SMARTSTORE

HELPING YOU MAKE FASTER, SMARTER, MORE SHOPPER-CENTRIC DECISIONS TO WIN IN-STORE!

RE-INVENTING SHOPPER RESEARCH

SMARTSTORE is designed to radically transform how the industry conducts shopper research today.

WHEN YOU CAN’T OR DON’T WANT TO USE A REAL STORE

TEST MULTIPLE FUTURE SCENARIOS

AWAY FROM COMPETITOR EYES

RESEARCH CONSISTENCY

NO STORE DISRUPTION

CONDUCT YOUR RESEARCH IN A REALISTIC AND IMMERSIVE SIMULATION OF A 3D, 360 DEGREE, FLEXIBLE STORE ENVIRONMENT

COMPLETE SHOPPER SOFTWARE SOLUTION

SMARTSTORE is the next generation Immersive Reality Shopper tool which brings together a unique smart integration of store planning, merchandising and marketing, underpinned by rich shopper research and embedded analytics.

THINK LIKE A SHOPPER TO DECIPHER DECISION-MAKING AT THE POINT OF PURCHASE TO GET TO THE “WHY BEHIND THE BUY”
QUESTIONS SMARTSTORE ANSWERS

RETAILER USE CASES

IN-STORE MARKETING EVENTS
CONNECTING MACRO MICRO SPACE
CONSISTENT SHOPPER INSIGHTS
MERCHANDISING BEST PRACTISE

MANUFACTURER USE CASES

MERCHANDISING BEST PRACTISE
SHOPPER RESEARCH
SETTING BENCHMARKS
RETAILER COLLABORATION
VISUALISATION OF BRAND INITIATIVES

SMARTSTORE IS A RICH BLEND OF QUANT AND QUAL

QUANT
Using our 3As framework to validate the thoughts, feelings & experience of Shoppers through passive and active data and converted into commercial impact.

IMPACT ON SHOPPER
Which planogram is more effective to enable shopping?

IMPACT ON SALES
Conversion (put in shopping basket, down to SKU granularity)

QUAL
Brought to life through aggregated “playback” views, audio overlays, video show reels and post-shop surveys to uncover the ‘why’ behind the behaviour.

“SHOPPER’S” VIEW
See what they see as they shop

“AVATAR” VIEW
See how the shopper behaves

“AERIAL” VIEW
A view of the shop from the top

FOR MORE INFORMATION CONTACT: ADD NAME OF LOCAL SHOPPER REPRESENTATIVE

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