



COGNITIV FOR RETAIL:

Elevating Retail Strategy with Unique Data Partnerships

SKU LEVEL DATA

The Challenge

Retailers face the challenge of connecting vast amounts of offline purchase data to online consumer behaviors. How can brands ensure their digital campaigns are reaching the right consumers with the right message?

Our Answer

Circana's deterministic log level purchase data is seamlessly integrated into our proprietary ID Graph, where a tailored deep learning algorithm is developed. This custom deep learning model is tailored specifically for learning from in-store purchase data inputs. With in-store sales data refreshed weekly and fed into the algorithm, a direct link is established between ad exposures and actual in-store purchases.

What This Means for You

- ✔ **Enhanced Customer Insights:** Real-time model refinements improve accuracy, progressively enhancing its predictive capabilities, ensuring more precise targeting and improved campaign performance over time.
- ✔ **Navigate Beyond Retail Media Networks:** Gain clarity for strategic product and shelf space decisions as it illuminates pockets of incrementality, enhancing market performance across the open web. Broadening your data points and performance feedback beyond siloed retail media networks.
- ✔ **Unlock New Customers:** Our deep learning models scrutinize browsing behaviors and thousands of micro-actions, revealing patterns among consumers to identify and engage new, incremental customers. Integrating in-store purchase data enriches dynamic user profiles, offering a comprehensive view of prospects' online and offline activities.

RETAIL STATISTIC

20% Only about 20% of shoppers typically visit a retailer's website. The need to reach the missing 80%—plus millions more in-market prospects—across display, mobile, video and connected TV is vital. (Source: LiveRamp)



LEVERAGING STORE VISIT DATA TO IMPROVE FOOTFALL CAMPAIGNS

LOCATION DATA

The Challenge

In an era where online shopping dominates, driving physical store traffic requires more sophisticated and precise targeting. How can retailers ensure their campaigns effectively influence consumer behavior to visit brick-and-mortar locations?

Our Answer

Cognitiv's Footfall Campaigns, powered by partnerships with location data vendors like Foursquare and InMarket, offer advanced location data utilization in your custom algorithm. This solution goes beyond traditional methods by analyzing and optimizing campaigns based on actual consumer movements and behaviors at the user level, delivering ads that drive in-store visits.

What This Means for You

- ✓ **Catalyze In-Store Traffic:** Directly influence foot traffic through AI-driven insights into consumer location patterns. Go beyond traditional proximity targeting by predicting with advanced notice which users are likely to visit a store in the near future, not just those currently or previously nearby.
- ✓ **Measurement and Attribution:** Accurately track the impact of digital campaigns on physical store visits, offering clear efficiency metrics and accurate attribution. Identify verified lift from your store visit driven investment.
- ✓ **Strategic Advantage:** Leverage location data to gain a competitive edge, engaging potential customers at the most opportune moments.

RETAIL STATISTIC

46%

Cognitiv was able to drive a 46% incremental lift in store visits leveraging a luxury retail client's four square data in our algorithms.

(Source: [Luxury Retail Case Study](#))

