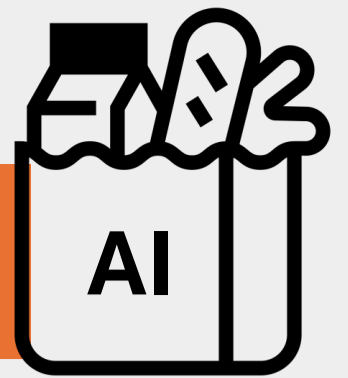


AI in Shopper Marketing Technology Landscape



Artificial Intelligence (AI) is rapidly transforming the Shopper Marketing landscape, touching virtually every aspect from product innovation and supply chain management to interactive chatbots that help consumers make the right product choices. Here are some of the key areas of Shopper Marketing that are being impacted by AI and examples of companies innovating in these areas.

Predictive Analytics

Uses AI for real-time forecasting of demand to manage inventory, analyze customer behavior for personalized marketing, and track market and competitor data.



Creative Optimization

Analyzes consumer data to generate and refine ad content. Tests various creative elements ensuring that the most compelling creative is used for each target audience.



Ad Optimization

AI analyzes consumer data for precise targeting and personalization, to optimize budget allocations across channels, and monitor performance in real-time.



Price Optimization

Uses real-time data for AI-generated dynamic pricing, analyzing promotions, and tailoring market strategies to quickly adapt to market changes.



Promo Fraud Management

Uses AI to detect fraudulent activities, optimize promotional strategies, and ensure the integrity of discount offers, promotions and loyalty programs.



Product Innovation

Analyzes market trends and consumer preferences, generates and refines product ideas, and forecasts market demand, supporting product innovation to stay competitive and develop personalized products.



Customer Engagement

Analyzes consumer data to create AI derived personalized interactions, automating customer service with chatbots, and anticipating customer needs.



Customer Support Tools

Automates responses, personalizes interactions, and analyzes feedback, enhancing efficiency, resolving issues quickly, and improving customer satisfaction.



Measurement

AI provides data-driven insights on campaign performance, customer behavior, and ROI, optimizing marketing strategies and improving decision-making.



Retail Merchandising Services

Optimizes inventory, ensures planogram compliance, analyzes sales data, manages promotions, and enhances in-store execution for increased sales and efficiency.



Personalization

Analyzes consumer data to deliver tailored marketing and product recommendations. Optimizes customer interactions by personalizing content, offers, and experiences based on individual preferences.



Dynamic Pricing

Software that automatically adjusts prices in real-time based on market demand, competitor pricing, and other factors to optimize revenue.



Demand Forecasting

Use data analysis and predictive models to estimate future consumer demand, helping businesses optimize inventory, pricing, and supply chain decisions.



Path to Purchase Analysis

Track and analyze consumer behavior across channels, identifying touchpoints and influences to optimize marketing strategies and enhance the buying journey.



Video Personalization

Creates tailored video content enhancing engagement and customer experience by customizing messages and visuals based on individual viewer preferences and behaviors.



Voice of the Customer

Analyzes customer feedback, identifies trends, and provides actionable insights to improve products, enhance customer satisfaction and better meet consumer needs.



Supply Chain Optimization

Streamlines logistics, forecasts demand, manages inventory, and reduces costs, enhancing overall efficiency, responsiveness, and profitability for CPG clients.



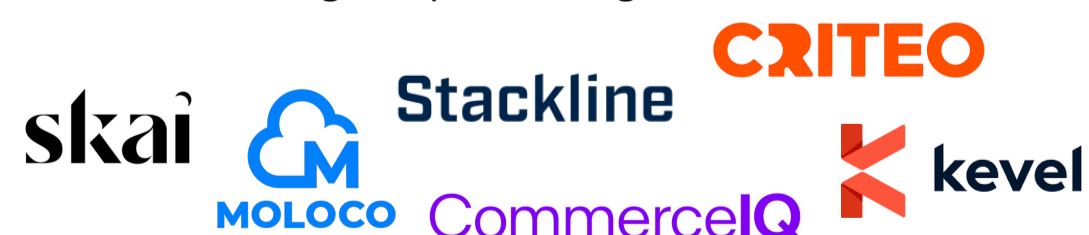
Customer Segmentation

Uses data analytics to divide customers into distinct groups based on behaviors, demographics, and preferences, enabling targeted marketing and personalized experiences.



Retail Media Platforms

Enables brands to advertise directly on retailer websites, targeting shoppers with personalized ads based on browsing and purchasing behavior.



Ecommerce + Digital Shelf

Enhances product visibility and sales by optimizing listings, keywords, images, and descriptions across online retail platforms.



Social Comm + Shoppable Media

Integrates shopping experiences into social and other media, enabling users to buy directly from content, enhancing engagement and conversion rates.



Snipp's modular Customer Acquisition, Retention & Engagement (C.A.R.E) Platform enables brands across industries to implement omnichannel data-rich programs. Brands can run simple one-off reward-based promotions to comprehensive loyalty programs to periodic rebate marketing programs - all from a single technology vendor. Snipp's receipt-based promotions are verified using proprietary fraud management technologies to reduce risk and cost.