



bespot.

Exploiting mobile & digital data

Leon Gavalas

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30/06/2020

Impact on footfall & Physical stores New age



Zara owner Inditex to close as many as 1200 stores

Retail Dive - 11 Iouy 2020

"The optimisation plan focuses on **stores** at the end of their useful life, especially young concepts whose sales can be recovered in nearby **stores** ...

Zara Owner to Close 1200 Stores as It Outlines Post ...

Wall Street Journal - 10 Iouy 2020

The Guardian



Starbucks to close 400 stores, speed expansion of Pickup ...

TechCrunch - 10 Iouy 2020

Starbucks announced today it will expedite the rollout of its new "Pickup" **store concept**, powered by mobile ordering, in response to the ...



H&M Plans to Close More Stores as First-Half Profit Drops

WWD - 26 Iouy 2020

H&M Plans to **Close More Stores** as First-Half Profit Drops. The Swedish retailer will speed up **store** closures while reducing planned openings, ...



CNN

Microsoft Store announces new approach to retail

Microsoft - 26 Iouy 2020

The **closing** of **Microsoft Store** physical locations will result in a pre-tax charge of approximately \$450M, or \$0.05 per share, to be recorded in the ...

Microsoft is closing all of its **stores**

CNN - 26 Iouy 2020

The Store & Data



Sensor & Survey Data

Where & How do consumers **move in-store**?
How can I **improve** store **layout**?



Area Location Data

When do consumers **visit** the physical stores?
How my store is **connected** to others in the **area**?
When is the right moment **to reach** the shopper?



Interaction & Sales Data

How can I **enhance** the in-store **experience**?
What is **personal/relevant** to shopper's store visit?

WE ARE bespot.

10

talented professionals

4.500+

Spots tracked daily

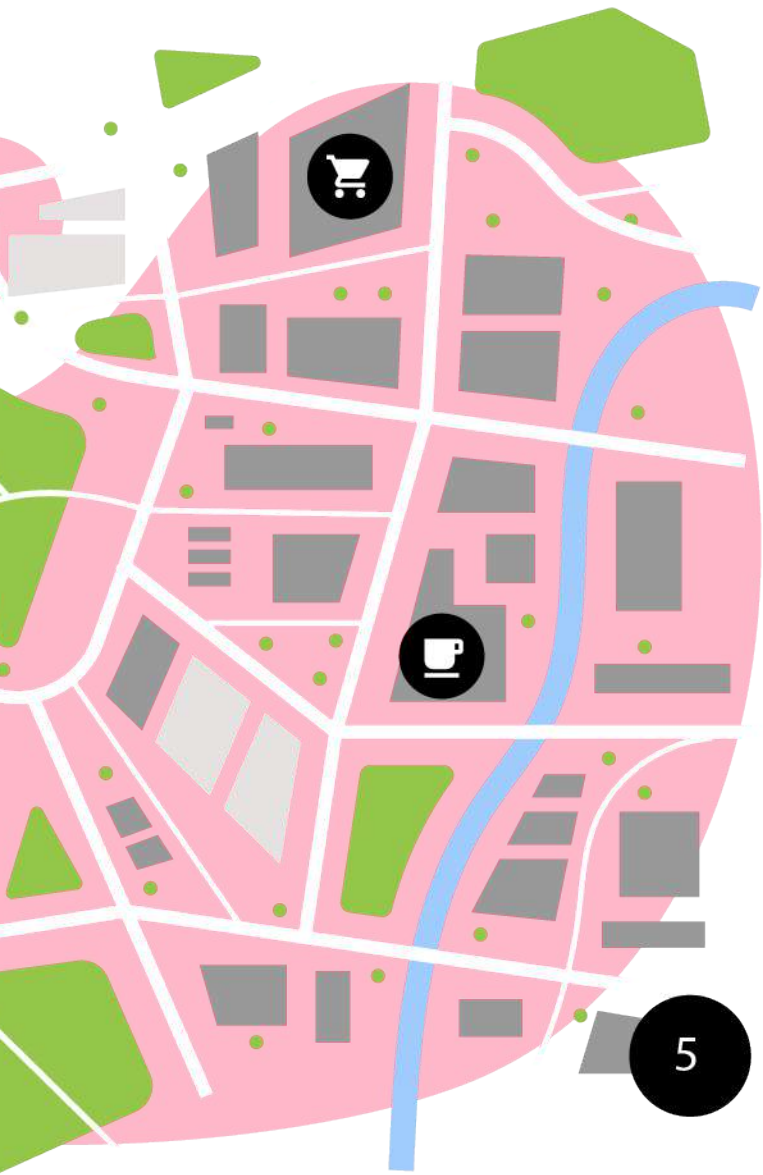
65+

Brands serve rewards

**Location
Database**

**Location
Insights**

**Proximity
Technology**



Our approach

We **collect daily visits** and survey **responses** from a panel of users and combine them with reliable location data. We extract useful **area insights, persona related paths** normalized to remove skew.

Why do Consumers Visit Physical Stores?



PLEASE STAND HERE – ΠΑΡΑΚΑΛΩ ΣΤΑΘΕΙΤΕ ΕΔΩ



PLEASE STAND HERE – ΠΑΡΑΚΑΛΩ ΣΤΑΘΕΙΤΕ ΕΔΩ



PLEASE STAND HERE – ΠΑΡΑΚΑΛΩ ΣΤΑΘΕΙΤΕ ΕΔΩ

«I Feel Anxiety when I go out for shopping»

15% always

26% most of the times

35% sometimes

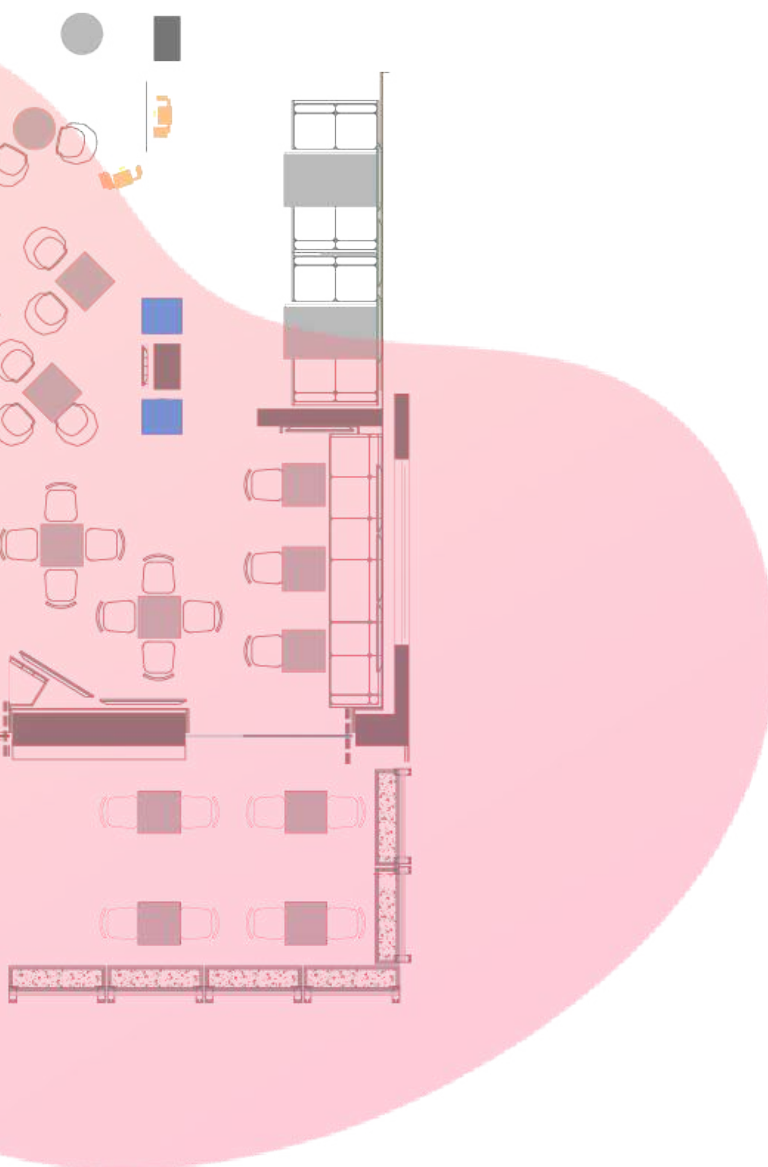
* Βασισμένο σε 985 απαντήσεις online ερωτηματολογίων, Μάιος-Ιούνιος 2020.

& Location data από πάνελ 10.000 χρηστών της bespot

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In Store Data



Touch Free Technologies

Understand & Support an interactive experience.



QR & NFC



Pull content



beacons



App with SDK

**Enable Passive
Communication
& Insights**



wifi



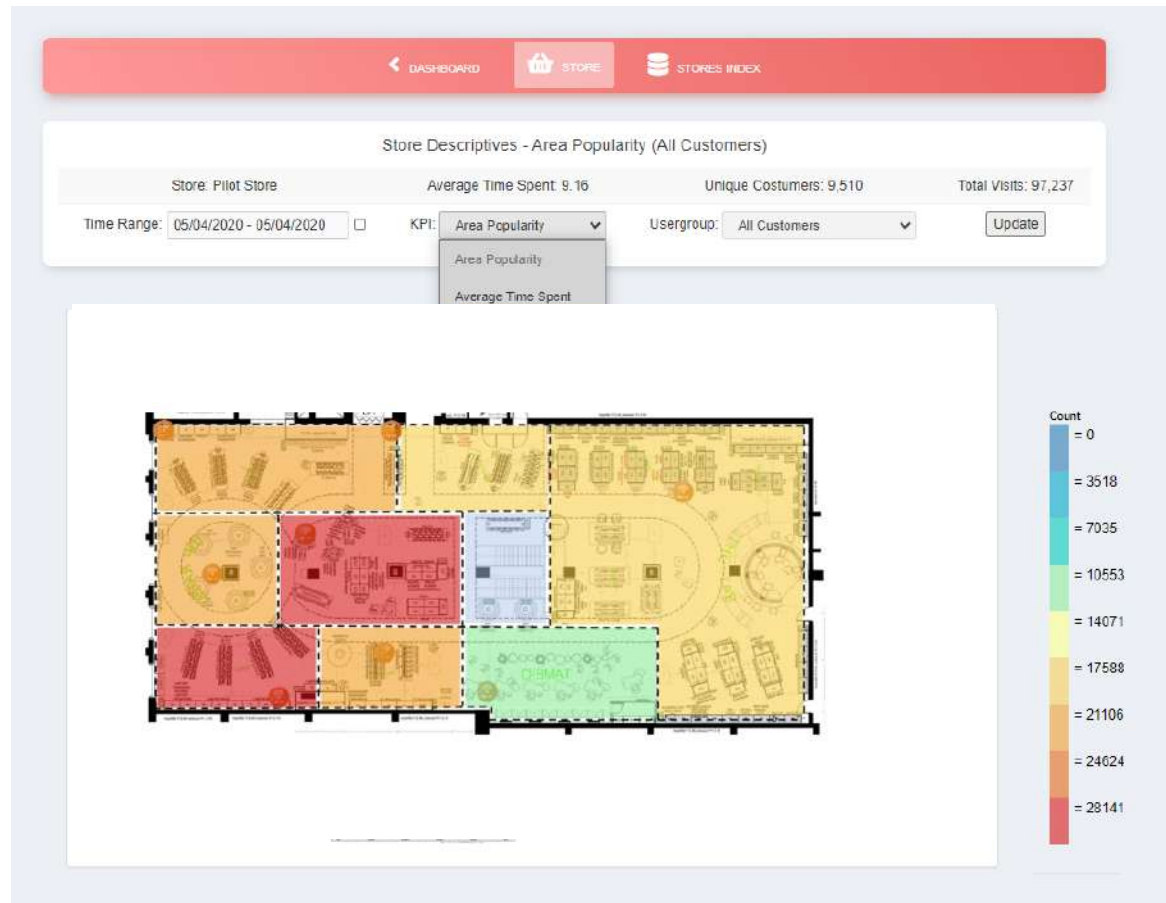
Wifi ON



CCTV



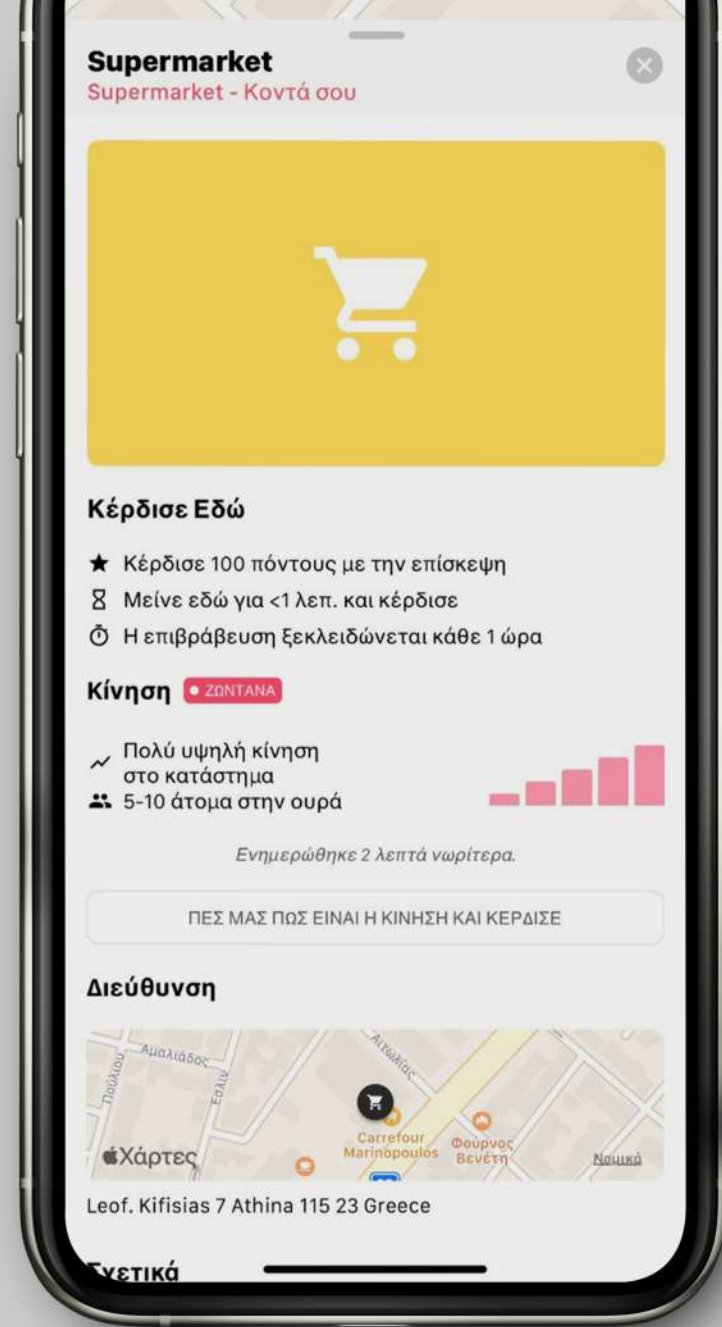
Indoor Insights



Indicative Metrics

- Area Popularity
- Time Spent
- Unique Customers
- Store Visit vs Window Shopping Duration
- Store Visit Frequency

bespot users
discover & contribute with
traffic and waiting info
for nearby stores

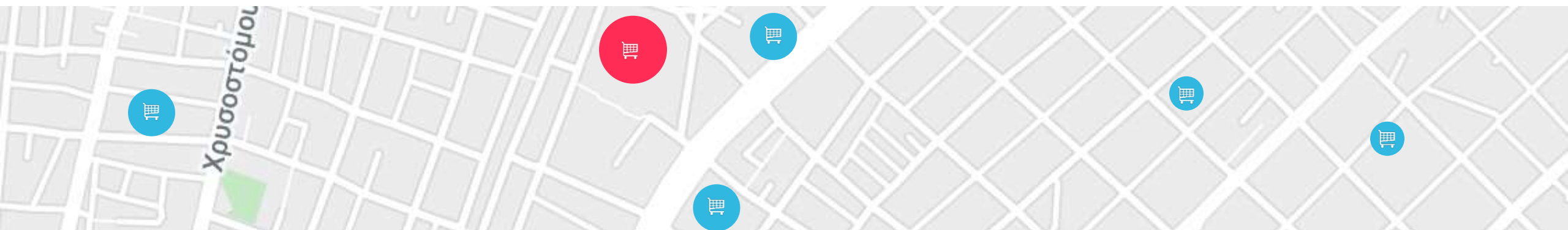
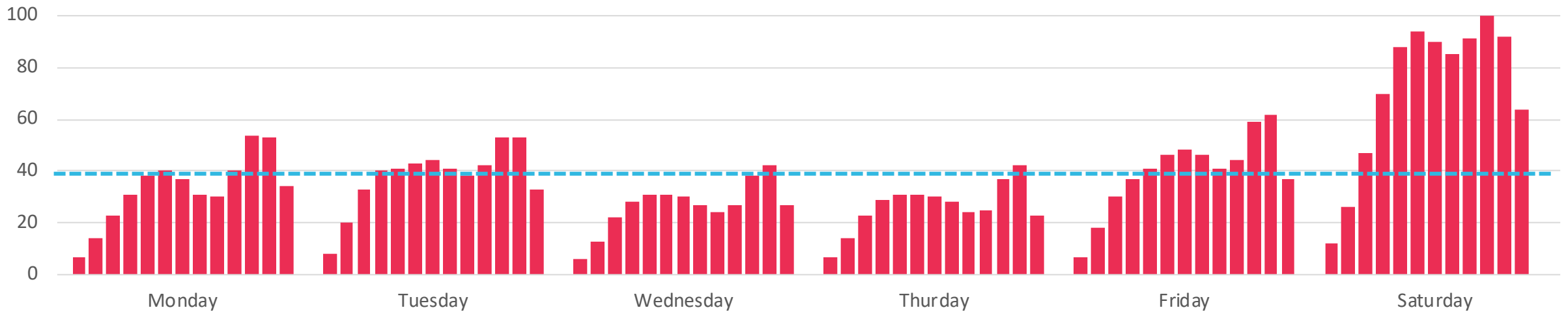




80% have waited
in line for entrance
during the last 60 days

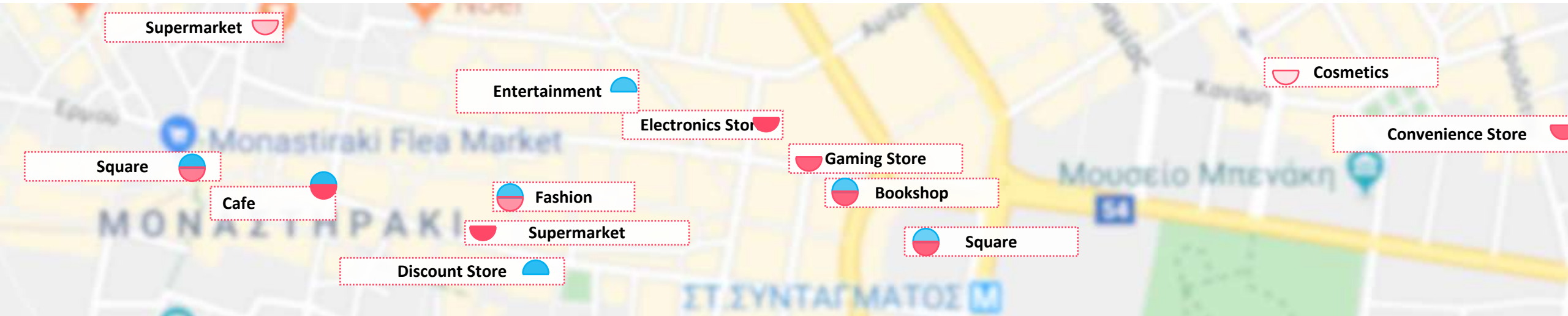
62% have waited
in line for entrance
in stores other than
supermarket/payment spots

Shift shoppers' visits to non-peak hours



Area Location Data

Reach: Align with the Right Moments



GROUP 1



23% Metro Station Visitors, 90% Gym Visitors, 60% Discount Supermarket Visitors,

GROUP 2

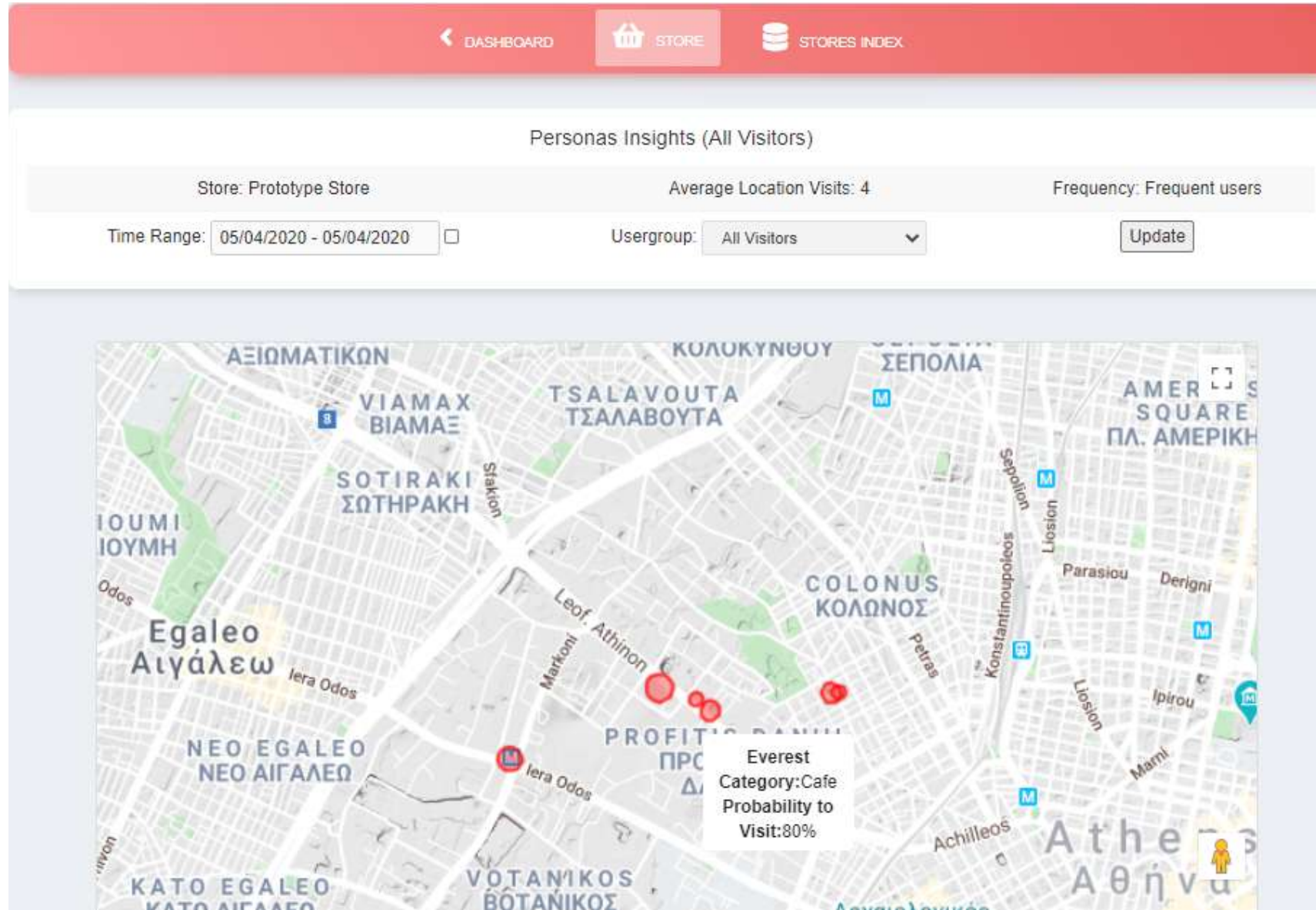


100% Frequent supermarket Visitors, 70% Electronics Stores Visitors

Bespot app 10.000 users panel data – 130 persona attributes

bespot.

Area Insights: Persona Flows



Indicative Metrics

- Visit Probability
- Visit Frequency
- Category Visit Frequency
- Category Visit Duration
- Store Count per category

Touch Free Interactive Experiences



82% almost always
check their smartphone
while waiting in the queue

38% almost always
checks promos or flyers
while waiting in the queue

* Βασισμένο σε 911 απαντήσεις online ερωτηματολογίων, Μάιος 2020.

& Location data από πάνελ 10.000 χρηστών της bespot

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Various Use Cases

- **Remote Menus**
 - Let them order from their mobile
- **Shopping Trip Preparation**
 - Let them find what they need while waiting in queue
- **Shopping Assistants & Augmented Reality**
 - Support a touch free experience
- **Personalized Communication**
 - In-store promos
 - Retention targeting
 - Event/proximity based physical retargeting
- **Interactive Experiences**
 - Give them reasons to visit stores

Key Take aways

- Select the **right technology** that unlocks more **feasible use cases** for your store size
- Understand **how visitors move in-store** to **support** them
- Understand consumers **area visit habits** to **attract** them
- Create **interactive** experiences, create **destination**, avoid **anxiety**

THANK YOU!

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Leon Gavalas
legav@bespot.me