



## Real-time shopper engagement at the shelf

Today's consumer is highly connected at all points of the shopper journey. This connectivity continues in the store, and getting that real-time dialogue with your customer when they are most eager to find relevant product information and recommendations bespoke to their needs, is a mobile moment that cannot be missed. Trax Smart Shopper is a mobile application that provides consumers with real-time information on products in the grocer's aisle. With Trax, manufacturers and retailers can add value,

choice and differentiation to increase sales potential by empowering their consumers to shape their own shopping experience.

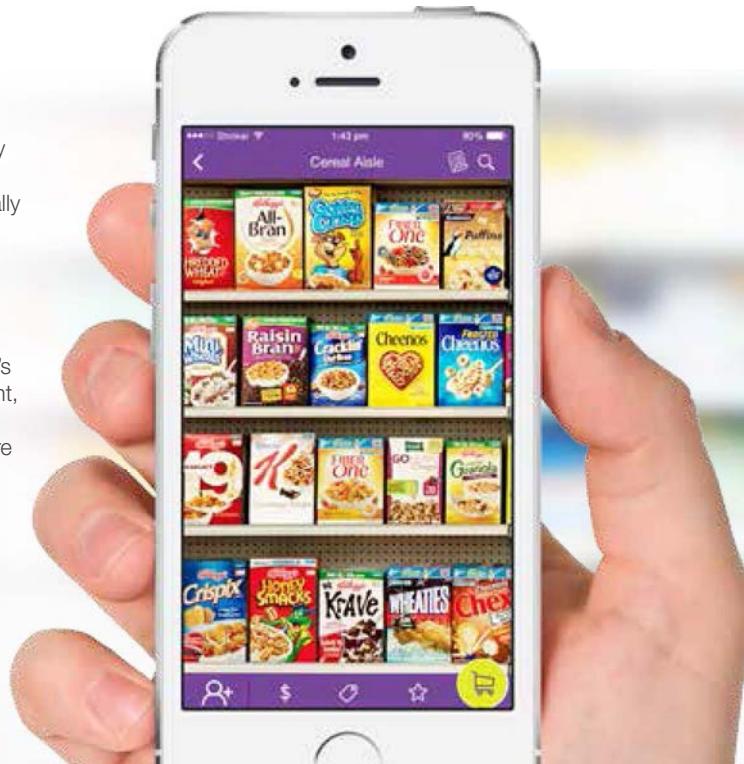
Making the most of their time in the store, consumers can quickly and easily discover, filter, review and locate products on the shelf. And when favourite products are not available, shoppers are provided with alternative product recommendations instantly.

Trax Smart Shopper is powered by Trax's proprietary image recognition technology, a platform developed from breakthrough computer-vision algorithms that were specifically designed for retail.

Retailers and brands leverage Trax to deliver a superior level of customer service through unprecedented real-time engagement and understanding of their customers' path to purchase in-store.

### The world of retail in their hand

In an always connected, tech savvy and mobile first world, consumer behaviors have changed dramatically and consumer expectations are evolving faster than the market can deliver; a gap known as the new digital divide. Digital influence is now at the core of the in-store shopping experience, and in today's highly competitive retail environment, knowing what's on shelf in-store at any given time has never been more business-critical for retailers and manufacturers alike.



#### For consumers

A better, more engaging shopping experience...

- An empowering and engaging shopping experience
  - Real-time information and insights
  - Personalized discounts and rewards
  - Loyalty program integrations
  - Social media integrations
  - Location based services
- Bridge the gap between clicks and bricks
  - Real-time data on in-store customer journey
  - Combat showrooming
  - Increase in-store customer experience and loyalty
  - Receive store-level, category and distribution insights to develop more effective in-store strategies
  - A seamless white labelled app integration



#### For retailers

A new service to develop in-store sales...



#### For manufacturers

A true path to purchase...

- Real-time consumer engagement and direct influence on purchase decisions at the shelf
- Real-time in-store campaign tracking
- Understand true customer conversion path
- Receive market, store, brand or SKU level data on distribution, out of stocks, promotions, pricing, competition and more

## Trax Smart Shopper at the cereal aisle

The shopper starts with their shopping list, moving between the aisles using Trax's shelf navigation option to locate their sought after items.

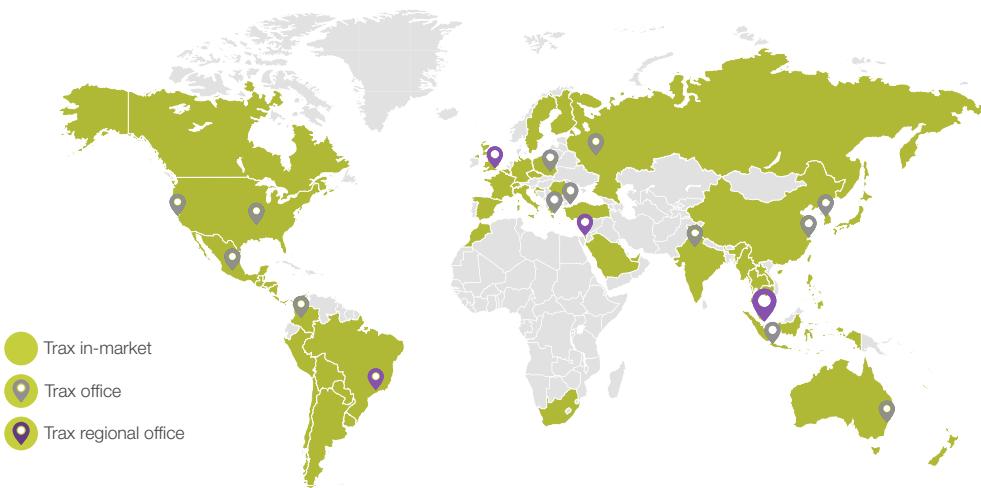


When the shopper comes across a particular item on their list and discovers that it's missing on shelf, the next best recommendation pops up as a suggestion. This recommendation is presented as a targeted offer, responding to their specific preferences and requirements, whilst maximizing the mobile moment with this customer.

## Trax around the world

Every day we help some of the world's largest household brands in over 40 countries, identify performance gaps and increase revenue opportunities at all points of sale, in all retail channels.

Headquartered in Singapore, with offices across APAC, Europe, Middle East, North America and South America, top brands such as Coca-Cola, AB InBev, Heineken, Nestle and Henkel leverage Trax globally to grow their businesses.



**We capture retail today, so you can see the opportunity of tomorrow.**

**Trax**  
image recognition

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