

A busy city street scene with many pedestrians walking. The street is lined with various shops and signs, including O2, dm, McFIT, JACK & JONES, and hunkeler. A yellow horizontal line is drawn across the middle of the image, separating the title from the subtitle.

# ***STRATACACHE***

## **Leveraging In-Store Customer Behavior for Media Measurement**

Ben Reynolds – VP, Business Development

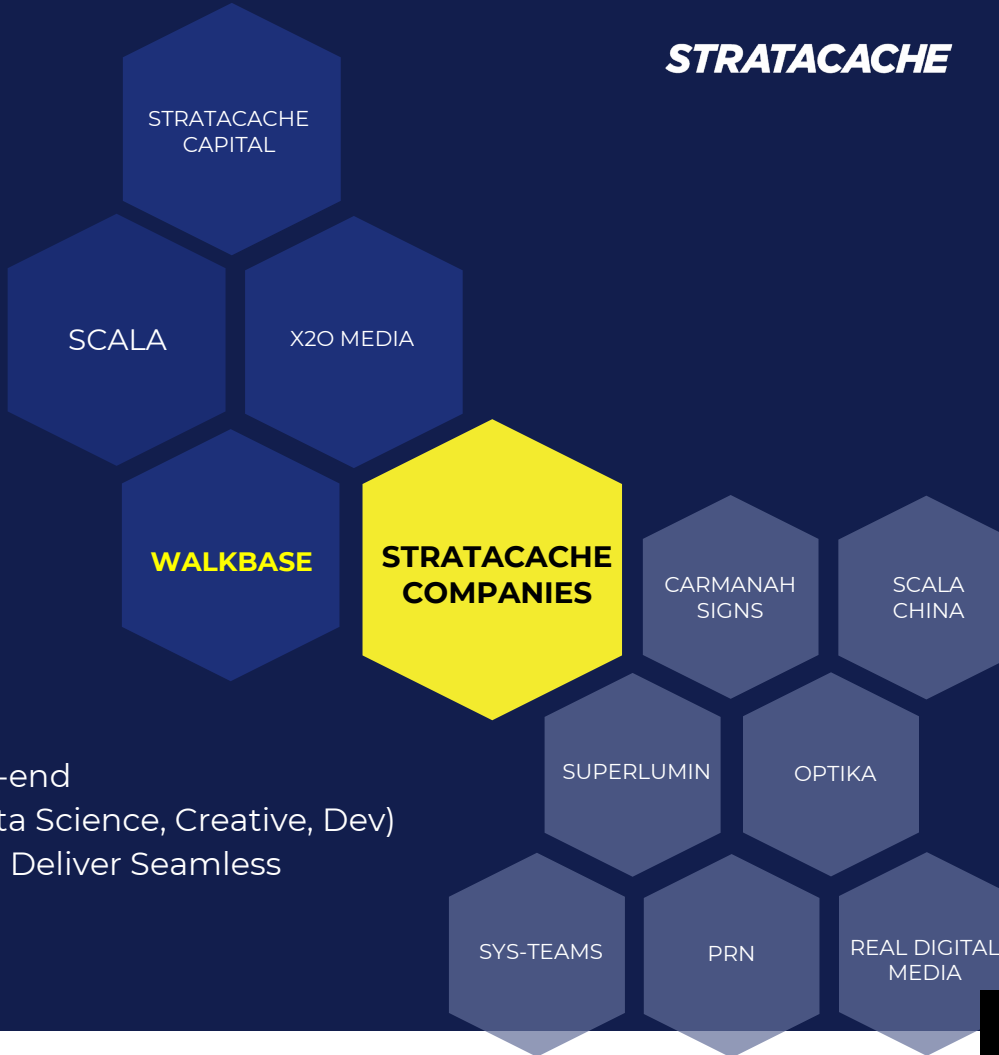
# WHO WE ARE

## ADVANCED MARKETING TECHNOLOGY COMPANY PORTFOLIO

- Dayton, OH & Malvern, PA (Global HQs)
- 1,100 employees across 28 global offices
- 3.5m displays and 2.1m software installations
- Complimentary companies make STRATACACHE the largest in digital signage industry

## DIFFERENTIATORS

- Full or Managed Service and Support, End-to-end
- One Hand to Shake (SW, HW, Installation, Data Science, Creative, Dev)
- Consultative Requirement Driven Approach - Deliver Seamless Solutions
- Ability to scale with velocity
- Manufacturing Capabilities



# CLICKSTREAM BEHAVIOR



**How In-store Data will  
enhance customer  
experience and open up new  
measurement standards for  
Retail Media**

# MEASURING THE STORE

## Know where the media impressions are



# MEASUREMENT

## Trends Toward Standardization

**Standardizing Measurement will enable CPG Brands to measure In-store as they do other Mediums.**

IAB\MRC Retail Measurement Guidelines 2023:

- Establishing venue traffic counts of appropriate quality
- Establishing screen traffic counts of appropriate quality
- Establishing screen audience estimates of appropriate quality
- Calculating average ad unit audience estimate of appropriate quality, where applicable

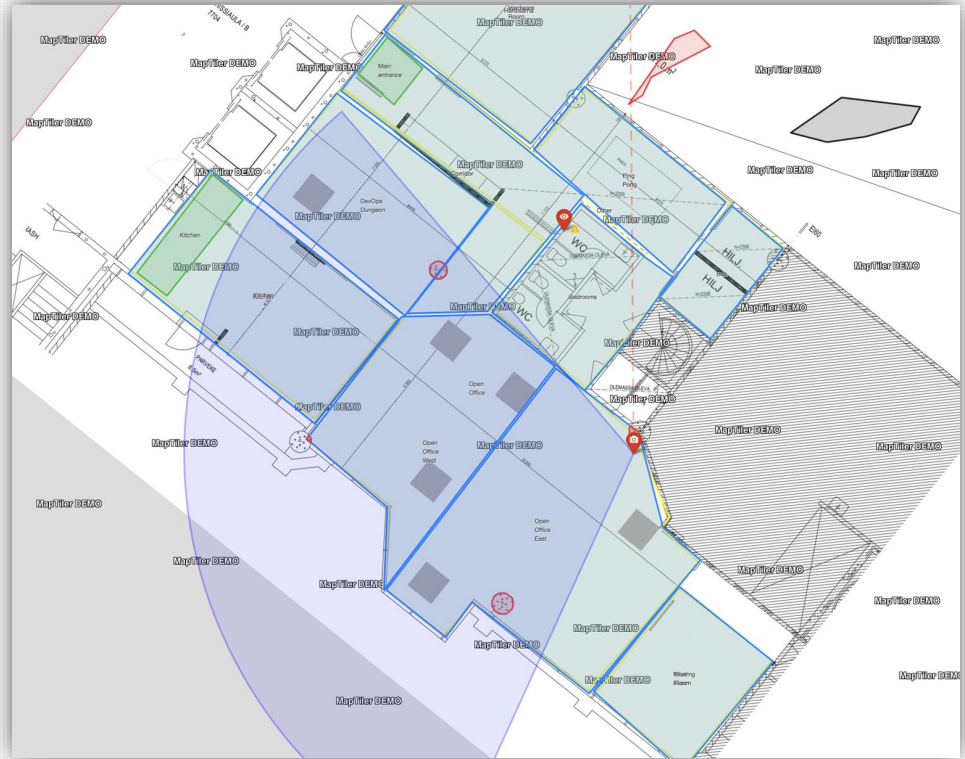
# Measuring In-Store Media: Impressions and Engagement by Ad

## Digital Signage

The ability to mark screens and their orientation.

Detect with a high degree of accuracy number of customers who have been in the opportunity to view zone

Link data to Content Management Systems (CMS) to report on impressions and engagement by Screen and Ad displayed



# LINKING CUSTOMER PATH TO A LOYALTY PROGRAM – FOR ATTRIBUTION

**Session Time**  
<10 mins

**Session Start Time**  
07:48

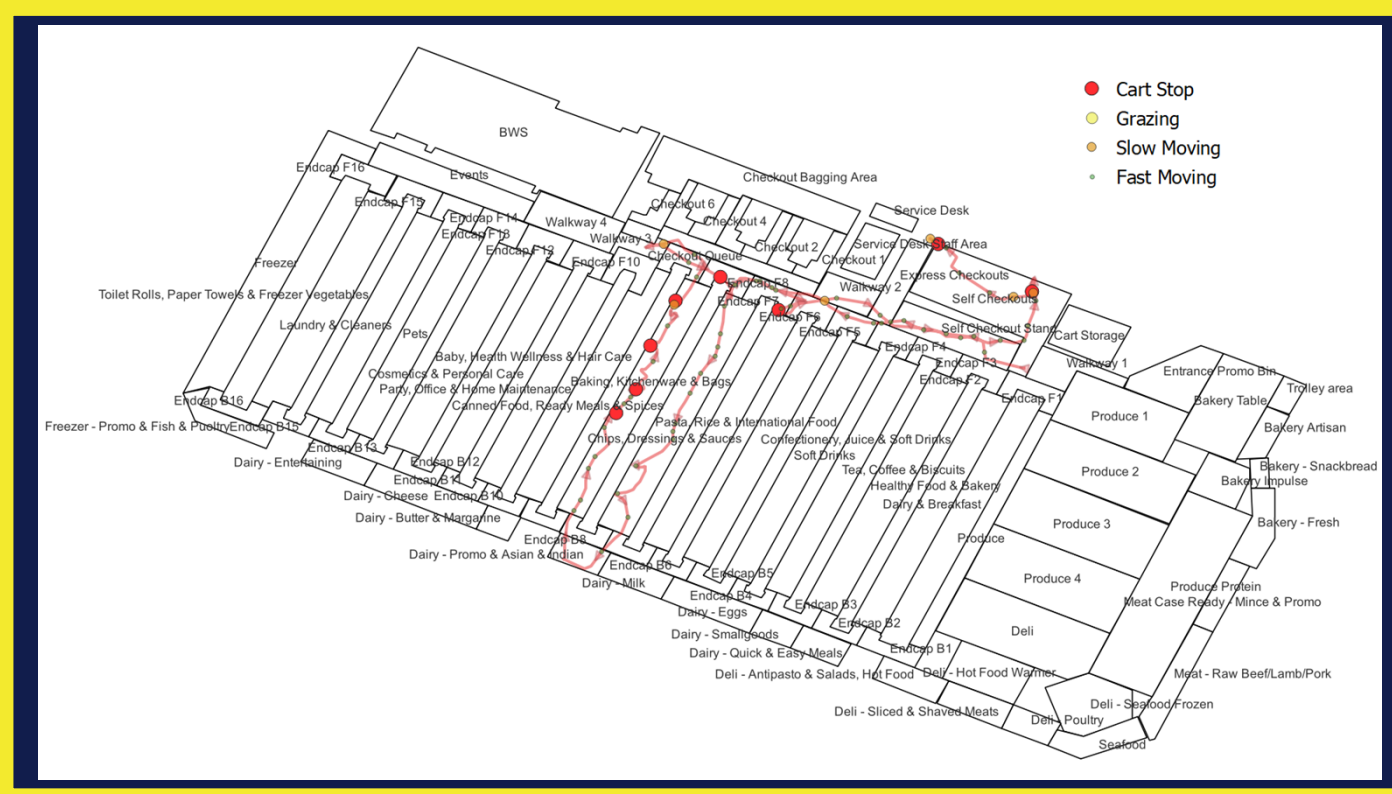
**Session ID**  
400XXX

**Session Length**  
5.9 mins

**Transaction ID** 2022-  
03-18-XXXX

**Zones Visited**  
7

**POS Items**  
2



# Closing the Loop with STRATACACHE in-Store Behavioral Data



## Sales and customer data

- POS
- Customer identity
  - Purchase behavior
  - Loyalty
- Audience identity
  - Age
  - Gender
  - Personas



## In-store data

- Customer pathing & heatmaps
- Queue measurement
- Departments browsed & abandoned
- Anonymous counting analytics
  - Digital signage engagement
  - A/B Testing
- Interactive metrics



## True omnichannel closed-loop analytics

- Sales lift by campaign
- Audience engagement by campaign
- Frequency & reach
- Store-by-store comparison
- In-store to online conversion strategies
- Creative optimization



**Thank You**  
**Ben Reynolds**