

Retailer uses beacons for better in-store conversion rates

"Kontakt.io has been a suitable partner in our growth stage and acted in a flexible way when it comes to both implementing features needed as well as pricing and delivery time. We've also been able to get service from Kontakt.io in Finnish, which we value."

CEO,
SmartCart



3 use cases

- Targeted Advertising

- Indoor Navigation

- Shopper Behavior

55
stores

5500
beacons

250,000
ads shown everyday

25%
ad conversion rate



Problem

Popular Finnish chains K-supermarket and K-citymarket needed to better oversee and impact their customers' visits. While 70% of purchasing decisions are made in-store, the company was missing opportunities by only nurturing customers through traditional signage that could not adapt to real-time or location-specific opportunities.

Situation

Part of the top food service and grocery retailers in Finland, K-supermarket and K-citymarket were seeking solutions that would bring new communication opportunities to their numerous stores. They would need proximity data in order to power indoor navigation and location-based portions of their app that included product locating and targeted ad delivery. The solution also needed to be easily integrated without a complex or power grid-dependent infrastructure.

Solution

SmartCart installed Bluetooth beacons across 55 of the retailer's locations with an average of 100 beacons used per location. Shoppers could finally create digital shopping lists, view recipes featuring retailer products, and view the retailer's complete range of offerings. Customers now receive promotions tailored to their specific location, and heatmaps based on customer movements enable the retailers to use space and advertisements more efficiently.

SmartCart found that 25% of shoppers who viewed a targeted message purchased the advertised product and that 84% of their users planned to use SmartCart again. Now, 250,000 ads are shown each day on SmartCart devices and the solution provider is looking to add user identification and checkout options in the future.