REALTIME SHOPPER MARKETING DASHBOARD

BUSINESS CASE - KO BRAZIL

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Tonetolabs

BUSINESS CASE: STEP CHANGE SHOPPER ANALYTICS

Business Challenge: transform shopper marketing into a true data driven organization.

Context: the shopper marketing team is used to buy expensive and sampled researches from Nielsen and DunnHumby, but in the current world where retail is being disrupted they can't offer:

- real-time insights at low cost
- post-execution measurement in granular scale
- zoom-in to store level

Solution: to partner with Key Accounts to monitor shopper journeys in-store using state of the art IoT. In this case we used beacons to track passively trolleys and baskets in-store.
In exchange to allowing the installation the KA got access to a dedicated dashboard and consulting to validate store layout hypothesis.

Results: 150x more data for 5% the cost (compared to Nielsen MOTOR).
First time to have a real-time dashboard for shopper.

Owner: Fernanda Ruiz (ferruiz@coca-cola.com)
Shopper Marketing Director Brazil

HOW TO UNDERSTAND THE SHOPPER IN-STORE AS PRECISE AS WE DO IN THE INTERNET ?

EASY TO INSTALL, PASSIVE AND ACCURATE SOLUTION

Measure Customer Flow

We track the journey of shoppers in-store using our unique technology **passively** and **anonymously**.

Actionable Insights

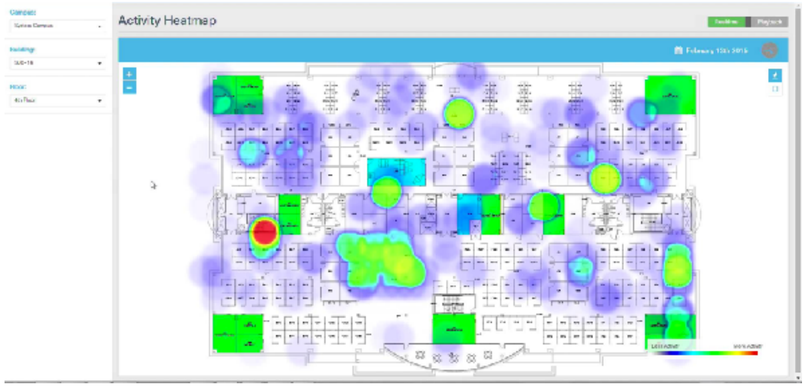
We transform the data into meaningful analytics to maximize **strategic decisions**.

BUSINESS OPPORTUNITIES ENABLED BY BIG DATA ANALYTICS

Presence Analysis

- *Segmentation per store and date*
- *New x Return shoppers*
- *Dwell time*
- *Busiest time*
- *Conversion Rate**
- *Identification of bottle necks/queue*
- *Real-time alerts*

Heat Maps



- *Where does the shopper spend most time?*
- *What are the main shopper flows?*
- *What are the best hotspots?*

Correlation

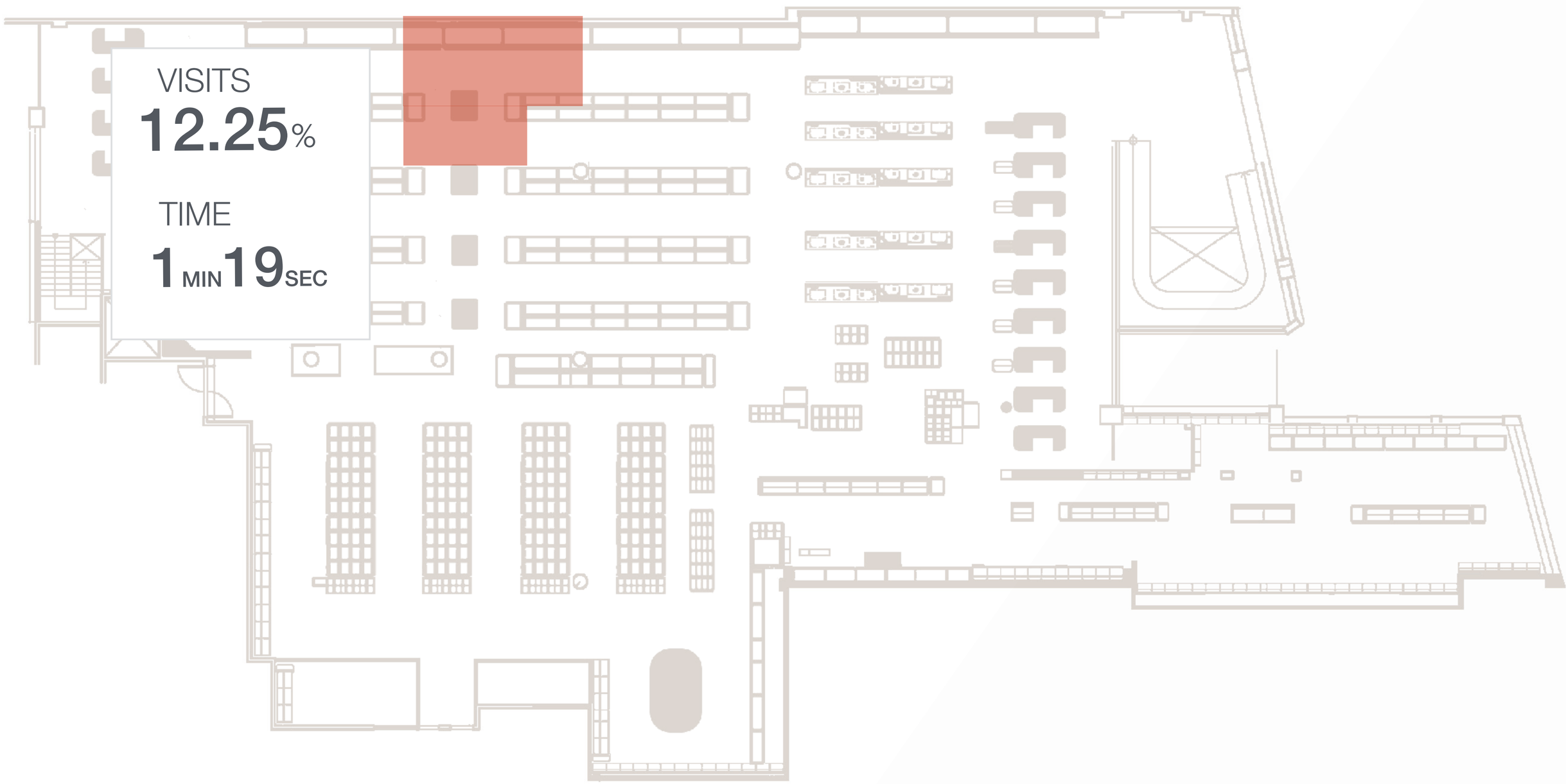
- *What categories are more correlated during the journey?*
- *Hypothesis testing*

+500

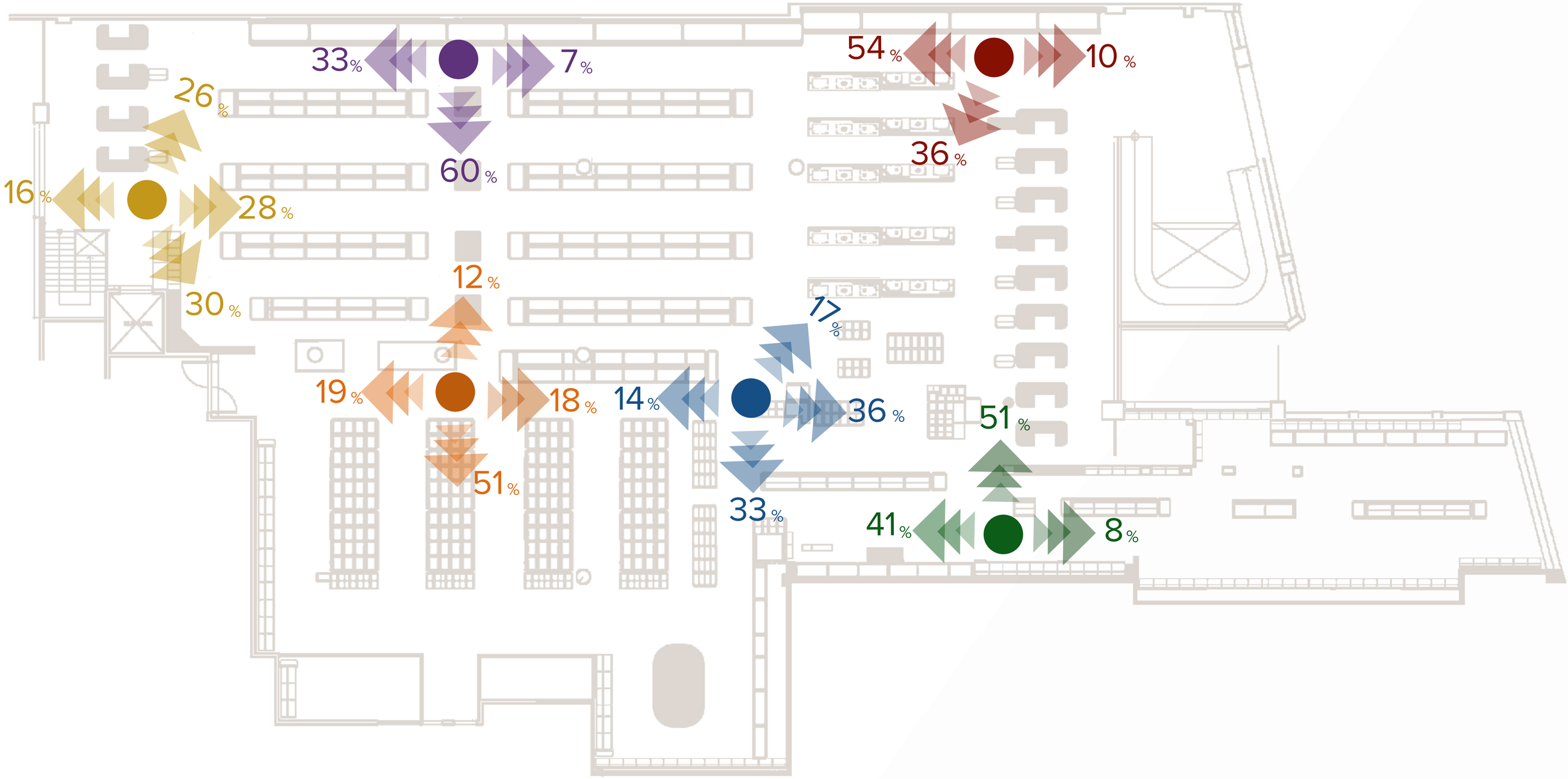
VISITS MONITORED / DAY

REPORTS

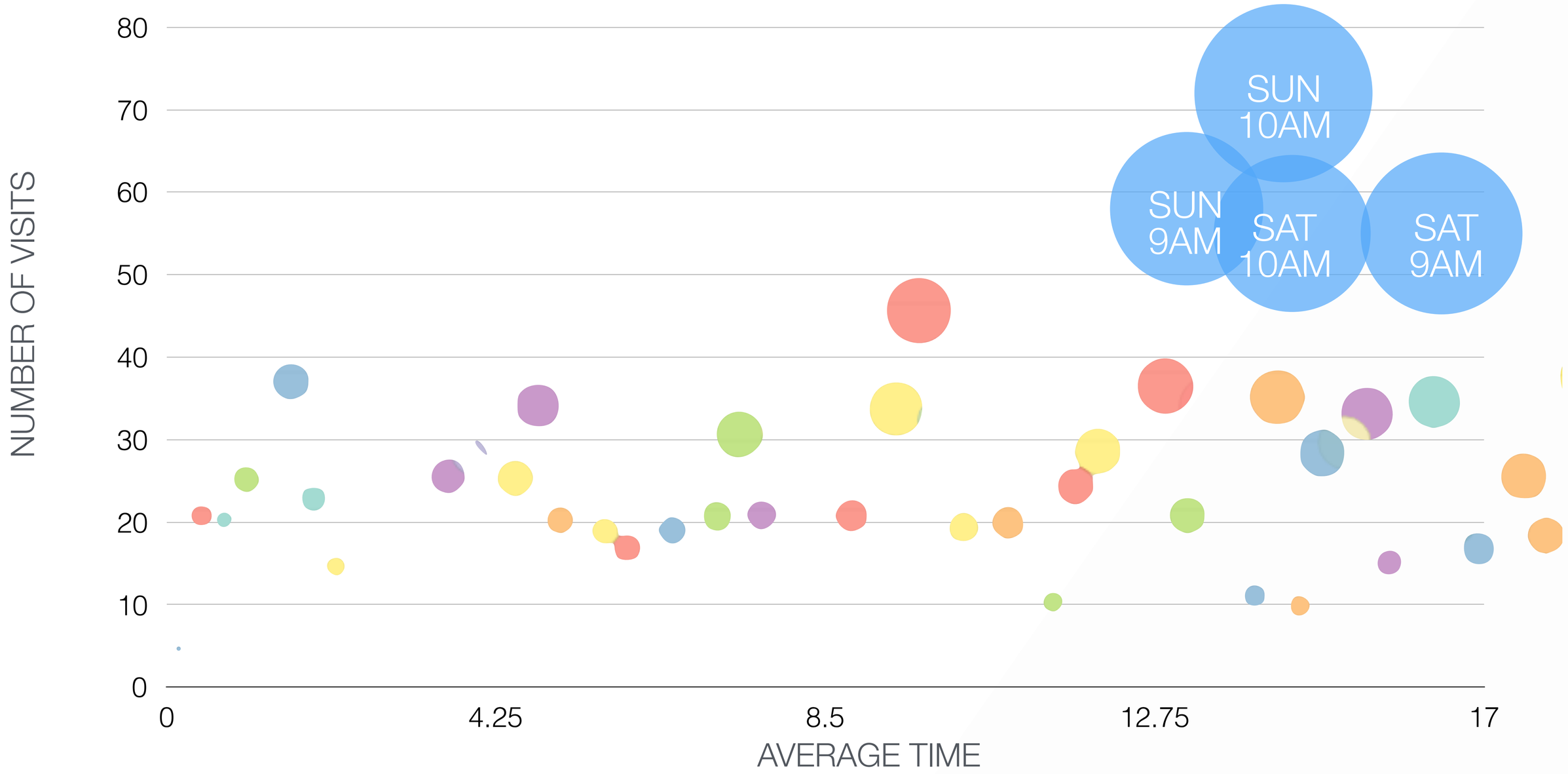
AVERAGE TIME AND VISITS ANALYSIS PER CATEGORY



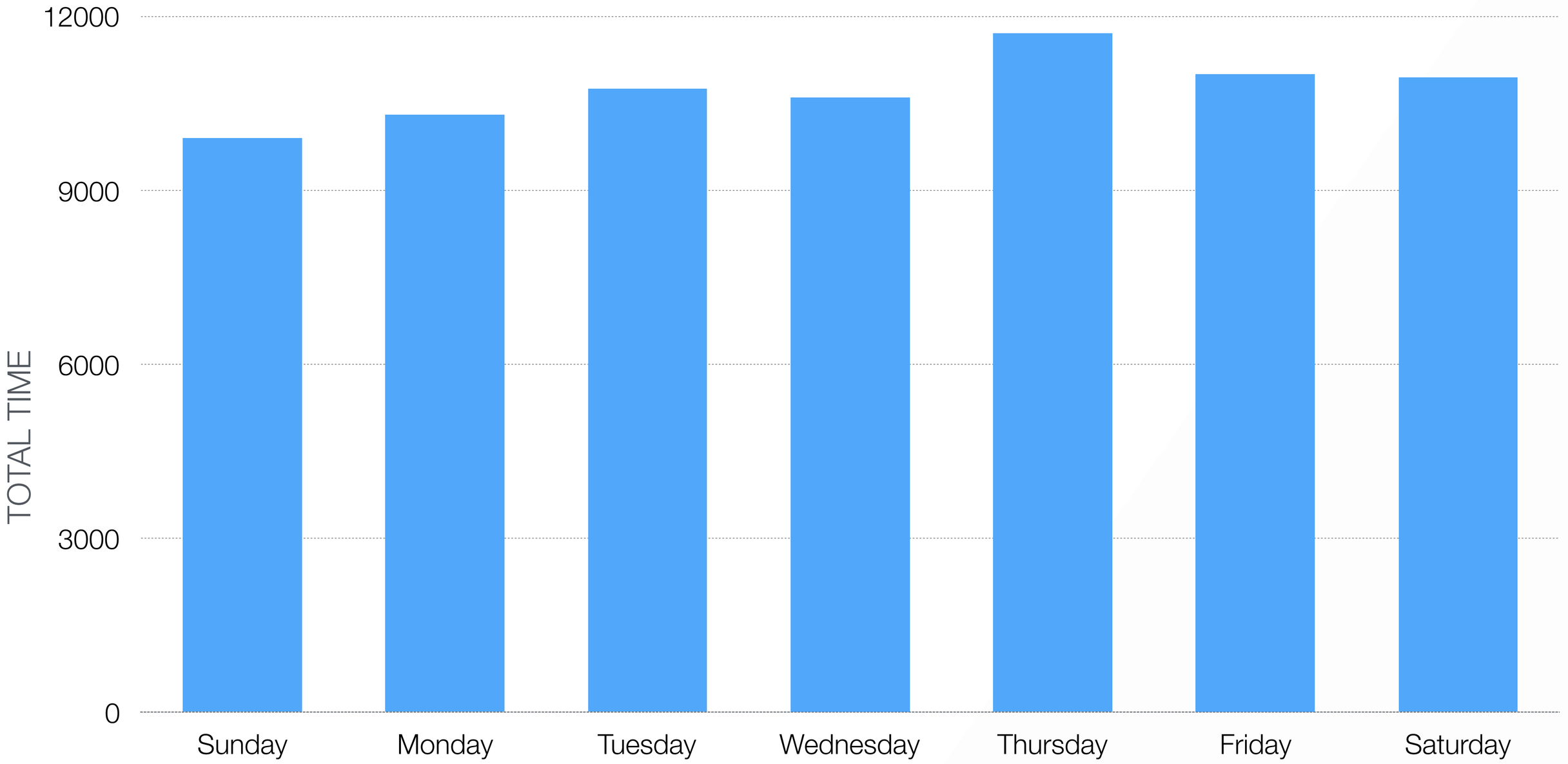
FLOW MAP ANALYSIS FOR SPECIFIC POINTS



BEST WINDOW OPPORTUNITIES FOR PROMOTIONS AND TASTING



AGGREGATED JOURNEY LENGTH ANALYSIS PER DAY OF THE WEEK



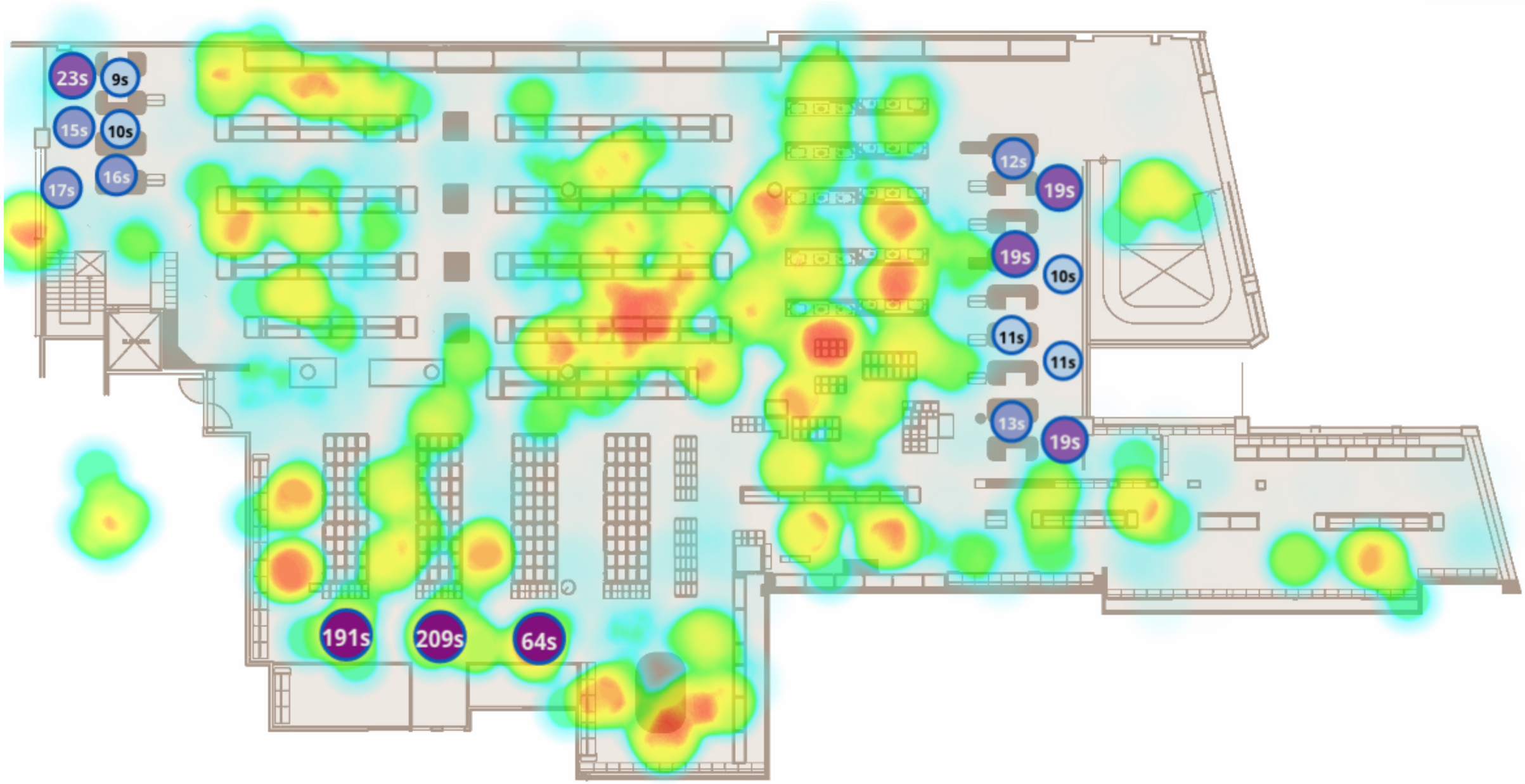
DEEP METRICS FOR KO

54% *shoppers visit the KO shelf in the first 2 minutes of the journey*

1.42 *is the time in average that the shopper interested in beverages visit the KO area*

22% *more visits during the weekends*

QUEUE AND BOTTLE NECKS HEAT MAP



HOW DOES IT WORK?

1. Store floor map analysis. Access to Wi-Fi.

2. Installation: receivers and beacons.

3. Store calibration and quality assurance.

2 days

ABOUT THE PARTNER

TonetoLabs is a company founded from within The Coca-Cola Company Brazil to solve real problems in shopper marketing. We are a high tech lab focused in retail.

IN-STORE CUSTOMER ANALYTICS

Tonetolabs

In-Store Analytics

Proprietary technology to measure shopper behavior using Wi-Fi, Beacons and Security Cameras

Blended Marketing

Guest Wi-Fi as a tool to enhance CRM and blend to e-Commerce and loyalty databases

Segmentation

Checkout analysis using Artificial Intelligence in partnership with IBM Watson

Shopper Panels

Direct shopper marketing research in person or digital.

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