SMART SPACE FLOW ANALYTICS

Combining various data streams from Wi-Fi & mobile devices (Location) along with sales, loyalty & social data to provide personalised insights which drive a Google & Amazon experience for physical stores.

BUILT BY RETAIL & TECH EXPERTS
SOLUTION - LIGHT TO NO TOUCH CLOUD PLATFORM

Using existing under utilized hardware

We connect user profiles to similar or look a like digital audiences & can trace them to the physical store.

Combining In-store data and previous behavioral patterns from location & sales to drive increased sales & margin.

Location, in-store, geo fencing and category data is used to create behavioural segments, targeting, content & targeting at micro persona.

Delivering personal, relevant and coordinated engagements direct from the AP’s to our wallet (No App required).
SMART SPACE FLOW ANALYTICS

Our platform is built to scale globally, and produces actionable insights to improve customer insights & experiences, and has powerful granular data for resale to suppliers that will fund any investment.

DATA COLLECTED LIVE

Total Customers Analysed
>15,000,000

% Registered Users
>16 - 35%

Analysis by device
>61% Apple

Digital coupons redeemed
>35%

Dormancy Customer tracked Lost Sales
>100,000

REAL USER DASHBOARDS

KEY STATS ON FRONT DASHBOARD

80 % of mobile users analysed & granularity achieved by zone & Category

35 % of customer’s said the offers were exciting and engaging

All abandoned baskets can be micro surveyed on exit. Actionable insights

PREDICTIVE POWER

End user identified and travel path / Heat maps used to establish sales path

Digital Campaigns tracked back to Physical stores where offers are redeemed

Information used to attract complimentary tenants to improve Asset mix
Describe your proposed solution from a business/end-user perspective (e.g., how would the solution - when fully deployed - create value for participants in the ecosystem including owners, operators and tenants of industrial buildings.

For Investors like Tristan, Noe, Portus & Grosvenor we have allowed the investor to properly benchmark their site with unique users. For anonymous users we have given total, users, dwell time frequency of visit and areas visited. When customers login we can give granular data like gender, age bracket, socio economic class and postcode. This has allowed us to benchmark the asset and to protect the asset moving forward as it becomes a tool for attracting new end tenant based on customer mix. We can also measure shop & zonal mix from fashion to footwear to beauty allowing us to market to end customers on site increasing basket size, dwell time, & areas visited while connecting the Physical & digital customer.

We can do this on a more granular level for individual shops by connecting into sales data and geo fencing the zones in store.
CASE STUDY 1 SPACE FLOW ANALYTICS
(Outlet shopping Centre over 50 stores Designer Brand & Outlet fashion).

HELPING THE BOULEVARD KNOW THEIR CUSTOMER

We now know our Customer.
Heatmaps & Travel Paths
1. Over 25k unique Customer visits weekly
2. 35% of Customers Logged In
3. 40% Login by Facebook with Profiles
4. Average Customer Persona

Actionable Insights on Tenant mix & Adjacencies
1. Travel Paths & Heat Maps
2. Basic profile data including Postcode & device
3. Connecting Digital & Physical Customer
4. Driving informed engagement

Chris Nelmes
SC Manager
Limitless have allowed us to know our Customer base. We can now connect our digital & physical Customer. We can now attract new tenants based on real customer data.
CASE STUDY 2 BON ACCORD ABERDEEN SMART COCKPIT
(Shopping Centre with over 200 stores Asset £1.3bn & 10m+Unique customers)

HELPING BON ACCORD PROTECT THEIR ASSET

DATA COLLECTED LIVE

Total Customers Analysed
>10,000,000

% Logged In
>16%

Analysis by device
>61% Apple

Digital coupons redeemed
>35%

Dormancy Customer tracked Lost Sales
>100,000

Actionable Insights on Tennant mix & Adjacencies
1. Travel Paths & Heat Maps by Gender / Age bracket or postcode
2. Shops visited by brand or by Categort Fashion, Footwear then Beauty
3. Analysis by hour by any data gathered
4. Real data to attract & maintain tenant mx & attract new tennants

Reward & Excite
Connecting Digital & Physical
1. Know where your customer comes in from
2. Attract Postcodes with low engagement
3. Target campaigns with similar or look a like audiences
4. Increase dwell time and number of visits.

Customisable Reports to Attract the right tennant
1. All of the data can be filtered to provide customisable reports.
2. Data on widely used social channel for re marketing.
3. Breakdown by any matrix collected.
GO TO MARKET STRATEGY

Phase 1: Direct sales with existing Customers & Beachhead customers by vertical

Phase 2: At the moment we have three main strands on our go to market strategy.
Hardware Vendors, Retail consultants, Leasing Agencies Strategic Marketing Companies

We are now a developer & Partner with Cisco / Meraki
Network Providers & Fibre Connections Telcos
Working with Key Retail Leasing Agencies

Identified Key Commercial Customer
WHY WE ARE DIFFERENT

Developing significant strategic advantages differentiates the platform from competitors

WHY WE ARE DIFFERENT:

1. Designed, built & driven by retail & loyalty experts with deep domain expertise.
2. Combine this knowledge with location & sales data in a unique manner to improve the customer experience.
3. Using our own personal recommendation engine to deliver relevant offers live in store into the hands of customers in that buying moment.

WHY IS OUR PRODUCT BETTER THAN OTHERS

• Validated process to drive logins and engagement while building basic demographic & basket analysis
• Location accuracy that other competitors haven’t been able to deliver in an appropriate budget.
SOLUTION DESIGN ARCHITECTURE

Developing significant strategic advantages differentiates the platform from competitors.
Solution Design: Technology

At the moment our platform is built agnostically of Hardware or solutions provider. Within the Shopping centre we have various challenges around density with over 15m data points in Bon Accord with 220,000 unique users. TheCisco Meraki product work well here coping with the density & the export of the data.

In Docks Brussels because of the various floor levels we can use the Bluetooth built into the Meraki product to locate customers by floor level. We also integrate with mapping software like AutoCad or ESRI so that we can import accurate layouts and add geo fences to individual shops. We then role this up to zonal layers so that we can see travel paths and heat maps within the shopping centre. We have worked with Savills, CBRE, Colliers in agreeing the zones and the info required as outcomes. We also integrate with EPOS, card or receipt data to capture spend in individual stores that allow for much branular data.

By collecting postcode and integrating with facebook we can target specific areas and target a digital to physical campaign that allows us to trace the click, opened & redeemed connecting the digital to physical and having a real RoI for marketing.
Solution Design: Scale

Our product is built to scale on AWS architecture and we have been scaling the product from 15,000 data points per week to over 15m data points per week. We have just introduced scaling efficiencies that will allow us to handle larger amounts of data and the data tables have been recalibrated and cached to allow for quicker response times.

Our team of developers are now dealing with live location data and live store data and at the moment we are automating the marketing / messaging platform to deliver offers live in store at scale. Our integrations with scalable platforms like ESRI for mapping & Twilio for messaging has allowed us to scale at speed. Our Architecture has moved from MVP to PoC to PoV to a full enterprise-ready platform.
Our main challenges are getting stores to participate and allow hardware to be installed in their unit. However as new leases come up this is being built into the lease.

Second issue is sharing sales data at a granular level as some retailers are still precious on sales figures but again this is changing with base level rents and sales on top.

The main issue is to provide the correct marketing platform to drive sign up at the start and to drive engagement over the calendar year. In some instances we have achieved up to 50% login but have examples with personal relevant offers where we can achieve 90%.

The correct marketing team driving this and the correct offers are implicit on the project working. We have partnered with BWP shopper marketing agency and Affinion to remove this pain.
Tentative Timeline

Our Platform is ready & good to go providing many of the key goals as set out in Use Case 1 & 4
Site Survey & Collection of key data normally 2 – 4 weeks.
Pricing & Agreement of Hardware and cabling / meshing 2 weeks.
Install of hardware and broadband if not already in place 2 weeks.
Go Live 1 day.
If the existing hardware is installed and the broadband is in place we can be live anywhere globally in one day.
We survey for tri-lateration and to ensure coverage for travel paths, heat maps etc
Appendix 1
LIMITLESS IS SEAMLESS
Join Us Now!

• Submit your application before August 30, 2019
• Fill in the Submission PPT Template and email it to:

  Kathy Walsh  
  walsh@iiconsortium.org
  or
  Evan Birkhead  
  evan@trusted-iot.org