

# IN-STORE MAPPING AND ADVERTISING

**Zebra & aisle411 partner to re-invent the in-store shopping experience**



## VENDOR PROFILE



### COMPANY

aisle411 St. Louis, MO

### INDUSTRY

Mobile Marketing & Advertising

### ZEBRA'S SOLUTION

Zebra MPact Platform for Mobile Marketing

### BENEFITS

- Save lost sales
- Increase basket lift
- Increase In-Store Engagement
- Building Loyalty
- Create Operational Efficiencies.

## THE CHALLENGE

**Engage shoppers in-store when they're ready to buy**

The moment that consumers can be influenced the most in their purchase decision is the exact moment it becomes the hardest to engage them, in the aisle. Whether it is a brand choice or the decision to buy a product, 70% of purchase decisions are made in store. In fact, a main factor in deciding not to buy an item on a shopper's list is not being able to find it.

### Google – shopper marketing council research

- 84% of smartphone shoppers use their devices to help shop while in a store.
- Almost half use mobile for 15+ minutes per store visit.
- 1 in 3 shoppers use their smartphones to find information instead of asking store employees.

## THE SOLUTION

aisle411's Local and In-Store Mobile Shopping Platform combined with Zebra's MPact Platform for mobile marketing allows shoppers to find what they're looking for with inventory searchable store maps, and engage with relevant content through a comprehensive locationing platform on both iOS and Android. The solution is designed to capture shopper intent and in-aisle location. This enables retailers with the ability to deliver the best possible message at the right time to engage shoppers.

Equipping shoppers with tools to overcome challenges faced in-store can enhance the customer experience, increase loyalty and drive basket lift.



**Inventory searchable maps**

aisle411 converts retailers' existing store floor plans and inventory location data so that it's optimized for shopper engagement on mobile devices. This platform is then made available through APIs and SDK's for iOS, Android and HTML5 so that the retailer can integrate the experience easily within their mobile apps and digital offerings.

**Integration with Zebra mpact:**

Zebra's MPact locationing system is integrated into aisle411's indoor map coordinate system so that triggered messaging and analytics can be delivered based on a shopper's in-store behavior and location.

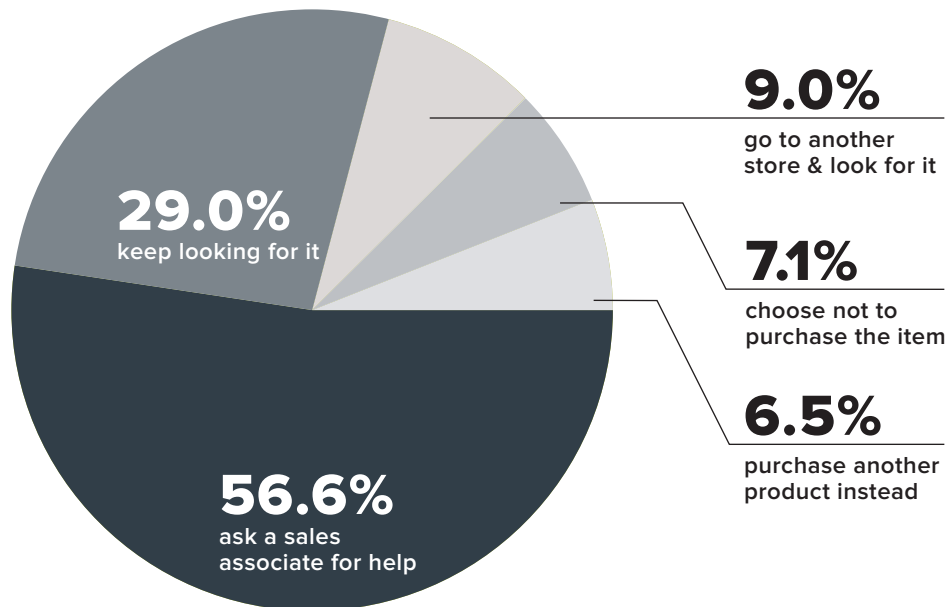
MPact Platform for Mobile Marketing is the first of its kind to offer both Wi-Fi and Bluetooth® SMART technology to engage with shoppers in the aisle when buying decisions are being made. The solution allows shoppers to opt-in and receive customized offers and personal assistance via a Bluetooth SMART-triggered loyalty app and access Wi-Fi to locate products in store, read reviews, compare prices and look up information.

**Offers**

aisle411 optimizes existing sale information, coupons, special offers and digital circulars so that all are located on a mobile interactive store map. aisle411's unique offer placement logic engine leverages the aisle411 store maps platform to take items without UPC or SKU information and map them in-store with over 95% accuracy. The 2014 Zebra Shopping study showed that 47.3% of shoppers would use location-based coupons while shopping in the store.



**What do Consumers typically do when they can't find a particular item?**

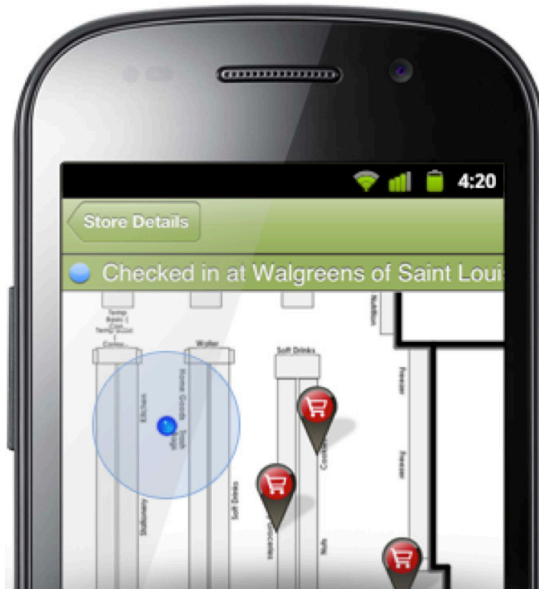


aisle411 National Online Research Study – Feb. '14

## The aisle411 and Zebra mpact advantage

### RETAILERS

- Save lost sales by saving walk-outs, where shoppers leave the store without finding what they came in the store to purchase
- Increase basket lift by recommending relevant up-sell products based on a user's in-store search and location
- Increase In-Store Engagement by giving a unique in-store mobile offering keeping shoppers connected to the retailer's brand and defending against shopper showrooming.
- Building Loyalty by making in-store shopping at your stores more convenient and enhancing the experience associated with shopping at your stores.
- Create Operational Efficiencies by giving shoppers a self help tool so that associate's are free for other merchandising tasks, operational tasks, or for longer consultation with other customers.



### Show shopper location

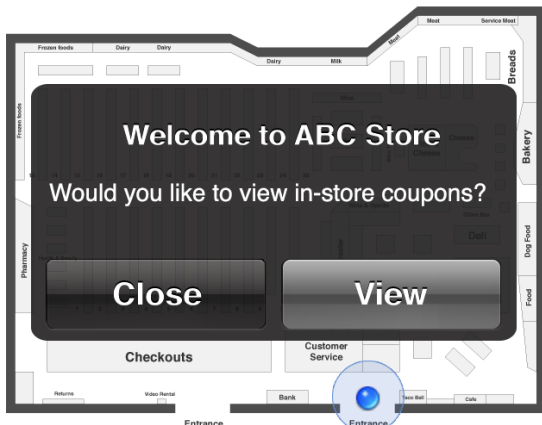
aisle411 partnered with Zebra to leverage their unique platform that provides location accuracy based on Wifi and Bluetooth 4.0 / Bluetooth® SMART technologies to enable shopper engagement at the right time and right place.

The combined solution from aisle411 and Zebra allow retailers to capture consumer's immediate intent and immediate in-aisle location to deliver engaging messages at the exact right time. aisle411's inventory searchable store maps show shoppers product location and shopping list location while Zebra MPact knows exactly when that shopper arrives at that location and enables the right messaging to be delivered immediately.



### ZEBRA MPACT SOLUTION – KEY FACTS

- By offering both Bluetooth SMART and Wi-Fi as underlying technologies to provide a comprehensive indoor locationing engine, MPact can enable customer engagement to a whole new level with the right offers, right assistance and right information at the moment of decision.
- MPact's comprehensive suite of components include:
  - Bluetooth SMART beacons, which transmit radio signals to smart phones/tablets and can operate in various modes including iBeacon™.
  - Apple® iOS and Android® client software development kits (SDK) for integration into loyalty applications for shopper smart phones/tablets.
  - An installation application and cloud-based server software with floor plan views, shopper traffic flow insight with analytics and Bluetooth SMART beacon management capabilities.



## SOLUTION BRIEF

### IN-STORE MAPPING AND ADVERTISING

## AISLE411 SOLUTION – KEY FACTS

- Scalable Solution
  - aisle411 scales to thousands of locations in weeks leveraging its proprietary data management and conversion software and the retailer's space planning and inventory data.
  - aisle411 powers over 12,000 searchable store maps
- Easy Integration
  - In-Store Product Search API - Locate products by specific aisle location.
  - List Search API - Sort shopping lists by aisle location.
  - HTML Maps - Easily integrates searchable store maps onto web or mobile web.
  - Maps SDK - Easily integrate searchable store maps onto iOS and Android devices.
  - Geo-Context Ad SDK - Deliver targeted messaging based on product search, list check-off, product location and shopper location.
- Cloud Data Management Application
  - Web based application allowing easy data management and updates.

### Triggered events

aisle411's technology platform integrates with Zebra MPact Platform that includes the MPact "Beacons" placed strategically throughout a retail store that are equipped with Bluetooth 4.0 low-energy technology, also called Bluetooth® SMART and compatible with Apple and newer Android smartphones. aisle411's proprietary location platform interprets the beacon, store location and shopper intent to deliver relevant messages which can include welcoming the customer back to the store, asking the



customer if they need assistance once they reach the product they are searching for, or displaying coupons for items they are currently near.

### Marketing implications

aisle411 organizes UPC level product location data so that it is tagged with category and product search taxonomy, making it easy to add marketing campaigns that are triggered by keywords of products and tied to an MPact beacon location. Each area of the store is then geo-coded within aisle411's system and data linked to your product location data. This is important considering product placement moves throughout the store and beacons stay stationary. When a marketer wants to message a shopper related to their in-aisle location and more importantly the products they are looking at and on their shopping list, the message can easily be delivered to engage the shopper and influence a purchase decision.

**TO LEARN MORE, VISIT: [HTTP://MPACT.ZEBRA.COM/](http://mpact.zebra.com/)**

©2015 ZIH Corp. ZEBRA, the Zebra head graphic and Zebra Technologies logo are trademarks of ZIH Corp, registered in many jurisdictions worldwide. All rights reserved. All other trademarks are the property of their respective owners.

Zebra Technologies Corporation  
Corporate Headquarters  
3 Overlook Point,  
Lincolnshire, IL 60069 U.S.A.  
[www.zebra.com](http://www.zebra.com)  
1.800.423.0442 / 1.847.955.2283

