SAMSUNG SDS

Generating Valuable Customer Insights and Meaningful Brand Exposure with Connected Pop-Up Shops

Samsung Connected Spaces

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Objective

This resource is for retail industry professionals - Senior Merchandising Specialists, Lead Product Owners, Directors of Corporate Strategy & Growth, VPs of Marketing, etc - concerned with truly understanding their customers' buying habits and preferences, and driving brand awareness which leaves a lasting impression. We'll start off by providing an overview of why retailers are adopting connected pop-up shops as a repeatable business strategy, and then transition into a discussion around the main value points of the approach. Lastly, we'll introduce Samsung Connected Spaces: a comprehensive connected pop-up shop solution powered by one of the world's leading technology brands.

Overview

Retailers of all shapes and sizes face similar sets of problems. Keeping up with the ever-changing demands of consumers, accommodating omni-channel buying experiences, and differentiating yourself within a competitive landscape can feel like a daunting challenge. Brands around the globe are looking for sustainable ways to address all of these obstacles while maintaining profitability and growth. As a result, pop-up shops have been growing in popularity and adoption in recent years.

A Brief Evolution of the Pop-up Shop

Temporary retail establishments are not a new idea, as Austrian Christmas markets date back to 1298.[1] The first modern-day manifestation of the pop-up shop is often associated with The Ritual Fashion and Music Expo first hosted in Los Angeles, California in 1997.[2] Different forms of flash retailing have been around for a long time. However, incorporating modern technology and analytical reporting makes this approach even more valuable to retailers worldwide.

A connected pop-up shop is an interactive and immersive short-term sales space, usually strategically placed in a high foot traffic environment. The term "connected" implies that it's equipped with devices that capture and report on your store's visitors' interactions and activity to inform strategic retail decision-making.

About Samsung Connected Spaces

Samsung's Connected Spaces is a pop-up shop outfitted with cutting-edge retail technology and is designed to generate meaningful business analytics. These connected pop-up shops include digital displays and Internet of Things data gathering, like foot traffic mapping, user attention span, and more. The interactive nature of the shop delivers a memorable customer experience, while supporting increased brand loyalty. You'll sell faster than you ever thought possible by realizing smart, data-driven business decisions.

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[1] "Christmas Markets in Vienna." Christmas Markets in Vienna, www.austria.info/uk/things-to-do/skiing-and-winter/christmas-markets/christmas-markets-in-vienna
[2] Moore, Booth. "Cutting-Edge Clothes and Music at Ritual Expos." Los Angeles Times, Los Angeles Times, 9 July 1999, articles.latimes.com/1999/jul/09/news/cl-54193.

Inform Business Decisions with Real-time Customer Insights

Pop-up Shop Data

A modern pop-up shop is technology enabled, with device hardware such as tablets and digital displays to capture customer information, and smart software to report on analytics.

Imagine knowing that Display Area A has 20% higher foot traffic and a greater average dwell time of one minute and thirty seconds compared to Display Area B. Heat mapping technology enables these kinds of takeaways. Since this data is anonymized, you get rich consumer-centric insights without violating a customer's privacy or requiring opt-in.

Insights gathered from connected pop-up shops close the gap between online and physical retail, so you can gather real-time, longitudinal and deep dive insights that shape decisions, for both the short and long term. No retailer or manufacturer wants to wake up and discover they've lost market share, and have suddenly been overtaken by a formidable competitor armed with better data. Pop-ups generate a whole new source of insights about consumers, providing you the opportunity to experiment with messaging, content, pricing, and more while learning in real-time.

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Accommodating Omnichannel Banking

Learn about local customers to test new store locations.

Consumer tastes and preferences vary by region. A short-term sales space can reveal if your brand and marketing resonates with local shoppers, and help determine if a particular product engages your target market. The format is ideal for rapid prototyping and deployment, to get ideas to market fast and stay ahead of the competition. You can not only find out if a location works without a big upfront investment, but test multiple locations in the same region for accurate analysis of where your buyers truly are.

Adjust your overarching marketing strategy based on findings.

One big benefit of e-commerce is the change to easily test and compare various marketing strategies and fine-tune them based on instant feedback. Connected pop-ups create this same opportunity in physical spaces. Blending this with e-commerce, call center and other customer feedback streams provides a rich foundation for decision-making, so you can be sure your overall marketing and product strategy resonates with your buyers.

Measure impact and patterns in content.

By relating behavioral metrics to content, you can discover patterns to shape marketing and personalization efforts. Just as with e-commerce, you can learn how specific content impacts things like dwell time. For example, "The 11 a.m. product preview resonated best on weekday nights, with longer dwell times on Thursday and Friday and a 23 percent increase in conversions over other periods." Or, "This type of content on outward-facing screens work best at grabbing a consumer's attention."

The displays can also be edited in near real-time, so you can adjust customer touchpoints with new product options, discounts, and branded content based on the nature of their engagement. You can also set up trigger-based rules that serve different content depending on demographics, the time of day, and more. The possibilities are near limitless.

Discover a better layout for your retail space.

Connected Space's extensive network of cameras allow visibility into each square foot of your connected pop-up store. With heat mapping and visitor counting, you can see which products and displays your customer segments look at and engage with, which zones draw traffic, and which get ignored — and how these patterns change over dayparts or other timelines. Real-time data means you can A/B test content, make immediate changes, and get instant feedback.

Differentiate Yourself with Meaningful Brand Exposure

Omnichannel Retailing and the Customer's Experience

Consumers, especially millennials, have developed expectations of an omnichannel buying experience when engaging with retailers both online and offline. What does "omnichannel" really imply with respect to the retail industry? It means providing highly personalized customer service through a wide-variety of channels, including shopping from a desktop or mobile device, Buy Online, Pick Up In Store, and brick-and-mortar stores.

In today's modern and fast-paced retail environment, shoppers expect in-store pickup, generous online return policies in-store, visibility into store inventory, and mobile application technology to support browsing and purchasing of products. They want the ability to find any information about any product in the store almost instantly. And if something is not in stock, they expect to be able to order it right there and have it delivered to their home shortly after.

Pop-up shops present a new channel for distributing products, literally meeting consumers where they are, while gathering the insights you need to serve tailored product recommendations and options to customer segments down-the-road based on analytics, data, and factual findings.

Lasting Brand Awareness

Place yourself in the shoes of your buyer. Which approach to generating brand awareness would have a more lasting impression on you?

Online Advertising	A Connected Pop-up Shop	Social Monitoring
Receive targeted ads through Google's Display Network related to your recent searches during an online shopping session. The ad shows a product you're interested in and includes a "Shop Now" button call-to-action.	Engage with real people using immersive technology in your favorite mall or community space. The connected pop-up shop includes state-of-the-art devices showcasing products and related information in an interactive medium.	Get a response on a social post from a brand whose product you recently reviewed or criticized. The post grants an apology, comment, or offer related to your experience with the product, and if negative, may offer a refund or a discount on future purchases.

Connected pop-up shops represent an opportunity for brands to differentiate themselves within the marketplace by providing customers with memorable experiences. Consumers today are familiar with traditional tactics for generating brand awareness. Even recently popular tactics, such as influencer marketing and Instagram advertisements, are becoming widespread. So retailers who want to separate themselves from their competition can consider employing an innovative, connected pop-up shop.

Samsung Connected Spaces

Turnkey Connected Spaces by Samsung Can Deliver Valuable Customer Learnings

Prove a new concept. Take advantage of a timely event. Learn more about a specific consumer segment. There are so many business-savvy reasons to create a pop-up, and one company to help you execute it flawlessly: Samsung.

Connected Spaces by Samsung offers a complete, turnkey pop-up shop. Your pop-up will be fully outfitted with state-of-the-art, integrated Samsung technology, and custom-branded to your application. With our modular approach, you can go from ideation to completion in as fast as 90 days.

It's a fast, low-risk way to engage and learn about your audiences with data-driven insights. It's a cutting-edge, dependable solution. And it's from Samsung.

Connected Spaces Highlights

Turnkey Rental Program
Our turnkey, standardized As a Service solution enables custom deployments and scalability at a low monthly cost, to speed implementation while reducing risk.

Fast Time to Market
Pre-confi gured, modular components enable you to go from ideation to implementation in 90 days or less.

Personalized Customer Experience
Dazzling displays and state-of-the-art equipment combine with individualized content, to make each store visit unique.

Data-Driven Insights
IoT sensors and behavior-sensing technology capture real-time customer behavior to facilitate data-led decisionmaking, all displayed on a user-friendly dashboard.

Trusted and Reliable
Samsung is known and trusted as a leader in retail technologies. Our retailer partners can depend on us for reliable solutions from start to fi nish, and our hardware and software solutions inspire confidence among consumers that they're enjoying a best-in-class experience.

Connected Spaces by Samsung Offers a Complete Turnkey Solution

Best-in-Class Hardware
- Cameras
- Large-format display
- Media player
- Galaxy tablets
- Galaxy smartphones

Customizable Experiences
- Interactive mobile apps and displays personalize the customer experience
- Cloud-based content management system centrally manages digital brand assets

Data and Analytics Services
- Mobile dashboard
- Behavior-sensing reporting on people count, zone count, dwell time and heat map
  - Analyze customer traffic flow through the store
  - Evaluate customer behavior to optimize placement
  - Allocate staff more effectively based on foot-traffic patterns
- Analyze demographics
- Access cloud data for up to 1 year
- Export data for trending and future usage

Professional Services
- One-day on-site installation
- 24/7/365 technical support
- Configuration management
- Data storage
- Support for multiple locations

LET'S TALK
Whether you are looking for a specific business solution or just need some questions answered, we are here to help!
Email: bd.sdsa@samsung.com Web: www.samsungsds.com/us/en Blog: www.samsungsds.com/us.insights/blog

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