

«From location intelligence to Customer Experience & Satisfaction»

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Trends that transform shoppers

Growth of Facebook trained
High personalization

Tesla, Amazon GO,
Oculus, pokemon GO: made
Technologies familiar

The promo driven market created
Infinite Promo Loop

New Shoppers' Behavior & Expectations

Smart
that has overall
lower spending

Open to Change
having though lack of
time

Trained
who is promo hunter

Demanding
Seeking enhanced
Customer Experience

The omni-channel shopper



Connect online & offline

POS Data + Loyalty Data + Web Data



Connect online & offline

POS Data + Loyalty Data + Web Data + Location Data



Aisle Traffic

Time Spent

Speed

Selling Gaps

The hidden part of the journey



Drive to Uni

Commutes with metro

Works Out

Visits the swimming pool

Goes Out

Has visited the theatre

Goes Shopping

Visits grocery store during lunch time

Value

Location data
Consumer Behavior Data



Operations

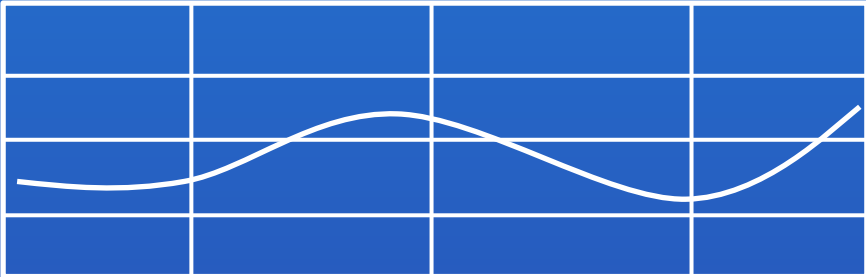


Prior visit

in-store

post visit

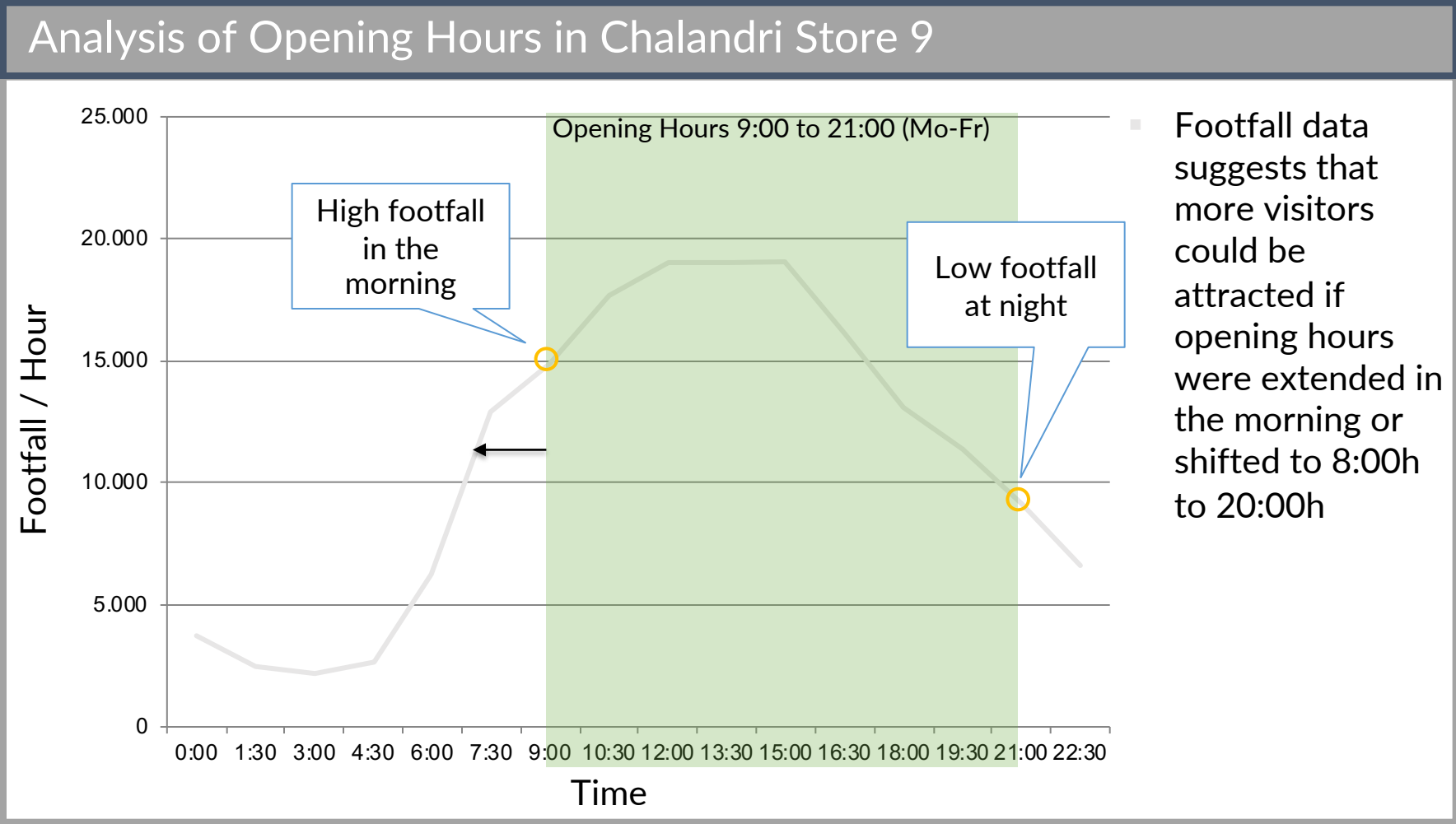
Marketing



Site
Selection



Operations - Time View



Sales - Footfall Benchmarking

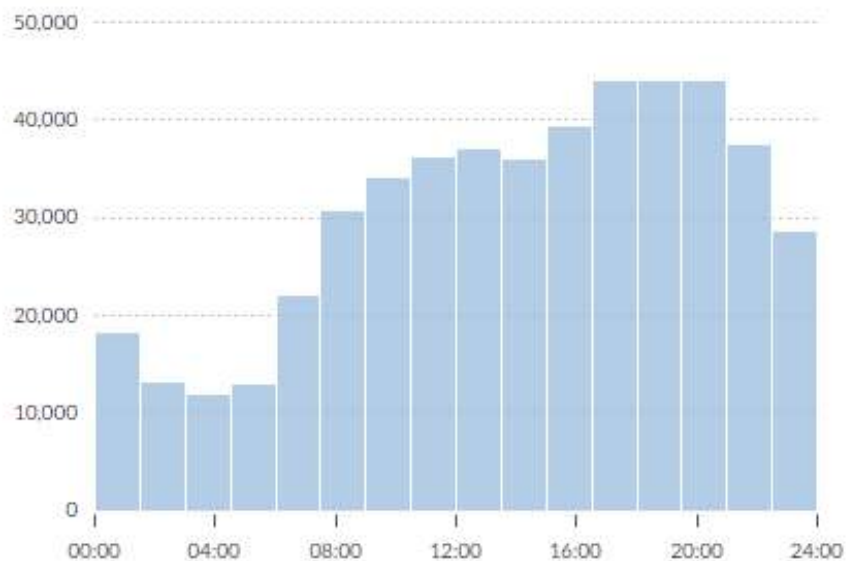
Flow Comparison



Expand View »

Visitors

Monday, September 8th

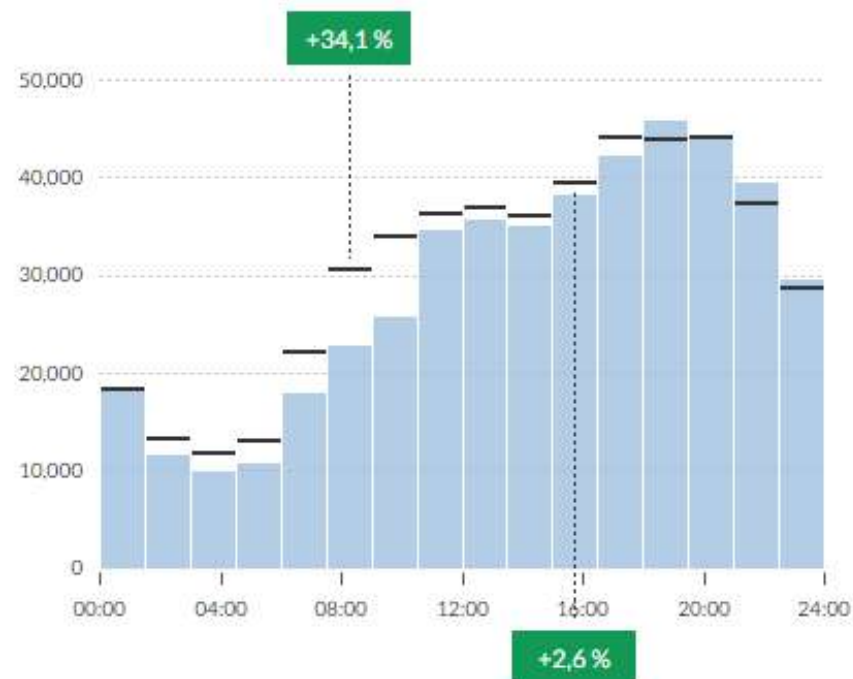


Σ 491.127 ↑ +5,9% (+27.169)

Overlay with base period

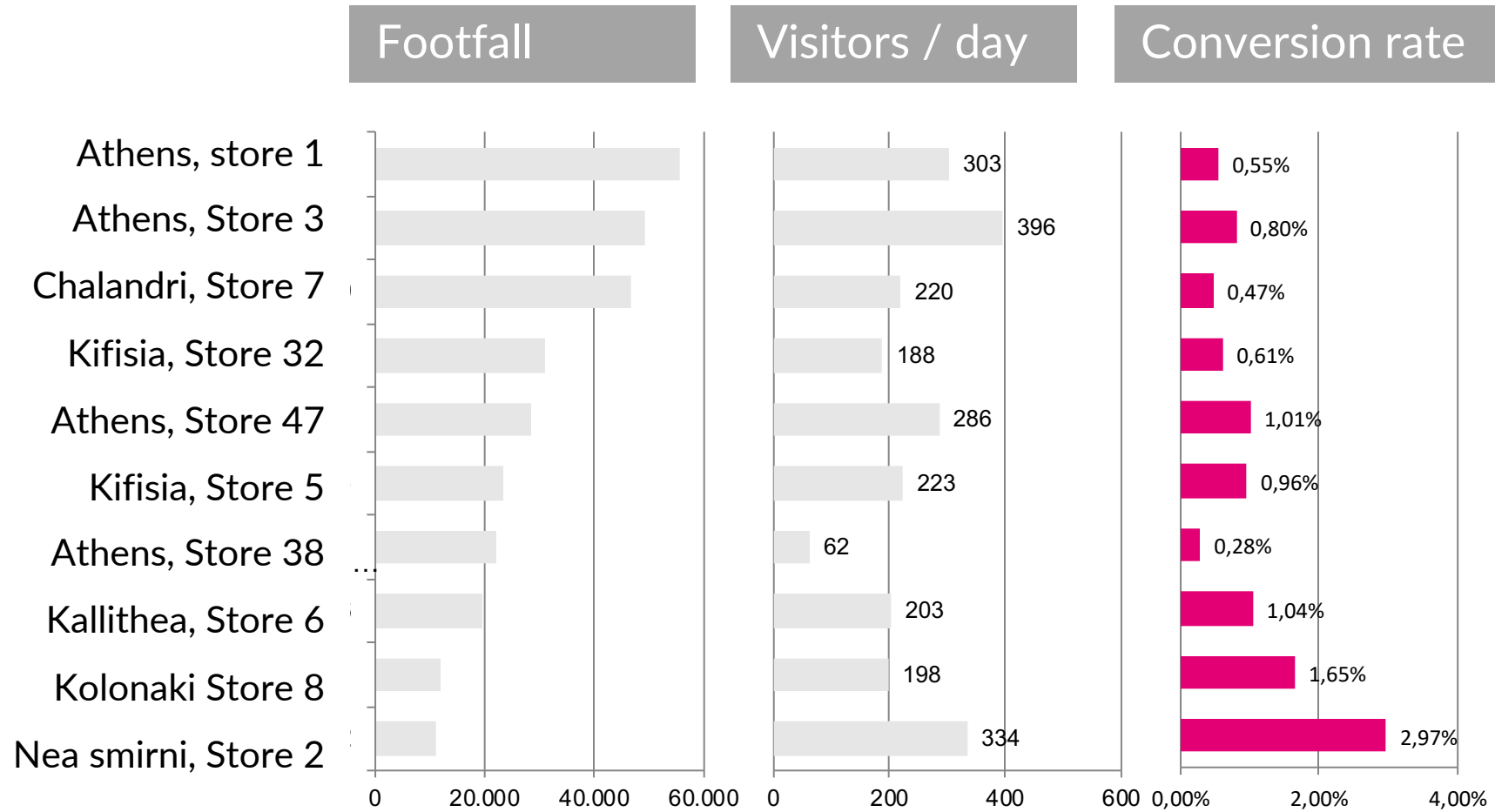
Visitors

Tuesday, September 9th

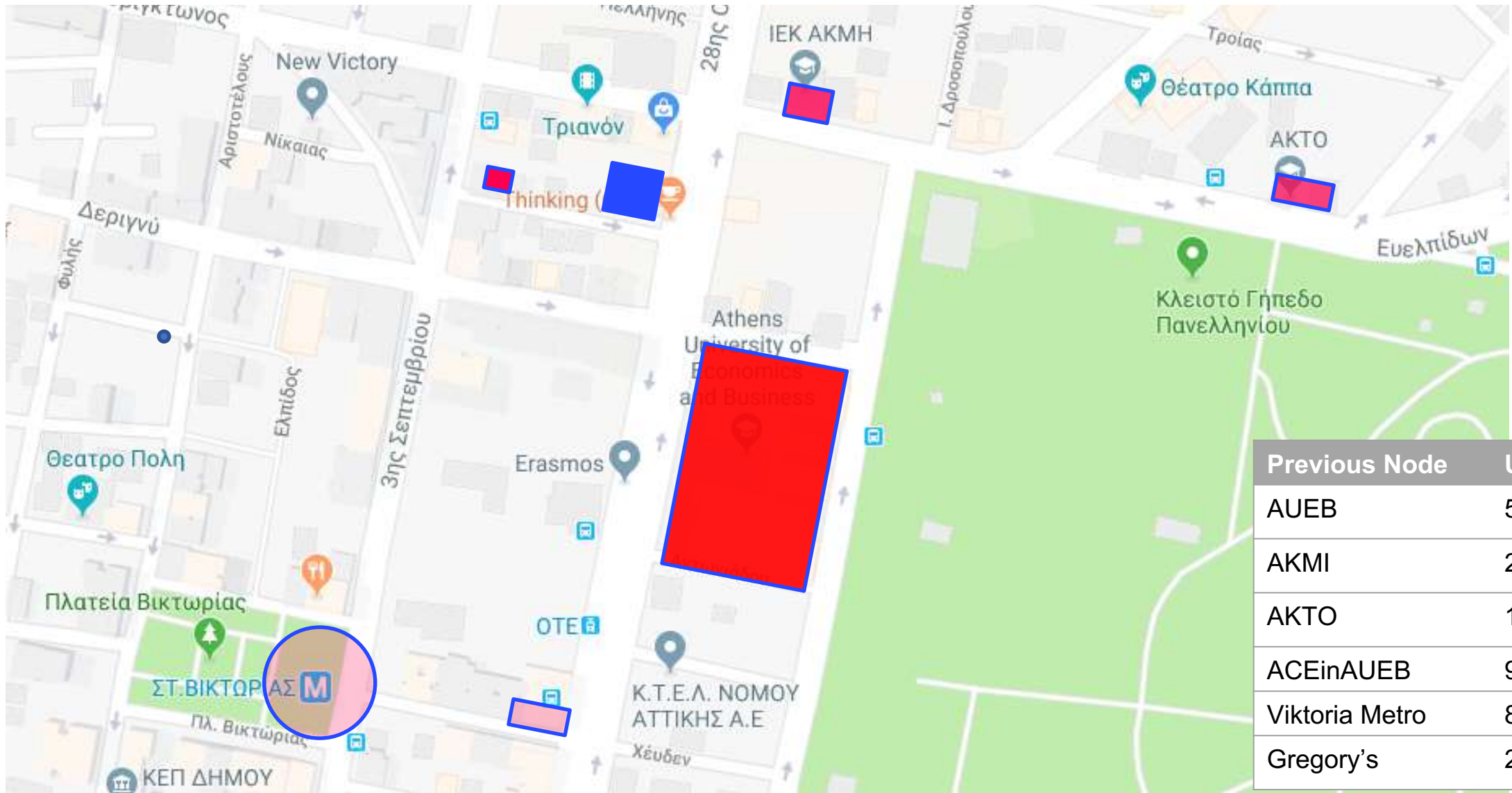


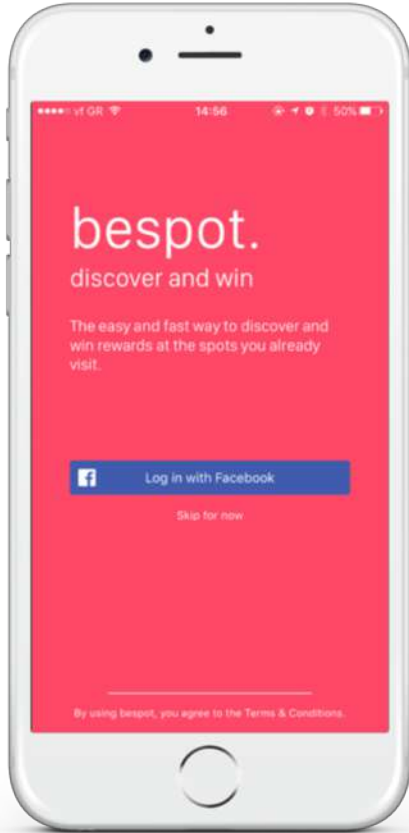
Σ 463.958 ↓ -5,5% (-27.169)

Marketing - Conversions



Where your customers are coming from?






vodafone 14:56 50%

bespot.

discover and win

The easy and fast way to discover and win rewards at the spots you already visit.

 Log in with Facebook

Skip for now

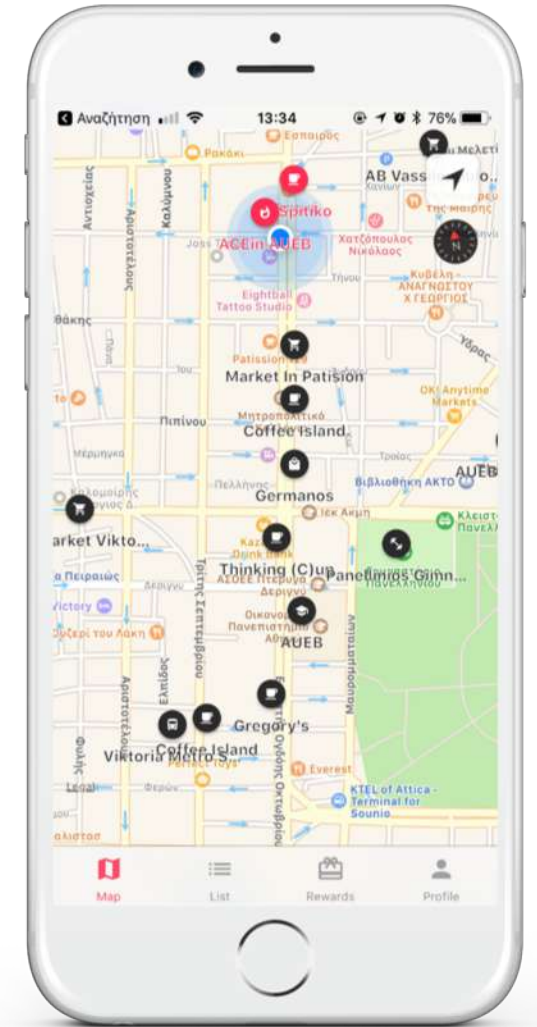
By using bespot, you agree to the Terms & Conditions.

bespot.

- 1 Spot your potential shoppers based on location
- 2 Log-in & Declare Interests
- 3 Open the app and get rewards upon check-in
- 4 Instant m-coupon redemption
- 5 Purchase available coupons with points

Through a campaign management tool upload coupons

Relate products, rewards, content with Spots
Spots include: Stores, Cafes, Parks, Universities etc.

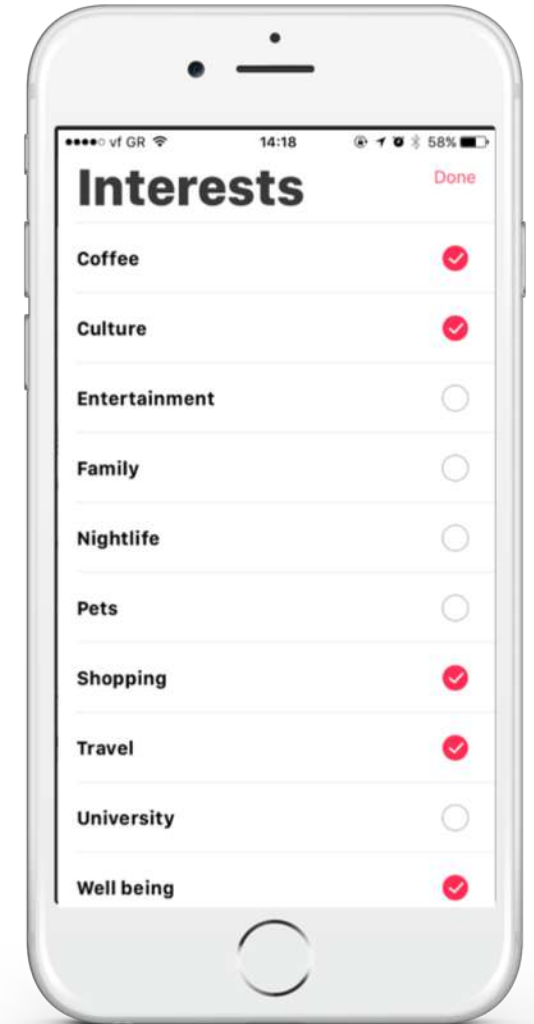


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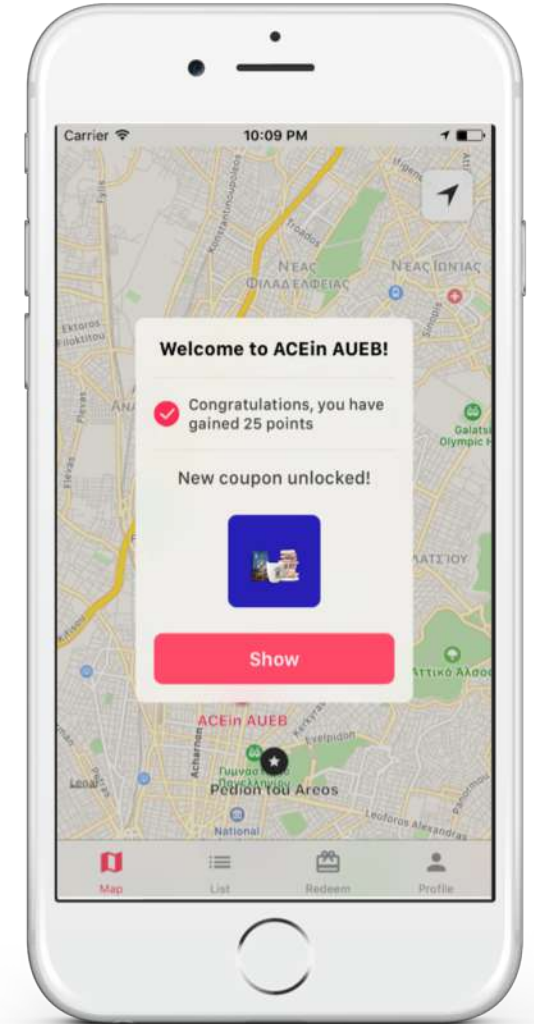
Get basic information with Facebook login

Enhance targeting with claimed interests



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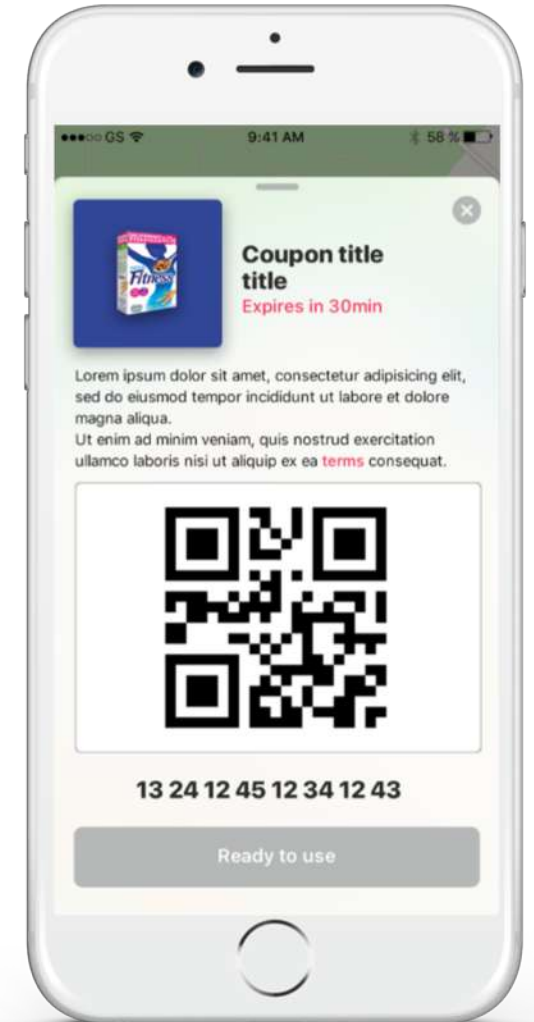


An automated check-in is made every time a user visits a Spot
Rewards can be either instant coupons or Points for later use

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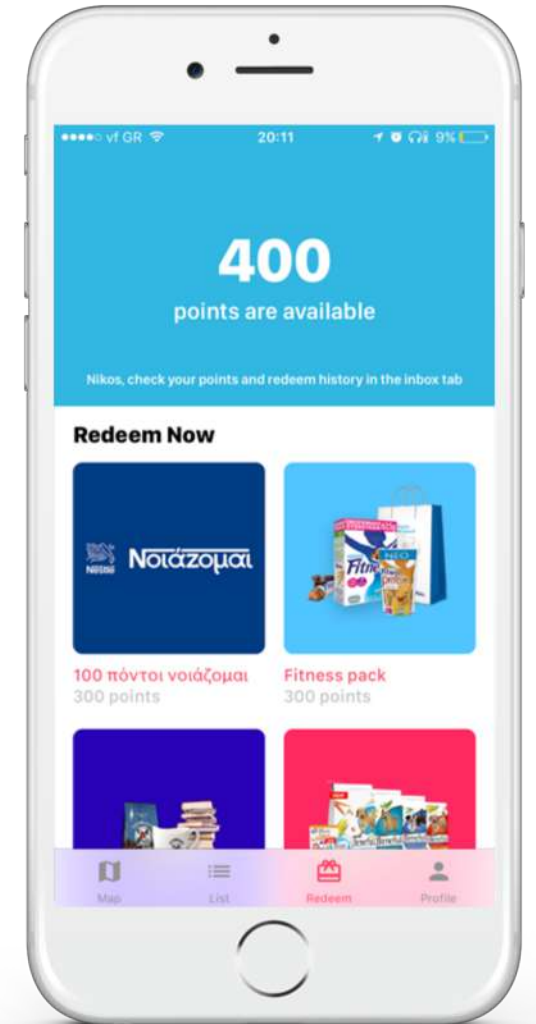
Instant coupons have unique predefined codes.
Coupons expire after a defined timespan.
Redemption is made via SMS or a BeSpot App for Retailers



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With collected points can purchase available rewards



Target the shoppers through their journey

PRE-SHOP

Coupon Delivery
prior to reaching the
retailer on associated
places

SHOP

Actions inside the
retailers

In-store Awareness
Activation

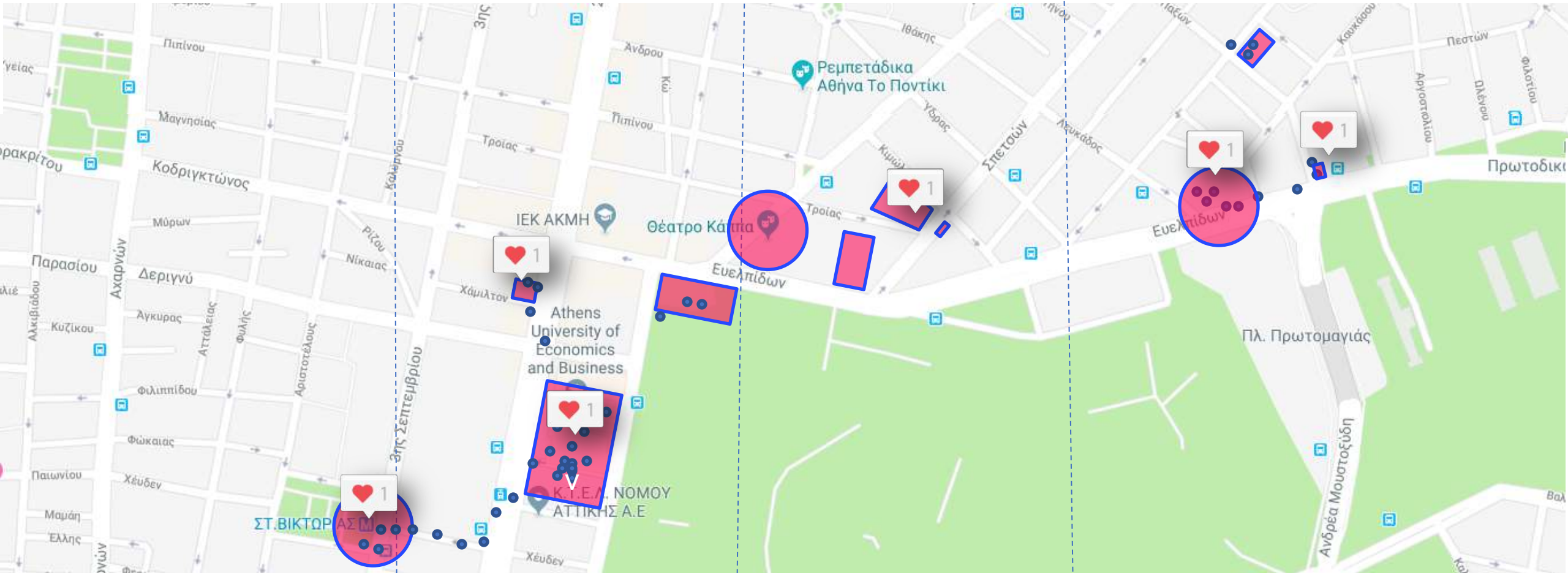
In-store mobile
notification

POST-SHOP

Incentivize users that
redeemed coupons
for routine usage back
at home

Variables: Reward Value, Expiration Date, Point of rewarding

Fit in with consumer habits



Public Transit

Target Store

Non-sources

University

Location Intelligence Value

DISCOVER MARKETING OPPORTUNITIES

Find where your clients move and where you need a boost.

INCREASE RETURN ON ADVERTISING SPENDING

By being **relevant** with enhanced **targeting** and personalization

DISCOVER HIDDEN GEMS AND PROBLEMATIC AREAS

Analyze marketing **attribution** (incl. Out of Home)

UNLOCKING OTHER USE CASES:

BENCHMARKING

Compare your **performance** to similar businesses & areas

LOCATION SELECTION

Find the **right place** for next store opening



Thank you!

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