shopper marketing

INDIVIDUALISED OFFERS

OPTIMISED REWARDS

BIG DATA & MACHINE LEARNING

CUSTOMER LOYALTY

INCREASED REVENUE

INCREASED MARKET SHARE

Build real, meaningful & lasting relationships with your shoppers by engaging, acknowledging and rewarding them on an individual basis.

Innervation Shopper Marketing is a next-generation automated end-to-end platform that uses predictive analytics and big data to reward shoppers for guided shopping behaviour. This service can be used to augment an existing loyalty programme and shifts emphasis away from price-discounting to rewarding shoppers.

The platform generates personally tailored offers for shoppers that are relevant, significant and meaningful to them, whilst maximising value for retailers and brands. It enables communication with customers on a one-to-one basis that shows you understand them, and encourages them to continue shopping and buy more products through long term mutually beneficial relationships.

The Shopper Marketing campaign portal guides retailers and suppliers / brand owners through the process of reviewing, approving or discarding proposed campaigns, and supports collaboration between the parties. Active campaigns are monitored and measured whilst in progress, and evaluated when they are complete.

innervation
PAN African payment solutions
innovate - integrate - inspire

WHAT DOES INNERVATION SHOPPER MARKETING DO?

Right Products
identify the right product combinations to increase sales

Right Shoppers
tailored offers are sent to matched individual shoppers at the right time

GIVE SHOPPERS WHAT THEY WANT

INNERVATION SHOPPER MARKETING

Right Offers
product offers are based on individual transaction history and purchasing behaviour

Right Rewards
thank your shoppers with relevant, significant and meaningful rewards

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FEATURES & BENEFITS:

Predictive – uses big data and machine learning to generate proposed offers and forecast the outcome of each offer.

Simple, efficient & autonomous – the platform runs continuously in the background, relying on POS and inventory information to generate offers and reward customers. No vouchers or coupons needed to participate in campaigns and no need to change prices on POS for campaign execution.

Significantly increased turnover – case studies demonstrate returns that are significantly higher than traditional approaches, whilst ensuring that every promotional offer made has a positive return on marketing investment.

Improved margin & reduced marketing expenses – no need to reduce margin for products on promotion. Retailers and brands choose to invest in campaigns based on predicted return on investment.

More customers, more often – the platform will generate significant volumes of campaigns driving feet through your door.

Transparency – everything is measured as it happens and post-event.

WHY IMPLEMENT INNERVATION SHOPPER MARKETING?

One-to-one relationships – treats every shopper as an individual person, offering them significant and meaningful rewards.

Ease of collaboration – simplified online collaboration with retail buyers. No need for face to face negotiations for lower prices and discount subsidies as the system recommends the best win-win position.

Communication – offers can be communicated to customers via multi-channel options such sms, email, or mobile app notification.

Immediacy – rewarding shoppers shortly after shopping in your store. Rewards can be paid into various stores of value such as an existing loyalty programme, vouchers, or an e-wallet such as FlickPay.

Confidence – predicted shopper marketing campaigns, with ROI estimates, guide investment to most profitable marketing campaigns.

Trade pricing stability - facilitates a rewarding approach compared to traditional discounting approaches. Reduced shopper confusion about pricing.
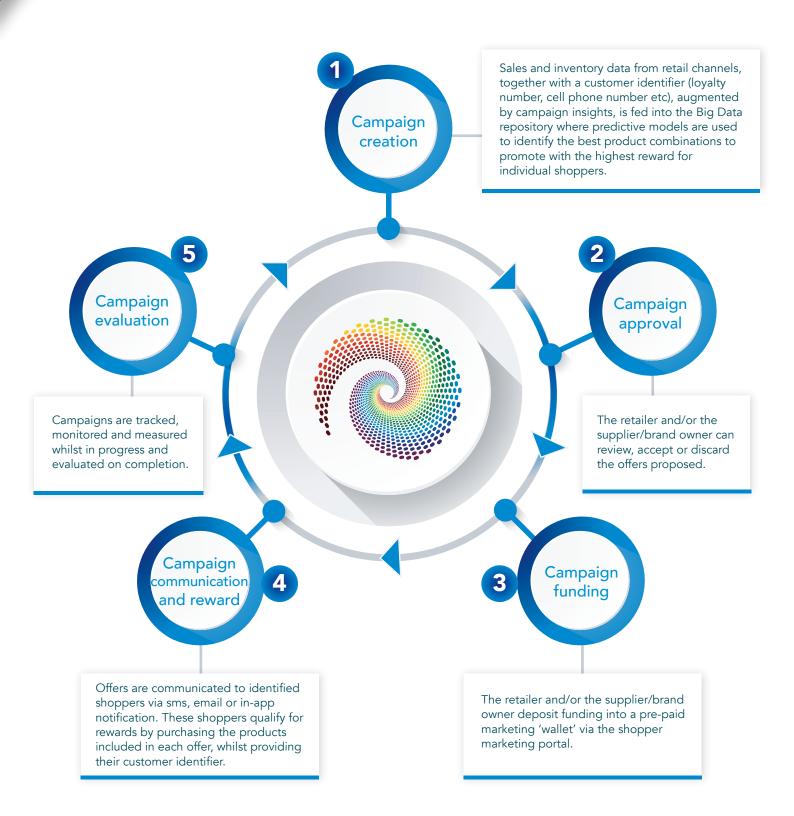
Cost saving – Significantly reduced retail shopper marketing costs.

Peace of mind & accountability – that your marketing budget is being spent wisely, accurately and efficiently to maximise results with an effective measurement of ROI.

Affordability – get the equivalent of what many large retailers spend huge amounts on, at a cost effective price.

HOW INNERVATION SHOPPER MARKETING WORKS

1 Campaign creation

Sales and inventory data from retail channels, together with a customer identifier (loyalty number, cell phone number etc), augmented by campaign insights, is fed into the Big Data repository where predictive models are used to identify the best product combinations to promote with the highest reward for individual shoppers.

2 Campaign approval

The retailer and/or the supplier/brand owner can review, accept or discard the offers proposed.

3 Campaign funding

The retailer and/or the supplier/brand owner deposit funding into a pre-paid marketing 'wallet' via the shopper marketing portal.

4 Campaign communication and reward

Offers are communicated to identified shoppers via sms, email or in-app notification. These shoppers qualify for rewards by purchasing the products included in each offer, whilst providing their customer identifier.

5 Campaign evaluation

Campaigns are tracked, monitored and measured whilst in progress and evaluated on completion.