



# **DATA AT WORK**

Empowers brands through 1st party data collection to convert customers, delivering strategic advantage and customer value.

# DATA IS WORTH THEIR WEIGHT IN GOLD

The digital world has slowly become the 8th continent and here the rules are always changing except one Data. Data is the new Gold and here we believe that with the right tools in place we can build platforms and solutions that can make consumers everyday life easier , better & faster.

“People analytics is here.”

- ~ **Josh Bersin, Bersin by Deloitte**

# DATA INSIGHTS STRATAGY

## **Gain insight on customer journey and behavior**

As your customers interact with your brand across channels, retail analytics can help you understand their behavior all along their buying journey. This insight can help you build stronger relationships by informing the types of offers and experiences you provide.

## **Enhance customer experience**

When you leverage the power of retail analytics, you can more easily get insights about customer tastes and preferences. That information will help you enhance their experience with your brand in-store and online, serving to attract and retain a more loyal customer following.

## **Anticipate demand and other important trends**

Retail analytics tools provide the insight you need to understand customer buying behavior, so you can forecast and plan for future demand. This data can then inform how to price and promote products or services to generate more revenue, and how to optimize sell through opportunities

## Improve and optimize in-store operations

Retail analytics deliver practical insight to help you improve all areas of in-store operations. With analytics, you can identify inefficiencies and opportunities for improving and standardizing processes that enhance the buyer experience, as well as anticipate demand and optimize stock, inventory, and staffing levels appropriately.

### Connect & Consolidate Guest Data

- The Captive Portal captures two types of information about guests: who they are and what they do—both physically and online. This is in turn presented via our platform to the end customer (our re-seller customer) as a monthly report or users can pull the info from Connect wifi platform.
- The Captive Portal can collect useful data even from those people who don't log in to Wi-Fi, this reporting can be offered on a monthly basis to present to your client.

### Collect and analyse data and use Wi-Fi to engage with customers, driving sales

- Personalize your shopper experience From email to SMS, mobile to video, reach your customers through the right channel at the optimal time.
- Measure retail events. Measure the effect of retail events like sales and product launches.
- Benchmarking Compare and rank the performance of stores across your portfolio. See what's working where and for who; use the data to define best practices.

### Analyze data and use Wi-Fi to engage with customers, driving sales for paired to customers

# HOW IT WORKS

## Brand Strategy - ideas

We engage with brands to understand their marketing, sales and strategic objectives.

At each event that happens at the stadium we will be able to give valuable **ROI data** back into the hands of the brands.

## insights

- We provide brands with the '**digital handshake**' to engage and convert consumers.
- We create what we call a '**walled garden**' exclusive to the environment through the wifi-access point, landing the customer in this plush garden.
- Getting the top-of-mind opportunity to drive consumers to engage.

## intelligence

The data allows strategic advantage for both brands and environment.

## CONSUMER

### Members

- New
- Total
- Site
- Gender
- Month
- Week
- Day of month
- Day of week
- Hour of day

### Active During

- Month
- Campaign
- Site
- Multiple visits
- Survey results

### Competitor analysis

- Review competitor

### Redemptions

- By campaign
- How many visits
- How many redemptions
- Redemptions per Visit
- By waitron
- Campaign vs campaigns

### POS Data

- Basket size
- Upsell
- Basket size vs no redemption

### Session Analysis

- Session time
- Browse history
- Frequency

# AREAS OF REPORTING

## CUSTOMER

### Redemptions

- Vs orders
- Site comparison
- Waitron comparison

### Substitution

- Vs previous periods for same category
- Basket size analysis
- Prescribe specials
- Combo's
- Time
- Substitution
- Predict basket with specials

## BRAND

### Member registration

- Total vs campaign
- Redemption by site
- Date & time
- Portion of specials of total bill
- Spend redemption
- Portion of total alcohol consumed
- Survey answers by site
- Member contact detail
- Amplification
- Quant of stock / site per campaign
- Predict when best time for campaign
- Type of reward
- Impact of campaign against history

# Connect & Consolidate Guest Data

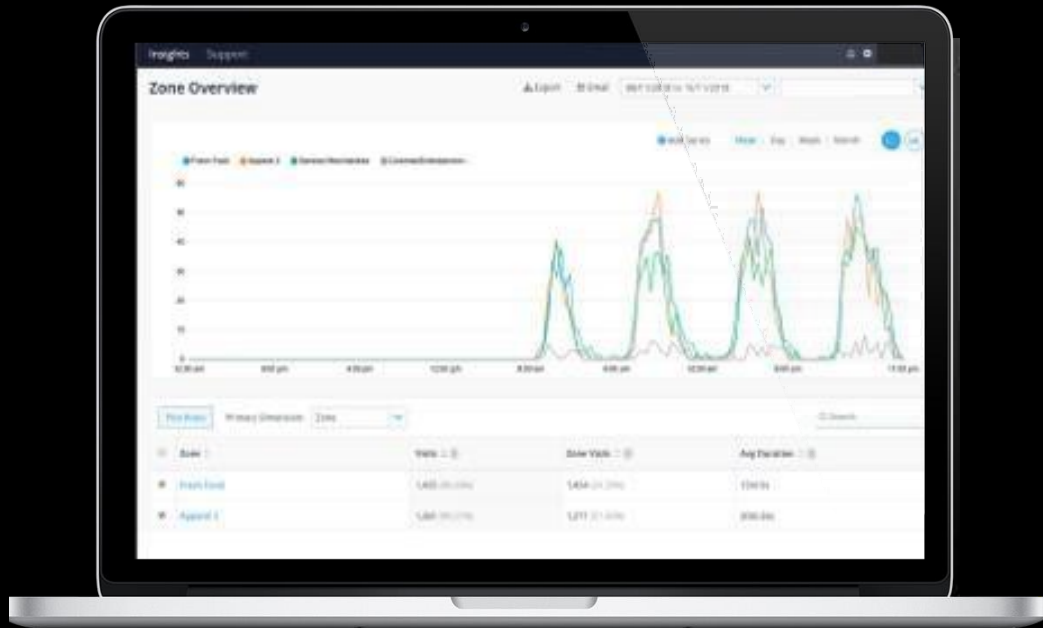
- **Hello Brand** captures two types of information about guests: who they are and what they do—both physically and online. **Consumer Profiling**
- First, we use your venues' **existing Wi-Fi network** to obtain data about guests or the brand can pay for Wi-Fi access through the platform, or we can provide wi-fi through our platform to execute.



User posts requests and updates points for clients here. Standard template is set up ahead of time, to match forms and then loaded once a week.



## Collect and analyze data to engage with customers, driving sales



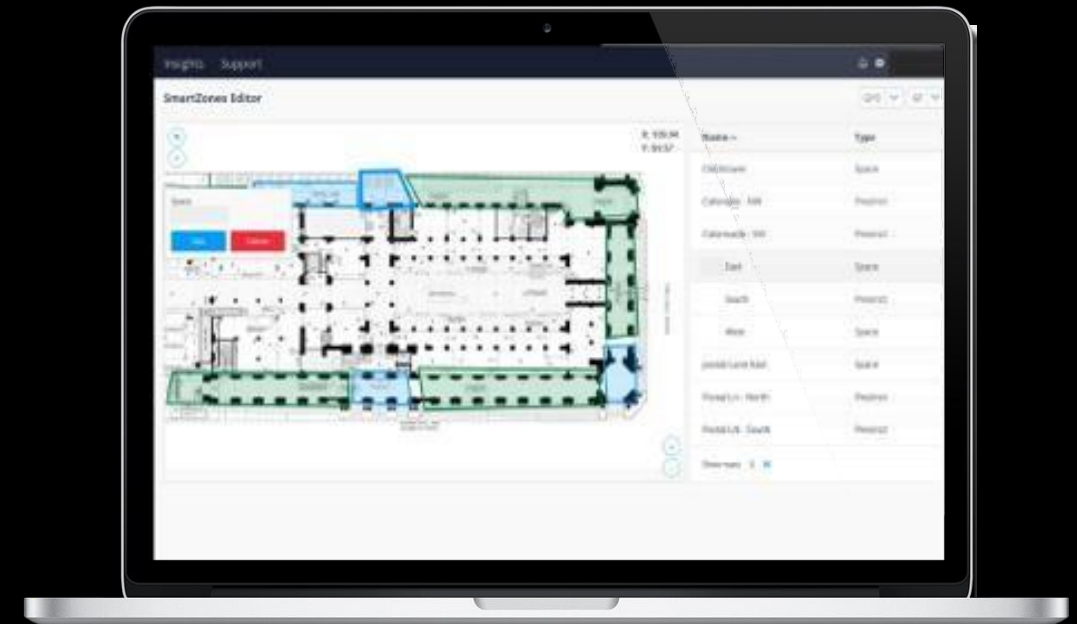
### Benchmarking

Compare and rank the performance of outlets across your portfolio. See what's working where and for who; use the data to define best practices.

Reward your consumer and client for their loyalty by rewarding them for supporting and living the brand

- Understand your consumers journeys.
- Personalize your consumers experience From email to SMS, WhatsApp and more. mobile to video, reach your customers through the right channel at the optimal time.
- Measure retail events. Measure the effect of retail events like sales and product launches.

### Environment Zone Overview





# IMPORTANT POINT TO NOTE



- Mobile data costs are preventing us from reaching our target audience.
- Due to our large unemployment currently in Africa, the cost of mobile data is the biggest barrier to people using mobile services.
- The millions of people who own an internet-capable smartphone could browse apps, sites,
- notifications and services...
- But they don't, because they can't afford the data.

**Remove the data  
cost barrier to connect**