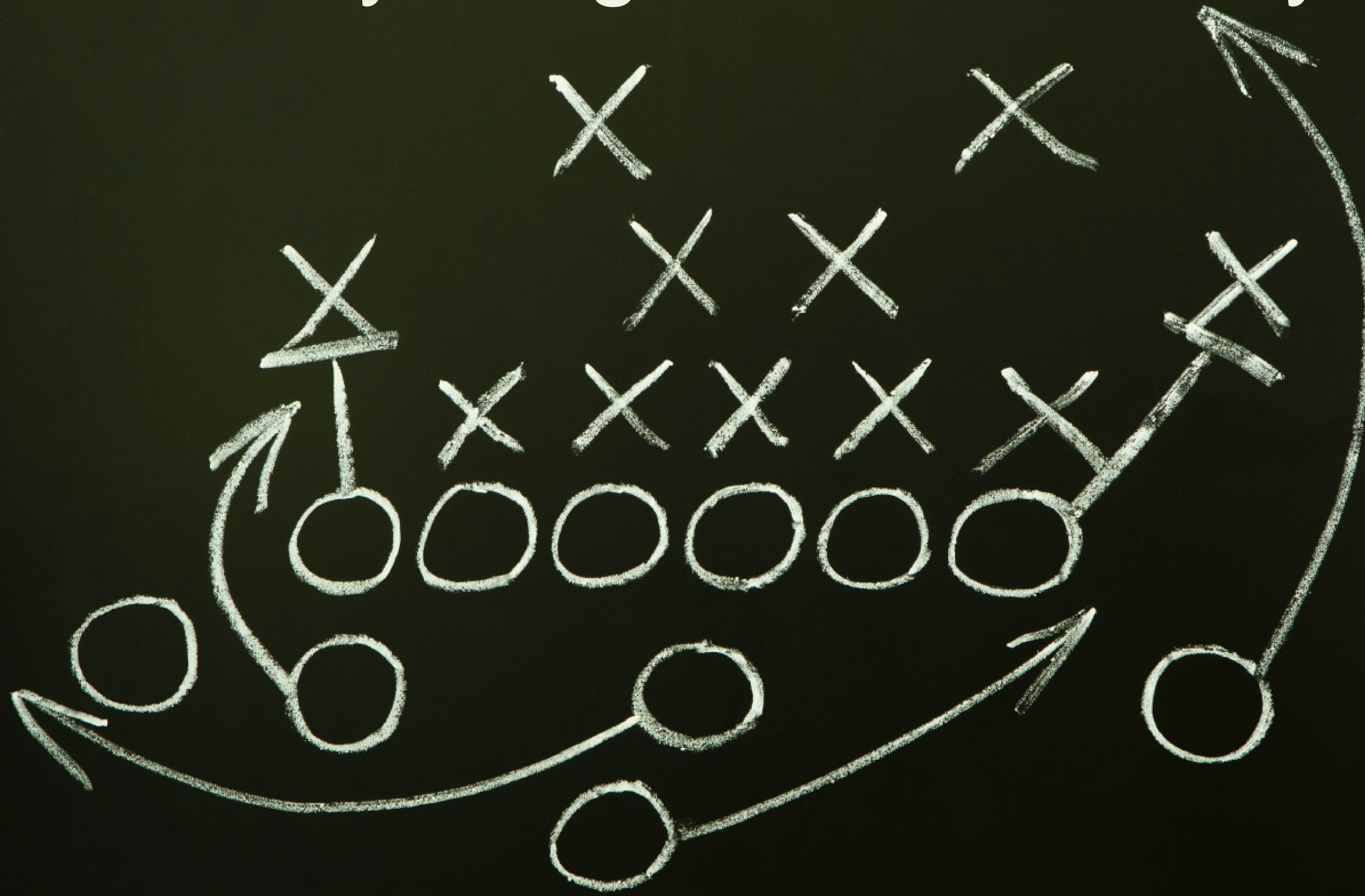
Signals sent out via beacons that communicate with apps on smartphones.



AUGMENTED REALITY

Tiny micro transmitters that use radio waves to communicate with enabled devices or cards.

5 ways to get started, today.



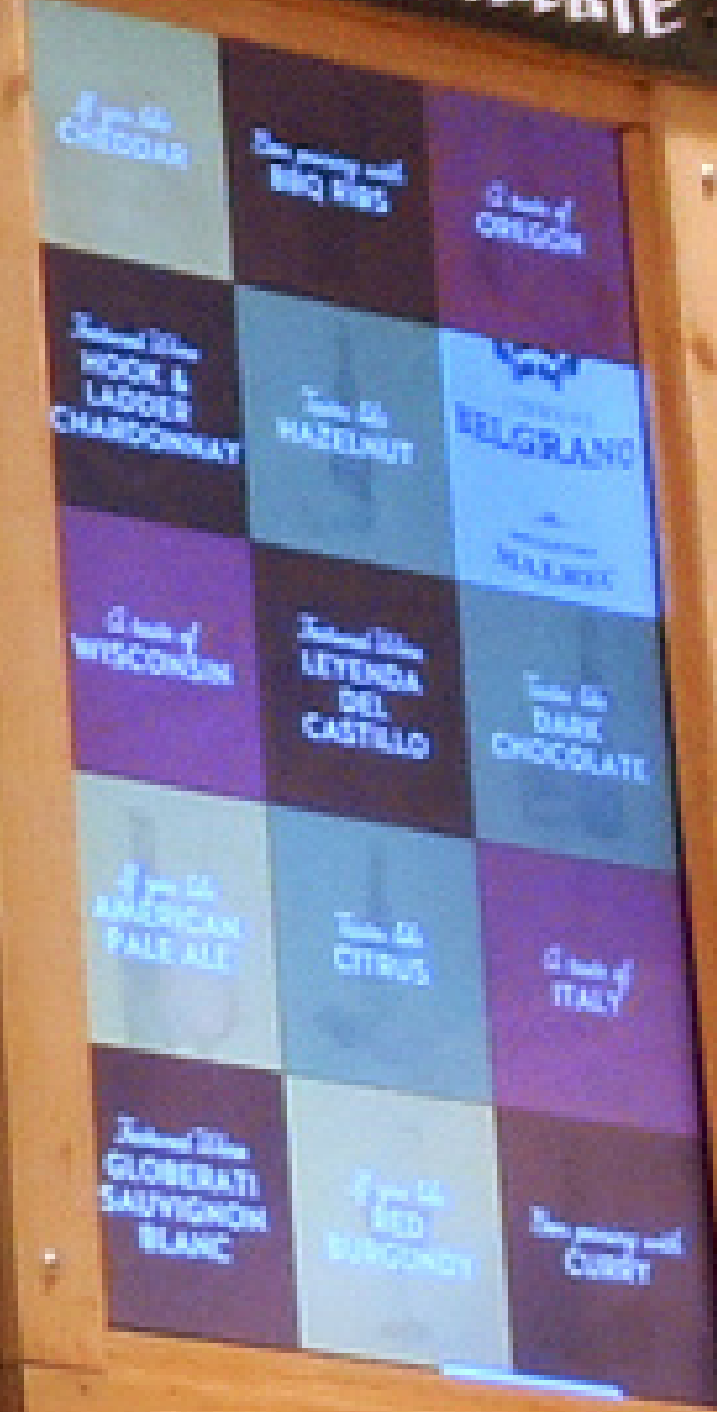
Interactive digital signage



CELEBRATE
YOUR PASSION

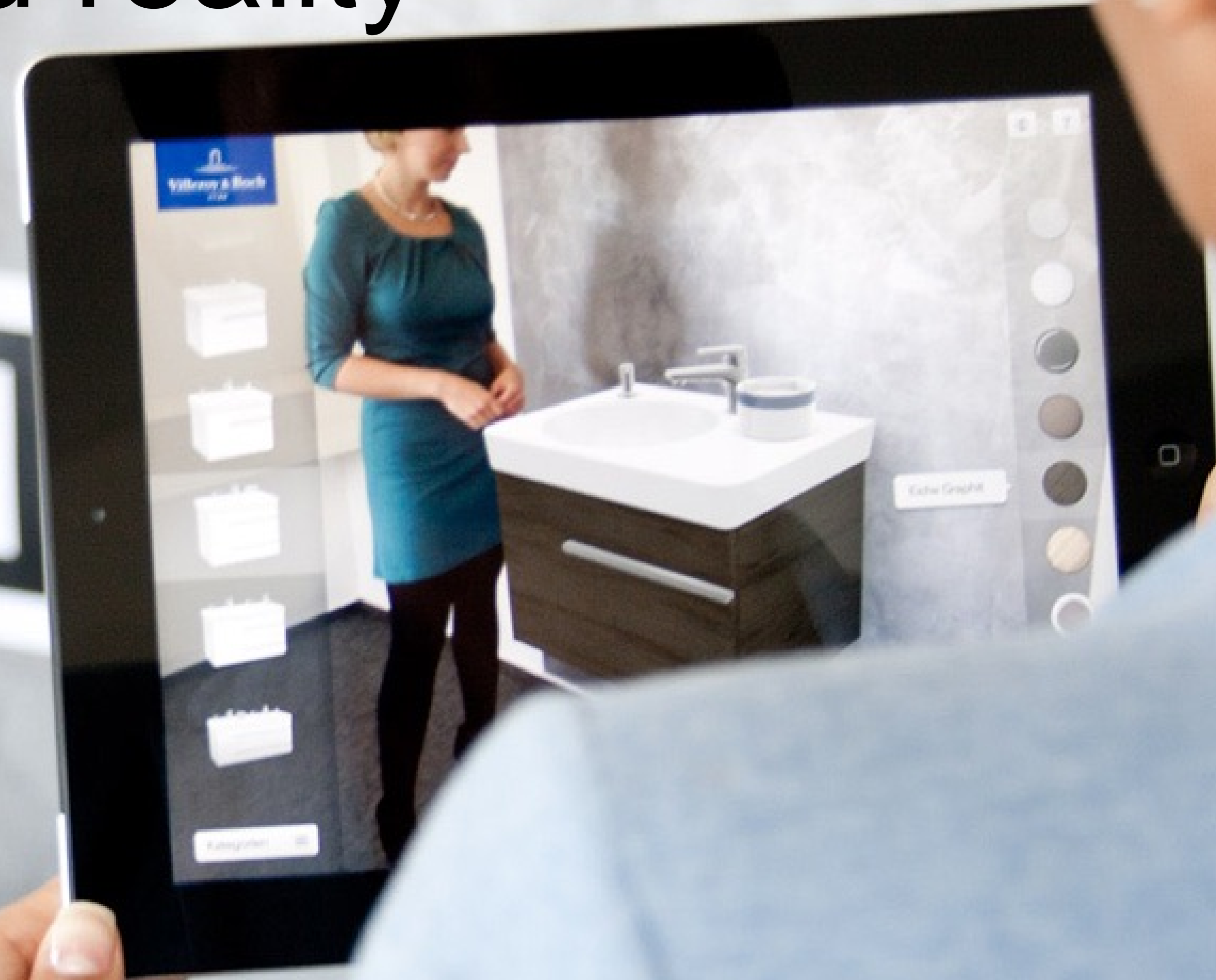


EXPAND YOUR PALATE

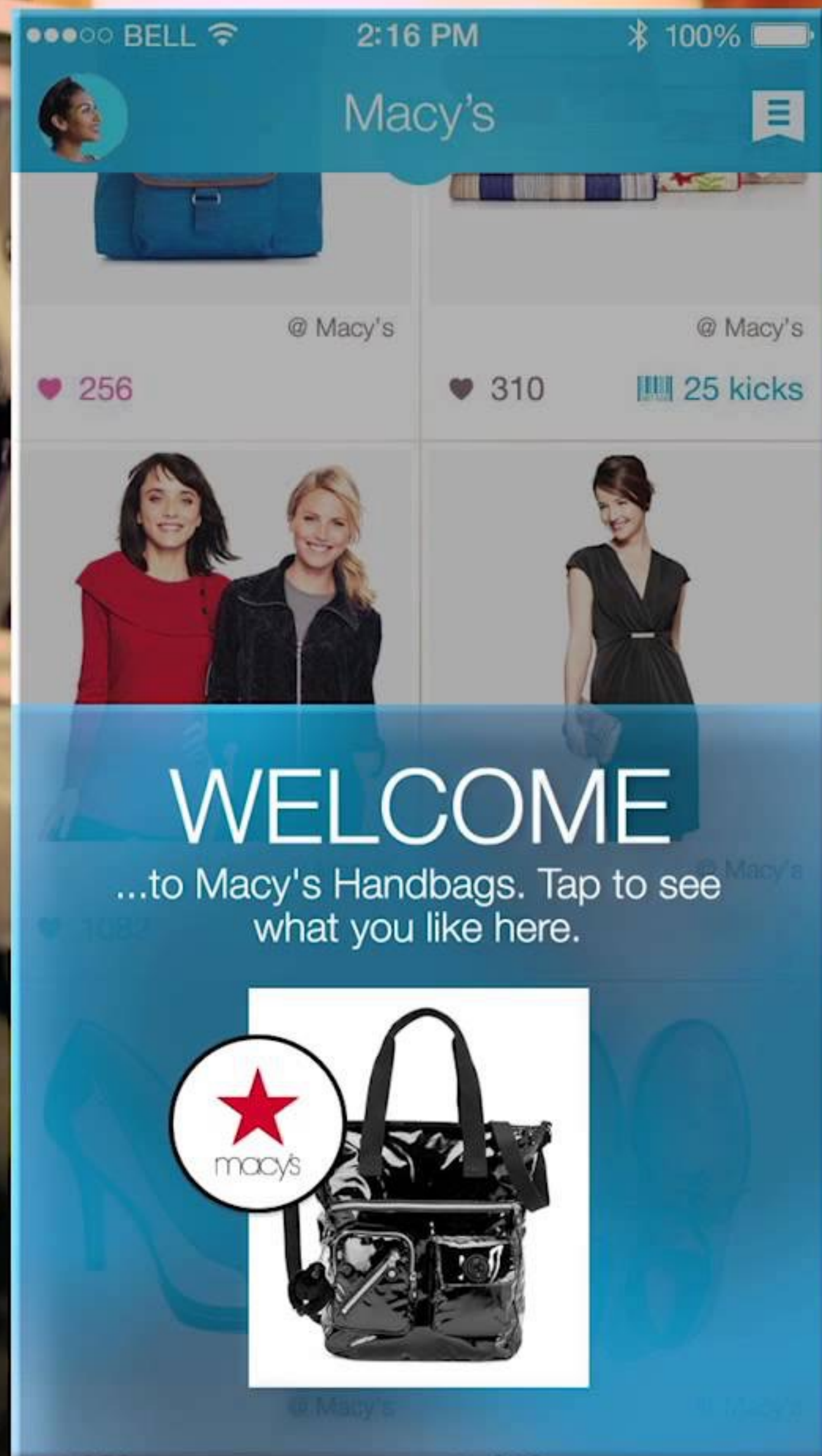


ON SALE
CALIFORNIA

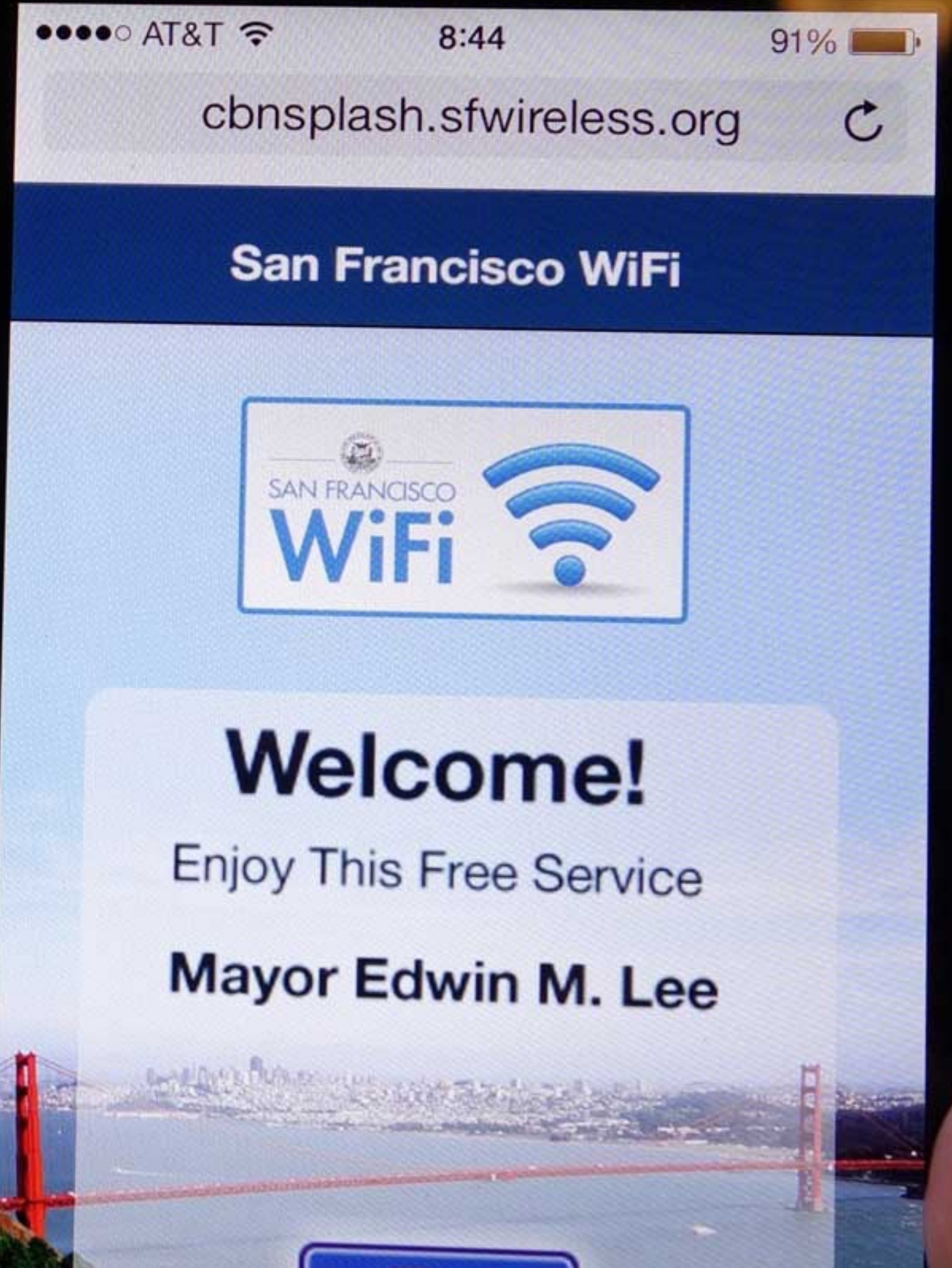
Augmented reality



Beacons



WI-FI marketing



NFC marketing





Here's what you can achieve

Omni-channel is proven to

- Increase sales by 30%
- Deliver 3.2X ROI
- Increase marketing budget efficiency by 20%

In the End

- Today's shopper marketing technology can deliver:
 - Personalized shopper experiences
 - Omni-channel analytics
 - Increased sales

Thank You

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