Convert store visitors into customers

Avnet's Smart Retail solution, built on Microsoft Azure, helps retailers engage shoppers who are in or near the store with personalized offers that help drive store traffic and sales. An online dashboard and rich analytics allow you to create highly targeted, interactive marketing campaigns and gain valuable insight into shopper traffic and behavior patterns.

Better customer experience

Shoppers receive valuable information on store locations and offers while at the mall and can ask questions using real-time chat.

Targeted marketing campaigns

Tailor personalized offers to customer groups you create based on behaviors, interests, context, and location.

Increased traffic and sales

Deliver customized and interactive media content to arouse shopper curiosity and drive in-store traffic and purchases.

Engaging customers to drive sales

A global company specializing in retail customer insights used Avnet's Smart Retail solution to send interactive, highly relevant mobile offers and messages to mall visitors based on their location and dwell time. These targeted campaigns led to better customer engagement and increased sales, while providing valuable data on shopper traffic and behavior patterns.

Ready to start realizing the benefits of IoT?

- ⊘ Email iot@avnet.com to speak with one of our IoT experts
- ⊘ Learn more at: https://www.avnet.com/wps/portal/us/solutions/iot/cloud-and-digital-services/digital-solutions/smart-retail/
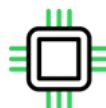
Avnet Edge-to-Enterprise IoT Services

Consult	Develop	Deploy

IoT Advisory Services → IoT Device Design & Build Services   IoT Cloud & Digital Services → IoT Lifecycle Services