

# IBM Presence Insights

Customer insights everywhere

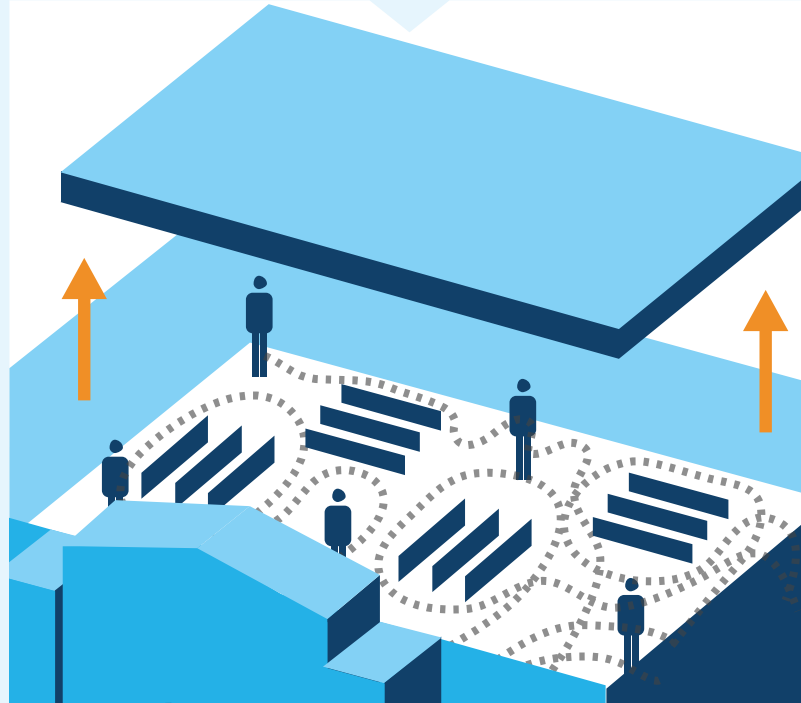
What if you could get the same in-depth insight about in store customers as you do online? Use these insights to create a unified in store and online customer experience — and drive more sales for you!

## Deep Customer Insights

Gain insight into in-store shopper behavior to optimize store operations and deliver an exceptional customer experience.



What if you had visibility into in-store shopping behavior?



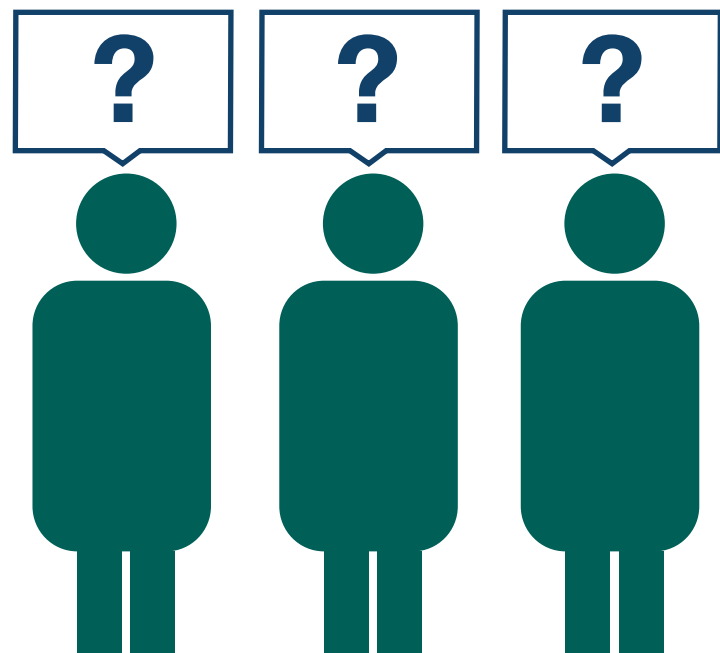
Presence Insights opens up a new window into in-store activities, with **unprecedented insights** into shopper behavior



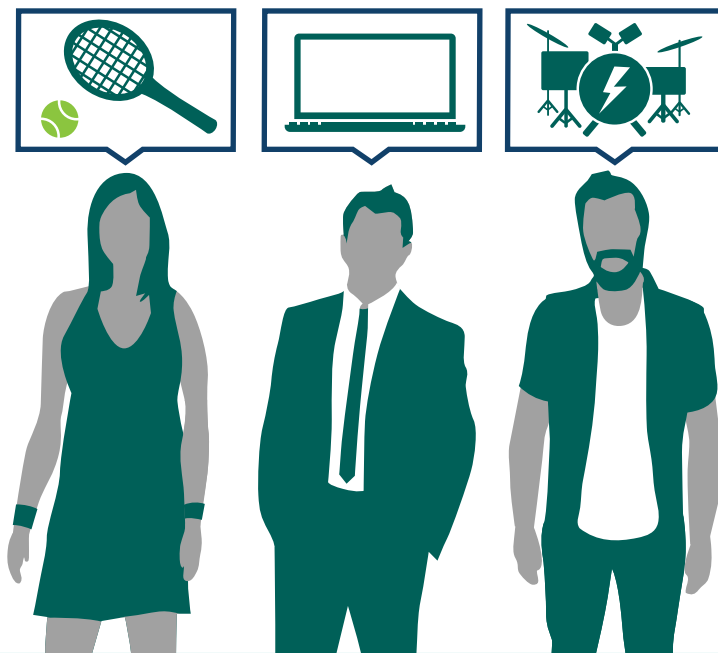
Retailers can use these insights to **guide decisions** about store operations and in-store promotions to **enhance the customer experience**.

## Contextual Interactions

Engage shoppers in real time with relevant interactions to drive sales organically.



How well do you really know your in-store customers?



Presence Insights analyzes and creates **in-store shopper profiles**, providing the needed context to **recognize and respond** to shoppers as **unique individuals**.



Engage **real-time** with customers to deliver **timely and personalized** offers and promotions based on **in-store browsing behavior**.

## Unified Experience

Integrate physical and digital insights to deliver a unified experience across channels.



What sets your in-store experience apart?



Presence Insights allows retailers to learn as much about customers when they're **in the store** as when they're **online**.



A **unified experience** that blends online, in-store, and mobile channels is the key to more **satisfied, loyal customers**.

Wait till you see what's in store.

Learn more about IBM Presence Insights and the customer insight it can bring to your physical market place. [ibm.biz/presenceinsights](http://ibm.biz/presenceinsights)

