



# Omnisient for Retail

## Extending shopper data monetization into the financial services industry

Innovative retailers have realized that opportunities for the monetization of their shopper data extends far beyond the traditional manufacturing brands and ad agencies.

In particular there is a thirst for data in the financial services industry where credit, insurance and other product providers are struggling to assess and reach the millions of people that are outside of, or on the periphery of, their current models.

Retail loyalty and rewards programs are particularly useful for financial inclusion. Purchase behavior can be modelled for credit scoring, insurance risk and many other financial services.

For the retailer, this represents a huge, untapped revenue potential and the opportunity to provide their customers with access to financial services that they are currently excluded from.

Omnisient is unique in its ability to rapidly enable multiple data trading collaborations while ensuring protection of consumer privacy and hard-won business IP. Retailers are able to test partnerships and maximize the value of their data assets while maintaining complete control over who they trade with and what they share.



## Today's Challenges in Retail

### Consumer Privacy Concerns

The balance between gathering insights and ensuring consumer data confidentiality is crucial, with growing concerns over privacy in the digital era.

### Revenue Diversification

Beyond traditional sales, the rise of Retail Media Networks provides retailers with a fresh avenue for revenue generation by monetizing consumer data for advertisers.

### Holistic Customer Profiles

A comprehensive view is essential to cater to customer needs. Retailers who lack this often miss out on tailoring the ideal shopping experience.

## Our Solution

Omnisient matches shared consumers across anonymized 1st party datasets to gain insights on consumers..



Omnisient equips retailers with cutting-edge data collaboration tools to deeply understand consumer behavior while ensuring utmost data privacy, allowing them to unlock new revenue streams, such as Retail Media Networks, and tailor superior shopping experiences.

By choosing Omnisient, retailers gain a competitive edge, seamlessly monetizing their vast consumer data and fostering enhanced trust through a privacy-first approach.

From enhancing shopping experiences to leveraging data for new revenue avenues like Retail Media Networks, we're here to revolutionize retail with state-of-the-art data collaboration and insights.

### Privacy-Preserved Data Collaboration

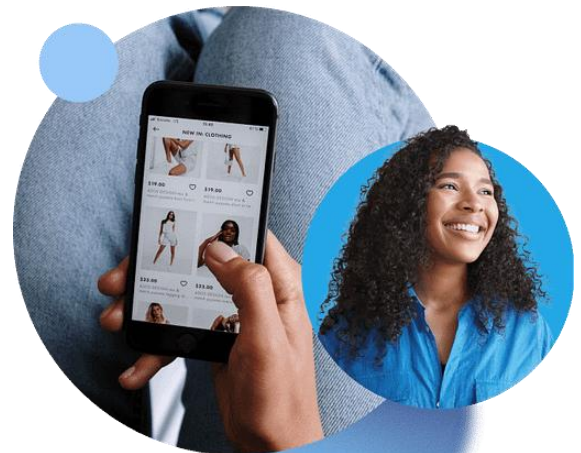
Collaborate with partners outside of your industry to gain a more holistic view of your customers' shopping behavior, demographics, and preferences.

### Retail Media Network Enablement

We help retailers set up and optimize Retail Media Networks, turning their vast consumer data into monetizable assets for personalized advertising.

### Unlocking New Revenue Streams

By offering insights directly to sectors like banking and insurance, retailers can further diversify their revenue streams and establish collaborative data ecosystems.



## Contact Us

Contact us to unlock the power of 1st party data collaboration without the risks

Visit [www.omnisient.com](http://www.omnisient.com).