

ShopAdvisor

Partner Program



MORE INTELLIGENT PROXIMITY MOBILE CAMPAIGNS

ShopAdvisor is the first mobile proximity marketing platform provider named to the Nielsen Connected Partner Program. The program is an industry first solution for companies servicing the CPG and retail industry. The Connected Partner Program enables partner companies and Nielsen clients to find each other and collaborate in an open ecosystem, freeing them from common barriers to connecting applications and data sets at scale. Nielsen's CPG data is the DNA of this program and is the most robust retail and shopper information available in the world.

CHALLENGE

Despite the growth of online commerce, brands, retailers and their agency partners need to drive consumers into brick and mortar locations. Research shows:

Greater than
90%
of all retail purchases still
happen in physical stores.



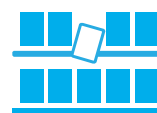
Foot traffic in retail stores
has declined by
57%
in the past five years.

SOLUTION

ShopAdvisor
Mobile Proximity Platform



nielsen
Market Measurement



BENEFITS



Increased Shopper
Engagement




Increased
Store Visits



Shopper
Basket Growth

ABOUT SHOPADVISOR

ShopAdvisor enables brands, retailers, agencies and publishers to deliver mobile shopping experiences that drive consumers' path to purchase in brick-and-mortar locations, i.e., "clicks to bricks." Its mobile proximity platform combines real-time, contextualized shopper, product and location information with data sciences to deliver each consumer a uniquely personalized and compelling shopping experience that spans from their smartphone into the store. ShopAdvisor's customers include dozens of leading brands and retailers.

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