



Auchan Romania has revolutionized the retail media industry in Romania with the launch of its Omnichannel Retail Media Network in just 3 months.

Case study overview

Auchan Romania has revolutionized the retail media industry in Romania with the launch of its Omnichannel Retail Media Network in just 3 months. Footprints AI, a cutting-edge retail media platform, was instrumental in helping Auchan Romania achieve this feat. With Footprints AI, Auchan Romania gained valuable insights into consumer shopping habits, a comprehensive view of customer behavior, and the ability to launch targeted advertising campaigns that drive sales and profits. Within the first 3 months after launch, 50 retail brands selected Auchan Romania as their retail media network of choice to run their retail media campaigns in a self-service model.

"By using the cutting-edge technology of Footprints AI, we have been able to launch our omnichannel retail media network in just 3 months and to provide our customers with a personalized shopping experience that drives sales and profits. The platform's advanced analytics capabilities, customer data management, and omnichannel media capabilities have been instrumental in helping us to achieve our goals, and we are thrilled with the results."

Tiberiu Danetiu,
Marketing Director for Auchan Romania.



Client

Auchan Romania

Launch time.

3 months

Solution

Campaign
Automation

Predictive
Audiences

Indoor Shopper
Tracking & Profiling

Retail Media Network
Management





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Introduction: The Challenge

Retail media networks have become increasingly important for retailers as they look for new revenue streams and ways to reach and engage with customers. However, the process of launching a retail media network can be time-consuming and expensive, taking years to launch and requiring extensive IT systems and staff.

The Solution: Footprints AI

- Footprints AI is a cutting-edge retail media platform that provides retailers with valuable insights into consumer shopping habits and the ability to launch their Omnichannel Retail Media Network in just 3 months.
- The platform collects customer behavior data from physical stores and online data to create a comprehensive view of customer behavior.
- It also enables retailers to launch targeted advertising campaigns in a full self-service model, personalize the complete omnichannel shopping journey for all customers in their ecosystem, and understand the attribution of each individual ad dollar to each individual visit and sale.



Channels

Web - Mobile – Digital Signage – Emails – SMS – Social Media – Search Media

Key Results

Within the first 3 months after launch, 50 retail brands selected Auchan Romania as their retail media network of choice to run their retail media campaigns in a self-service model. This was due to the platform's advanced analytics capabilities, customer data management, and omnichannel media capabilities, which have the potential to drive sales and profits for retailers.

Advanced Analytics Capabilities

Footprints AI provides retailers with valuable insights into consumer shopping habits, including what products are being purchased, when and where they are being purchased, and how long customers are spending in the store. The platform also generates advanced insights regarding the mobility of people within the catchment area of each individual retail property.

Customer Data & Audience Management Capabilities

Footprints AI helps retailers to know all their customers, beyond the customers that register their data within mobile apps and loyalty programs, and to predict their future shopping behaviors. The platform enables a single customer view of both the physical and the digital shopping behavior, allowing retailers to understand their customers' current and future shopping habits, including their searches, visits, and purchases, both online and in-store.

Omnichannel Media & Campaign Management Automation Capabilities

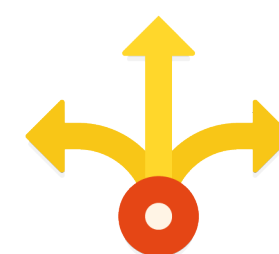
Footprints AI enables retail brands to create, target, run, and pay for omnichannel retail media campaigns in a full self-service model. The platform allows retailers to personalize the complete omnichannel shopping journey for all customers in their ecosystem, in real-time, and to understand the attribution of each individual ad dollar to each individual visit and sale.



Predict who your visitors are and what they want based on their behavior.



Hyper automate retail media at scale with the help of AI.



Predictively target future customers with the right offer at the right decision moment, just before going to shopping.

The results

Footprints AI has revolutionized the retail media industry in Romania with the launch of Auchan Romania's Omnichannel Retail Media Network in just 3 months. With Footprints AI, Auchan Romania has gained valuable insights into consumer shopping habits, a comprehensive view of customer behavior, and the ability to launch targeted advertising campaigns that drive sales and profits. Within the first 3 months after launch, 50 retail brands selected Auchan Romania as their retail media network of choice to run their retail media campaigns in a self-service model.

CAMPAIGN RESULTS

13% absolute uplift in the physical retail sales.

CUSTOMER DATA FUSION

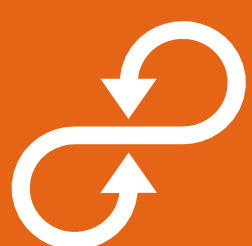
Single customer view for both offline & online behavior

IN-DEPTH PROFILING

1 million customer profiles.

Let's get your retail to capitalize on the rise of the AI.

Footprints AI, 3 months to data-driven profits: Launch your retail media platform now.



Footprints
for retail

www.footprintsforretail.com