Peering through the ‘Shoppers Window’

Eric Allen, CEO
Retail as we know it, is changing.

The pace of change is accelerating.
it’s us! ..

.. and the ‘Amazon effect’

Source - LISNR 2019 Study - ‘Which apps do they want?’, PYMNTS.com
30% Of eCommerce sales come from recommendations

80% Are more likely to purchase

Source - Microsoft NRF 2020, Satya Nadella Opening keynote
Personalization
Immediacy
Identity

Immediacy

Personalization
Peering through the Shopper’s Window

- Identify user at entry
- Offers during the shopping journey
- Payment Authorization at check-out

Intensity of Shopping Intent

Intensity of Exit Intent

Entrance

Exit

UX Value

Intent Switch

Time
Are you delivering to the Shopper intent?
Intent switch differs by merchant type and shopper engagement

Coffee Shop
- Grab and Go or ..... hang out longer

Home Goods
- Treasure hunt, chance discovery
Shopper journeys are getting increasingly diverse

- **Mobility**
  - Drive Through
  - Rideshare
  - Food Delivery

- **Retail**
  - Pickup In Store
  - Way-Finding
  - Offers/Loyalty

- **Payments**
  - Checkout
  - Card On File
  - Wallet
Establishing trust at proximity via LISNR® Ultrasound
Cab Found!

Please confirm you're in cab 1160 to sync your ride.

Not My Cab  Confirm

Connect Ride
Ride Connected!

When your ride is displayed, you can set the destination address using the menu on Map screen.
Welcome to BANKSY'S!

Open the Banksy's app to begin

Profile

Confirm Location

Register

Associate

Linda

Confirm
Welcome to BANKSY’S!

Open the Banksy’s app to begin.
Customer Sample: 6-mo test

Growth in installs ~4X

Identifications ~10X

Installs (cumulative) by account

Transactions (cumulative) by account
Person Present - a foundational opportunity in retail journeys
LISNR Person Present - powers value across Shopper Journey

Identity

Privacy

Intent

Trust
To learn how, visit us at Booth #411