

Self-Service Scan-and-Bag Solution with Relevant Media & Brand Savings



Modiv Shopper and Coordinated, Relevant Media

Delivering promotions and advertisements right at the moment of decision to in-store shoppers is highly complex. And it becomes even more challenging when perfectly timing those offers to on-the-go shoppers as they move from one aisle to another, one department to another — so their offers are in sync with a product that is in arm's reach.

Modiv Media simplifies the process through Modiv MediaHub™, a sophisticated campaign management dashboard that analyzes which specific offers to give to which specific customers as well as coordinating their delivery timing.

With Modiv MediaHub, brand marketers can offer multiple and extensive campaigns with Modiv Shopper that include:

- Targeting specific, relevant media to unique users and loyalty card members
- Offers using text and images
- Scheduling delivery windows: hourly, daily or weekly ranges
- Timing the offers based on a shopper's specific in-store location
- Coordinating specific promotions with other in-store or out-of-store touchpoints
- Tracking the effectiveness of promotions

Once the data is collected, reports are easily generated that show the status of campaigns and their performance in near real time.

Shopping is changing: 70% of purchase decisions are made in-store, states a joint study by the Grocery Manufacturers Association (GMA) and Deloitte Consulting. **68% of in-store purchases are impulse**, states GMA/Deloitte

Today's shoppers are different. Empowered with technology in every aspect of their lives, today's consumers expect information in real time and demand to be in control of their shopping experience. They expect to save time and money while they shop.

While grocery shoppers want the best price on the products they choose, they are not using coupons from FSIs (free-standing inserts) from postal mailings and Sunday newspapers.

- There is a 63% decline in coupon redemptions over the last 15 years, according to the Food Marketing Institute (FMI).
- Yet, brand marketers are pumping \$4 billion annually into FSIs and getting less and less return on their investment.
- Shoppers don't want to waste time reading newspapers or manual clipping and saving paper coupons.

Real-time decision-making based on real-time information is the new guiding principle: about 70% of all shopping decisions are impulse or brand decision buys that are made in the store, states GMA/Deloitte.

And with 40% of all shoppers using self-service checkout, consumers also want a fast and easy shopping experience, from scanning and bagging their own items in the aisle to quickly paying at the front of the store.

Modiv Shopper™ not only significantly improves the shopping experience for today's consumer but also increases:

- Store sales
- Individual item sales
- Brand loyalty
- Retail operational efficiencies





What Is Modiv Shopper?

Modiv Shopper is a unique in-aisle self-service shopping and media delivery solution that provides relevant retail messages and improved shopping experiences at exactly the right moment in exactly the right place. Unlike other in-store media delivery solutions, Modiv Shopper removes the complexity of providing the right promotions and delivery timing when consumers are at their moment of decision with what, where and when to buy. The end results: Consumers save time by scanning their own products and bagging them as well as money with real-time coupons. Brand marketers and retailers can influence consumers' shopping habits and buying decisions in real time by "hand-delivering" offers to shoppers while they shop.

Modiv Shopper's Unique Capabilities: Features and Benefits

Modiv Shopper delivers all the key components required by today's demanding store chains and brand marketers:

Self-Service Scan & Bag

As customers shop, they select an item, scan its barcode and place the item in a shopping bag in their cart. Shoppers also can remove an item by re-scanning its bar code. The shopper is in control of their own time spent in the store – bagging their own items and saving the time that would have been used to scan their items at checkout.

Consumer-Friendly Features

Shoppers may view the contents of their cart at any point during the shopping trip with the handheld's thumb-oriented key navigation pad. For a quick overview, Modiv Shopper includes item price displays, basket contents and running totals. For more details, consumers can use the handheld keys to scroll through all their personalized offers, confirm the amounts in their cart as well as check the regular price of an item and compare it to their "extra savings," which are based on their customized offers. And each time an offer is delivered to a customer, Modiv Shopper makes a ching-ching sound, indicating a new and relevant offer has been provided specifically to that customer.

Coordinated Media Delivery

Both advertisements and offers are delivered to consumers throughout their shopping trip, and those relevant promotions are based on their past and real-time shopping behavior. Brand logos and product images are highly visible on Modiv Shopper's color-screen display, which is 2 1/4" high by 1 3/4" wide. Customers receive their first offer within seconds after picking up the device at the beginning of their shopping trip. All offers can be coordinated with out-of-store and in-store promotions, including self-service kiosks, queue management systems, in-store TVs, shelf-edge screens, etc.

Modiv Shopper's Advantages

Based on individual store implementations, Modiv Shopper has shown to increase:

- Store sales
- Store trips per week
- Store frequency rate
- Coupon redemption rates
- Use of self-checkout for large baskets



checkout instructions



Modiv Shopper's Unique Capabilities: Features and Benefits (continued)

Promotions Triggering

The relevant offers and advertisements delivered to shoppers are determined by their shopping history, coupon redemption history, in-store location tracking, just-scanned items and other trigger events. Once Modiv Shopper detects a known customer, it starts providing shopper-specific, relevant promotions. For instance, if a shopper has a history of purchasing Purina Dog Chow but only buys small bags, Modiv Shopper can deliver an offer for a larger bag when the shopper nears the pet food aisle. Also, if a customer is in the "Snacks" aisle and scans a bag of tortilla chips, Modiv Shopper may suggest a coupon for a specific brand of salsa. Triggers can also be based on a number of events such as time of day, week, month and external events, including weather and sports specials.

Campaign Management and Analytics Engine

All triggers — shopper location, product scan, time-of-day offers, etc. — along with other factors including demographics, can form complex multi-tiered campaigns. Because Modiv Shopper uses Modiv MediaHub's analytics engine to determine which offer is best suited for each customer, targeting is brought to a new dimension. Media is determined using transaction history combined with real-time behavior plus responsiveness to offers. The bottom line: Increasing the relevance of the media increases the receptiveness and redemption by the customer.

Wireless Zone Tracking

Modiv Shopper leverages a grocer's current wi-fi network for real-time in-store tracking. With wireless zone tracking, Modiv Shopper knows exactly where a shopper is located in the store. Using a triangulation method based on the customer's whereabouts in a specific aisle, department and just-scanned item, Modiv Shopper provides an offer about a product that is within arm's reach of the customer.

CRM and POS Integration

In order to use Modiv Shopper, shoppers can scan or swipe their loyalty card at the self-service kiosk that includes a large display rack with the handheld scanners. By integrating with a customer's loyalty transaction data, the Modiv Shopper experience ensures customers are receiving customized and relevant offers. Modiv Shopper also integrates with point-of-sale systems, allowing shoppers to use the self-checkout area without assistance by a cashier and automatically redeem offers that have been presented.

Post-Hoc Reporting

The Modiv Shopper solution includes comprehensive reports based on campaign effectiveness, store trip reports, impression rates, redemptions rates, customer savings percentages, customer total percentages and more.

Self-Service Checkout Lane

Modiv Shopper enables customers with large volume purchases to use the self-service checkout lane. When the shopping trip is done, customers scan the "end of order" barcode at checkout. Then the customer scans the loyalty card to recall their Modiv Shopper order. Additional coupons and items can also be scanned at this time. After paying, the customer leaves with a cart of already-bagged goods and their special savings.

Integration With Modiv DeliVision™

When customers use Modiv DeliVision for their deli orders, Modiv Shopper can alert shoppers that their order has been filled and ready for pick up.