

DATA-POWERED SOLUTIONS



Store Insights



HOW CAN TELEFÓNICA TECH HELP?

Learn about your customer profile, visitor traffic, and the potential of your point of sale.

Store Insights is a solution that provides you with detailed information on visitor traffic, both inside the store using **Small Cells** technology, and in the area of influence of your business through **Big Data** and **Artificial Intelligence** techniques.

Store Insights allows you to analyze the potential of your points of sale, identify your most valuable customers and design actions to improve their attraction and increase their value in store by combining the large volume of data from Telefónica's customer network with business activity.

WHO IS THIS SERVICE FOR?



This solution is aimed at **all types of companies with points of service or sale**, such as retailers, shopping malls, supermarkets, gas stations, banks, specialized stores, insurance agencies or even public administration offices, among others.

OUR VALUE PROPOSITION

Our service

We offer you a complete solution that combines sensing, connectivity, analytics, and infrastructure, thanks to the creation of **Telefónica Tech** and the integration of our **AI & Data** units with **IoT**.

We have the unique ability to combine and analyze customer data with Internet of Things, open data and the mobility of our Telco network, processed on our pioneering platform with proprietary algorithms. This allows us to offer a higher quality and temporal granularity than what is available from traditional data sources.

Store Insights offers a wide range of functionalities, such as:

- **Sociodemographic and socioeconomic analysis and segmentation:** According to length of stay, origin,

frequency of visits, gender, age, purchasing power, with distinction between residents, workers, and visitors.

- **Analysis of mobility patterns and behavior** of customers and visitors.

- **Level of conversion** at the point of sale.

- **Analysis of the commercial area** and visitor traffic.

- **Profile localization:** Locate your target audience in a specific area to capture the desired target.

- **Real data:** Extracted and anonymized from the Movistar mobile network, with 21 million mobile customers that generate one billion daily events.

What does it allow you to do?

Store Insights will allow you to:

- › **Analyze and segment** demographic and economic profiles according to length of stay, origin, frequency of visits, gender, age, and purchasing power.
- › **Analyze mobility patterns and behavior** of customers and visitors.
- › **Measure the level of conversion** at your points of sale.

- › **Analyze the traffic** and commercial area of your business.
- › **Locate audience profiles** to capture your desired target.
- › **Access to real and anonymized data** from our mobile network, with detailed and accurate information.

Benefits

More meaningful data sample

The large amount of data generated by the thousands of devices in our network allows you to get a more accurate and valuable sample than traditional data sources.

High impact marketing campaigns

Optimize your campaigns by segmenting your potential customers, better understanding their behavior and increasing the impact of your marketing strategies.

Analysis, extrapolation, and aggregation of data

We generate profiles and behavioral patterns of your customers through mathematical models. Based on this information and your business data, we calculate conversion ratios by customer segment and/or store zones.

Point-of-sale optimization

Obtain key insights to define strategies that increase the conversion of potential customers into real consumers.

Telefónica Tech's differential value



Unique capability

We combine and analyze customer data with IoT, open data, and mobility from our Telco network.



Personalized and consultative sales

We offer you a consultative service to adapt the solution to your specific needs.



We provide all the metrics

We deliver detailed metrics, profiling, and accurate insights to improve your decisions.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **400 professionals** dedicated to AI for enterprise and Public Administration clients.
- › **10 specialized** centers across **Spain** (Madrid, Barcelona, Valencia, Valladolid), **the United Kingdom** (London), **Central Europe** (Slovenia and Austria), **Brazil** (Sao Paulo), and the **Hispam** region (Santiago, Chile, and Mexico City).
- › **150+ certifications** held by our Artificial Intelligence experts.

Achievements

- › **1,000+ projects** executed.
- › **200+ clients** served.
- › Projects delivered in **25+ countries**.

BUSINESS MODEL

Our service is flexible and adapts to the needs of different types of customers. We offer both **one-shot** and **recurring deliveries**.

RELATED SERVICES

Mobility Insights

Provides data on the movement of people outdoors, which can complement the analysis of Store Insights in commercial areas. In this way, it is possible to obtain a complete view of customer behavior inside and outside stores.



Visualization

It is essential to represent complex data in a comprehensible way. The insights obtained can be visualized more effectively through dashboards and visual tools, helping managers to make data-driven decisions more quickly.



Cloud WiFi/SDLAN

X Improve the tourist experience in key areas by providing efficient WiFi connectivity at tourist hotspots. This facilitates the capture of real-time data, which will be used by Tourism Insights to optimize the visitor experience and improve data collection on tourism behavior.



Contact us to start the digital transformation of your organization.

