

CircleSquare introduces the revolutionary Connected Shopper Platform

the
connected
shopper
platform

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THE FUTURE OF CONNECTED TRAVEL RETAIL

Connect with shoppers before they travel to drive physical footfall, increase e-commerce spending and leverage existing click & collect infrastructure for optimised fulfilment.

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Click on the phone to begin your demo

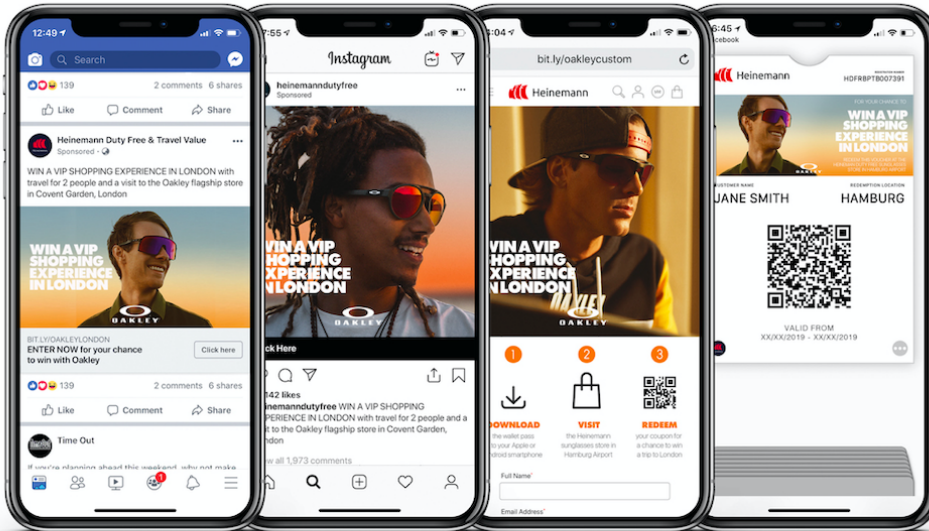
Developed in partnership with comtogether and Neoma, The Connected Shopper Platform aims to evolve brand experience and consumer engagement beyond a standard e-commerce page or virtual version of a flagship store

CircleSquare, the expert in retail marketing, brand experience and consumer engagement, has unveiled a new digital tool – the Connected Shopper Platform. Transforming a brand's ability to reach the consumer at all points of the customer journey, this platform is sparked by an initial online connection.

Targeted specifically at the travel retail market, the mission of the Connected Shopper Platform is to create an immersive digital brand world, which engages shoppers via social media, exclusive content, rewards and gamification. It's expected that this innovation will drive shoppers to physical retail touch points or make pre-travel purchases that can be collected safely at the airport.

To drive traffic to physical touch points, the team has executed a digital ad campaign, which allows customers to further discover the range of products available. This could take the form of a simple QR code or a geo-targeting enabled wallet pass.

Developed in partnership with comtogether, the Swiss digital marketing agency, in which CircleSquare recently acquired a stake, and Neoma, the leading expert in AI-based location service, its aim is to grow communication beyond a standard brand e-commerce page or a virtual version of a flagship store.



Offering central campaign management and measuring methods, this platform is targeted specifically at the travel retail market

Most importantly, the Connected Shopper Platform offers central campaign management, enabling the client brand or retailer to manage global campaigns in real time across all airports. The success of the campaign is measurable, as the digital methods used leave a trace. For example, those involved can note how many times their ad has been displayed, how many people have been on the platform to browse and how many clicks have been made on the ad.

CircleSquare cites research from Salesforce which shows that 81% of shoppers still turn to brick-and-mortar locations to discover and evaluate new products, making a first-time purchase in a physical store 2.4x more likely than online. Allowing brands to target consumers pre-airport arrival, the Connected Shopper Platform is ideal for product discovery.

Additionally, this platform leverages the existing 'Click & Collect' infrastructure of retailers to offer a pre-travel shopping option to travelers, which is perfect for the purchase of gifts and best-sellers.

"The new normal in travel retail is bound to include social distancing, queues and limited in-store engagement. Airport shopping will likely not be as fun as it used to be so we need to find new creative ways of converting shoppers.

The footfall in travel retail is going to be limited for a long time so brands and retailers can't just be waiting for customers to come to them. The Connected Shopper Platform is a smart way of engaging with passengers before they travel and convert them into shoppers.

Higher conversion rates are the key to prosperity in the current travel retail environment and this platform is a major step towards achieving that. Through integrated platform, brands can use the same budgets but drive more sales by redistributing the activation spend across digital and physical 2

touch points,” says Stephane Zermatten, Managing Partner, CircleSquare.

“The Connected Shopper Platform is all about ‘one brand, one voice’, allowing you to engage with your customers before they travel in a personalized way. A successful campaign is defined by a consistent storytelling delivered across all touch points of the shopper journey, digital and physical, and the Connected Shopper Platform is the ideal way to achieve that,” adds Philip Handley, Executive Creative Director, CircleSquare.

Visit the following link to discover more about the Connected Shopper Platform:

www.connectedshopper.io