Shoppers are using mobile in-store for more than just gathering product information

- 43% Access Social Media
- 45% Use Coupons/Discounts
- 46% Find Product Information
- 49% Take/Share Product Photos
- 52% Maintain Shopping Lists
- 61% Get Price Comparisons

Getting Buzd®

Today, more than ever before you need to understand our customers shopping habits. In order to achieve better bottom line and customer loyalty we need to know more about how often customers come into our locations, what they do when they are there, and how long they stay for. This is exactly how online retailers increase their customer return rates and basket size.

- Do you know how many people walk past your location every day?
- Do you know how many of them come in?
- How long do they stay?
- Have they been in your outlet before or is this the first time?
- What times of the day does most of the traffic pass and enter your outlet?

Brick-and-Mortar Retail: The Big Challenge

"In-Store Analytics", "Customer Tracking", "Big Data", "Showrooming": these are some of today's buzz words influencing the rapidly evolving retail landscape. Consumers are more informed, more connected, and are more demanding than ever before, which influences the evolution in physical retail.

Over the past decade, technology has exponentially changed the choices shoppers have. Fifteen years ago, the choices were pretty simple: "Do I go downtown or to the shopping center, to a specialty store or to a department store, or do I shop via catalogue? These choices were driven primarily by four factors – 1) location, 2) assortment, 3) service, and 4) price. Today, consumers have an almost endless combination of choices to purchase products.

This evolution certainly does not mean that physical retail will cease to exist (brick-and-mortar stores should still account for approximately 85 percent of retail sales in 2025 according to Consumer Goods Technology). Rather, it does mean that retailers have to find better ways to connect to their customers across all channels. Technology cannot (today) replace the physicality or immediate gratification of the in-store shopping experience (finding that perfect pair of jeans, with just the right fit). However, there is no question that the online, mobile, and physical retail worlds are converging. As fast as the online channels have to move to make that experience fun and engaging, the physical experience has to evolve to make sure that the experience in store is not just a social activity, but is also just as easy as shopping online.

When will you get Buzd?

...because the world is abuzz with information

Keep Track in real-time

Our team of super human tech nerds have a technology that turns offline behaviour into online actionable insights. Buzd provides brick-and-mortar physical location retailers with a rich set of tools that allows customers to help retailers put the old social feel back into the shopping experience.

With our range of sophisticated applications and social media tools, customers can interact directly and help retailers change product lines and store layouts, change opening hours, streamline staffing, and deliver customized information back to the customers.

Buzd analytics tools and social applications are more than simply numbers and charts. Buzd creates Influence Tools that help shape not only the retailers business, but improve the end customers experience resulting in increased return visits, customer loyalty and bigger shipping cart spends.

Imagine this... as a Retailer what could you do with your products if you knew exactly where your customers the most time in your stores?

Then tie that in with digital signage and you have real time marketing results. Imagine what you could do to your bottom line.

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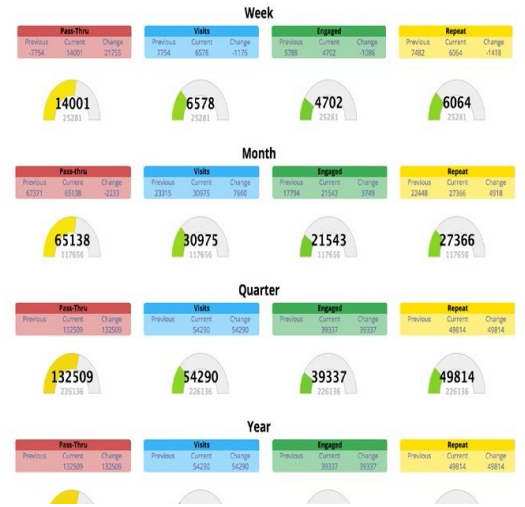
Sales, Events & Traffic

There are many areas that need to be assessed in order to get a true picture of your return on marketing investment. While sales can be used as one performance indicator in determining whether a campaign or event has succeeded or failed, there are many other factors that need to be taken into account in order to determine the true merit of your marketing spend.

Buzd provides value reports that bring numerous key indicators together in a single visualization.

Overlaying foot traffic against campaigns/events along with sales provides a more accurate and meaningful picture.

At a single glance it's possible to understand whether the campaign or event itself has significant impact. Or maybe it's because there is more or less foot traffic.

Not only are you able to see the full picture you can see the results as they occur without having to wait until the end of the campaign and spend hours manually processing & pulling the data together.