



Solve the mystery of what swings shoppers to your product in the last shopping mile.

What works, or does not work, at the last mile of retail marketing is perhaps the most crucial information a marketer needs today. In the noise of the shopping aisles of supermarkets, or at the crowded counters and shelves of mom and pop stores, you need all the intelligence you can gather to solidify or re-strategise your marketing plans, without losing any time. But how can you do that right from where you are?

THE MYSTERY OF SHOPPING BEHAVIOUR NEED NOT BE A MYSTERY ANYMORE.

Were your display graphics and messaging effective enough to convert fence-sitters to actual purchase?
Do you know if the promoters you hired are actually promoting your sales?
Did your "Buy one, Get one free" promotion loosen your shopper's purse strings in your favour?

70% of brand decisions are made in the last mile. Until now, the marketing mission-critical information that can help marketers keep an eye on actual performance of their retail campaigns and take appropriate action on time has been missing. When you invest time, resources, budget and thinking on converting your efforts at multiple and geographically diverse touchpoints, you need to know what works.

Introducing ShopperPulse: Measure the effect of touch points on sales.

- ShopperPulse is an on-line field marketing tool to help determine 'conversion' effect and the gap or effectiveness of the point of sale versus that of the competitors.
- It also helps in generating last mile insights which allow the brand to focus its marketing budgets where they would get the best results.
- ShopperPulse with its proprietary techniques and approach helps in understanding what is affecting the shopper behavior in the last mile.
- Simply put, ShopperPulse measures the impact of different touchpoints on sales.

HOW SHOPPERPULSE WORKS FOR YOU: FAST, SMART AND ACCURATE

Process:

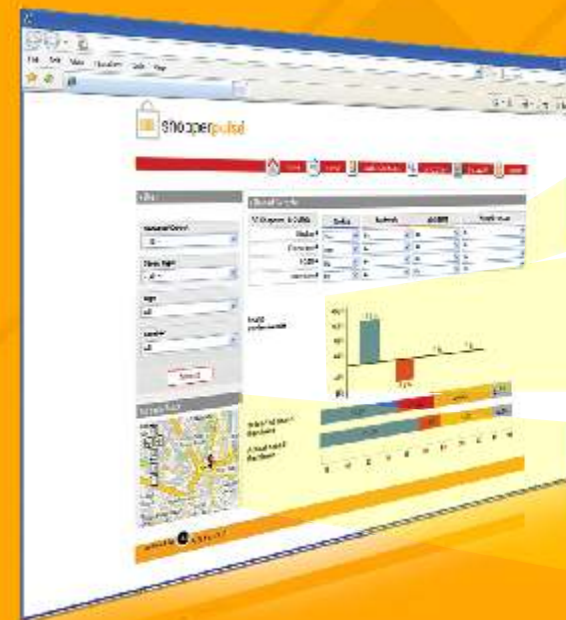
Developed after years of research, ShopperPulse incorporates advanced research methods and field audits. Trained researchers or field analysts capture entry & exit point data from shoppers at retail points based on a well researched survey questionnaire. The data gathered is transmitted to our servers, the data is analyzed on a real time basis and MIS & reports updated and made available to brand owners in real time, allowing for corrective actions, relevant investment & resource allocations. Thus, ShopperPulse leverages technology with consumer and marketplace insights to deliver touch-point impact on conversions and evaluation for achieving business objectives.

See. Measure. Control.

ShopperPulse allows you to separate each touchpoint and see how the Shopper Behavior varies in terms of actual sales.

Filters to allow geographical & customized segmentation. You can add as many filters to drill down to the minutest of the detail.

Deep Dive allows you to measure any brand on any one or all criteria and show there average value. Brand Performance can be viewed on outlet level on any measurable criteria.



Outlet/Outlet	Sales
Outlet/Outlet	11.8%
Outlet/Outlet	-5.5%



Delivery:

ShopperPulse is built through a convenient, cost effective SaaS Model that offers you a number of benefits

- No software or hardware purchase
- Is an economical and geographically scalable module
- Enables scalability due to its distributed service model
- Web Based hosted application
- Works on any PC with internet connection.

Technology:

While the tool has been designed to keep the technology invisible, it is built on advanced PHP / MySQL technologies, flash components & uses complex flex designs. The tools comes with 99.99% uptime assurance with full backend support.

Pricing and Implementation:

An investment as important as your other marketing investments. ShopperPulse pricing is a combination of cost towards field / last mile audit and deployment of the dashboard. Keeping in mind our objective of ensuring speed to market, the tool has been designed for quick implementation and deployment for economy of use.

**CAN YOU AFFORD TO WAIT TILL TOMORROW?
FOR MORE INFORMATION ON PRICING AND DEPLOYMENT,
CONTACT THE NUMBERS MENTIONED OVERLEAF.**



ShopperPulse comes with an unique satisfaction guarantee. If you are not satisfied with the results, or their interpretation on the dashboard you can ask for a full refund within a month of trying it out. No questions asked*.

*Conditions Apply





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About 141Sercon:

141SERCON is one of the largest specialized below-the-line marketing services agency in Asia, with a network footprint across 16 Asian countries. The agency partners with brands across industry verticals to help generate demand & build relationships with channel partners and customers. As a full services agency, the offering includes strategic and creative inputs, supported by a robust implementation capability. While the agency offers B2B and B2C reach-out and engagement services in both offline and online formats, Retail activation is a specialist practice within the agency. 141Sercon is part of the WPP group. For more information on the range and scope of our services, related to Retail activation or other brand marketing services log on to www.141sercon.com.

Tool Powered by  141sercon

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