



FOOTMARKS
SmartConnect®

Personalization through Proximity, Identity, and Context

Omnichannel marketing often fails when it comes to in-store personalization, sales attribution and a comprehensive understanding of customer profiles. **Footmarks gives instant context to in-store visits**, creates a cycle of value from offline to online, and can dramatically improve ROI on omnichannel ad spend. Connect Footmarks to your data warehouses & **see a 19% lift in activation rates** on offers from in-app notifications. In the challenging modern retail environment, you need to bridge online context with in-store experience to compete. You need Footmarks SmartConnect.

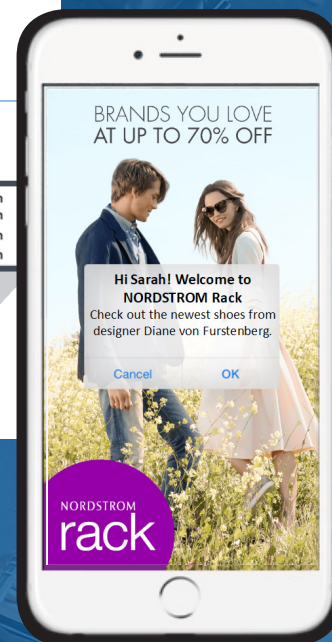
Capture Contextual Customer Data

Footmarks connects real-world proximity data to online shopping & browsing history. Retailers get the full picture of a customer's behavior.

Personalized Omnichannel Messaging

With the complete picture of a customer's online and store visit, send personalized in-app product notifications based on persona, interest and intent.

FOOTMARKS SITE VISIT REPORT	
CUSTOMER PROFILE	
Customer Id:	od2947392e9g0
Mobile App:	Nordstrom Rack
Operating System:	iOS
Push Notifications Enabled:	<input checked="" type="checkbox"/>
Bluetooth Enabled:	<input checked="" type="checkbox"/>
VERIFIED SITE VISIT	
Site Name:	Factoria Square Rack #14
Site Location:	Bellevue, WA
Visit Date:	May 20th, 2017
Arrival Time:	1:36 PM PST
Women's Designer Shoes	18 min
Women's Shoes	2 min
Women's Fitting Room	12 min
Women's Designer Shoes	10 min
Women's Designer Shoes	18 min
Women's Shoes	2 min
Women's Fitting Room	12 min
Women's Designer Shoes	10 min
Cash Wrap	3 min
Entrance	.5 min
HISTORICAL SITE VISITS	
Last Visit	May 5th, 2017
Last Site Location	Downtown Seattle
Total Visits 2017	11
Total Visits 2016	18



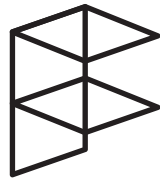
Email Us & Learn How Footmarks
Proximity Solution Boosts Revenue 19%
partners@footmarks.com

Build a Powerful Proximity Solution: Plug & play APIs, simple beacon fleet management, and clear, easy to understand dashboard add value, not complexity.

Understand Omnichannel Attribution: See what action drove in-store purchases. Capture data on showrooming and convert browsing visitors to sales with targeted messages.

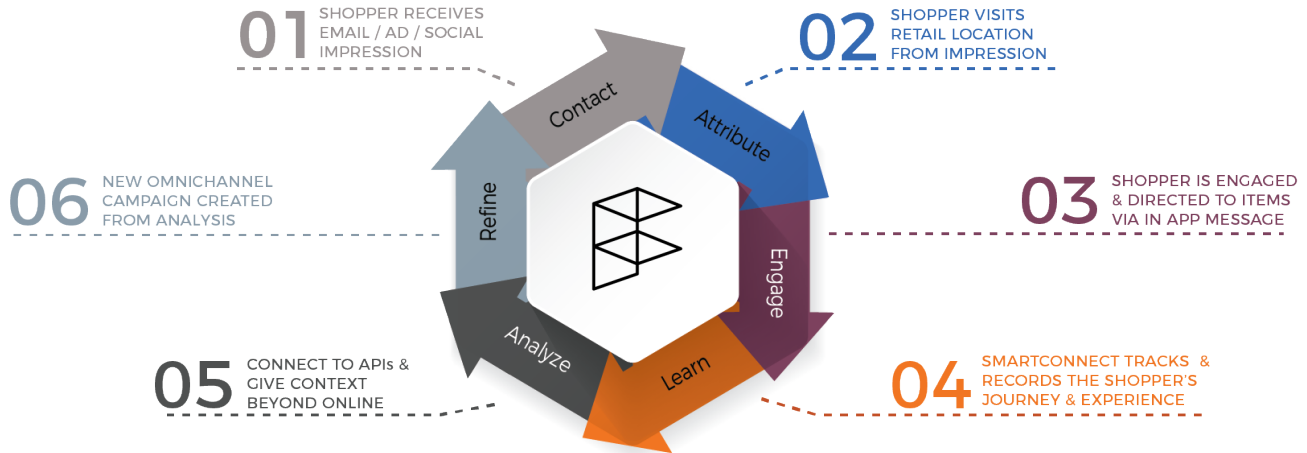
Create 360 Degree Personas: Advertise to customers based on interest and intent extracted from their in-store journey. Save money & boost ad ROI.

Engage & Delight: Identify VIPs when they enter your store; notify back office staff when wait times increase at registers; measure & increase customer satisfaction scores.



FOOTMARKS

Transform your Physical Space into a Competitive Digital Advantage



Business Intelligence

For most retailers, the store represents a siloed and underutilized data asset. Footmarks creates an entirely new set of customer behavioral data generated from smartphone interactions with proximity signals. This retailer-owned data can be used to drive more personalized engagement at every micro-moment along the customer journey.

Campaign Management

Footmarks Campaign Management suite provides retail marketers with the connected intelligence they need to deliver a true omnichannel strategy. Our platform allows you to easily create, manage and monitor proximity campaigns, integrate dynamic content from a CMS, and pull context from a CRM or loyalty database to deliver a true personalized customer experience.

Network Management

Footmarks Proximity Signal Management tools were designed specifically for large-scale applications, providing everything needed to set up, manage, monitor, and control even the largest location signal network. With a single interface for managing geofences, and Bluetooth beacon signals, Footmarks makes it easy for retailers to manage one of their most valuable strategic assets.

Professional Services

Leverage Footmarks' professional services to design, provision and support your' enterprise-wide proximity network. Based on years of hands on experience and deep expertise in deploying and supporting solutions at every scale, our dedicated team of professionals will work with you to maximize mobile presence efforts for retail businesses of any size.

Email us Today to Learn More About Footmarks

partners@footmarks.com

“ We're always looking at ways we can better deliver speed and convenience to our customers. We see beacons as a foundational enabler of future capabilities that will help us achieve these goals. Footmarks provides a powerful platform that allows us to test and learn quickly, and provides flexibility to try new things on the fly. Footmarks has been a great partner in providing the hands-on support and partnership we needed. ”

- Amy Sommerseth
Sr. Director, Off-Price Service & Experience

NORDSTROM

