



Conferencia de tendencias del retail: La visión omnicanal

Miércoles 20 de agosto de 2014
Hotel Grand Hyatt Santiago • Santiago, Chile

En colaboración con:



INGENIERIA INDUSTRIAL
UNIVERSIDAD DE CHILE

#ICSCRetailLA



Conferencia de tendencias del retail: La visión omnicanal

Miércoles 20 de agosto de 2014

Hotel Grand Hyatt Santiago • Santiago, Chile



“ Convert anonymous visitors into loyal members ”

Jasper de Vreugt

Managing Director, Mall-Connect



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Amazon Instant Video
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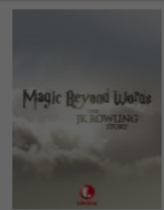
Rocky II
Amazon Instant Video
★★★★★ (126)



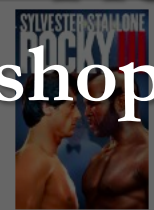
Gabriel Iglesias: Hot and Fluffy
Amazon Instant Video
★★★★★ (547)



The Ramen girl
Amazon Instant Video
★★★★☆ (359)



Magic Beyond Words: The JK Rowling Story
Amazon Instant Video
★★★★☆ (858)



Rocky III
Amazon Instant Video
★★★★★ (160)

74% Prefers physical shops over online shops.

- ABN AMRO cross channel retail update 2014

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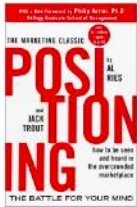
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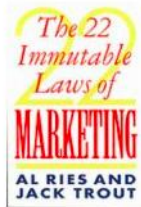
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Books

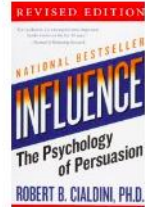
Page 1 of 15



Positioning: The ...
Al Ries
★★★★☆ (26)
£10.99 **£7.69**
Why recommended?



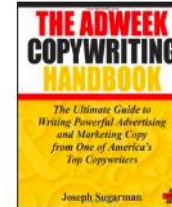
The 22 Immutable Laws ...
Al Ries
★★★★☆ (22)
£8.99 **£6.29**
Only 14 left in stock
Why recommended?



Influence: The ...
Robert B., PhD Cialdini
★★★★☆ (171)
£10.99 **£6.62**
Why recommended?



Small is the New Big: ...
Seth Godin
★★★★☆ (10)
£9.99 **£7.95**
Only 3 left in stock
Why recommended?



The Adweek ...
Joseph Sugarman
★★★★☆ (8)
£14.99 **£11.99**
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The Ultimate Sales ...
Dan S. Kennedy
★★★★☆ (2)
£9.99
Why recommended?

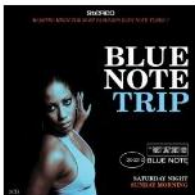


Contagious: How to ...
Jonah Berger
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Music

Page 1 of 7



Blue Note Trip 1: ...
Various Artists
★★★★☆ (3)
£11.45
Why recommended?



Blue Note Trip 4: ...
Various Artists
★★★★☆ (2)
£10.20
Why recommended?



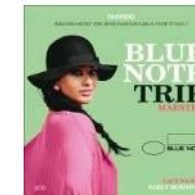
Blue Note Trip 3: ...
Various Artists
★★★★☆ (2)
£16.07
Why recommended?



Blue Note Trip 5: ...
Jazzanova
★★★★☆ (3)
£9.62
Why recommended?



Blue Note Trip Volume ...
Various
★★★★☆ (1)
£11.54
Why recommended?



Blue Note Trip
Various Artists
★★★★☆ (1)
£17.43
Why recommended?



Blue Note Trip 9: ...
Various Artists
£11.85
Why recommended?

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#ICSCRetailLA



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BIG DATA

Big Data is data that is too large, complex and dynamic for any conventional data tools to capture, store, manage and analyze. The right use of Big Data allows analysts to spot trends and gives niche insights that help create value and innovation much faster than conventional methods.

The "three V's", i.e the Volume, Variety and Velocity of the data coming in is what creates the challenge.

VOLUME



Amount of Big Data stored across the world (in petabytes)

VARIETY



PEOPLE TO PEOPLE

NETIZENS, VIRTUAL COMMUNITIES, SOCIAL NETWORKS, WEB LOGS...



PEOPLE TO MACHINE

ARCHIVES, MEDICAL DEVICES, DIGITAL TV, E-COMMERCE, SMART CARDS, BANK CARDS, COMPUTERS, MOBILES...



MACHINE TO MACHINE

SENSORS, GPS DEVICES, BAR CODE SCANNERS, SURVEILLANCE CAMERAS, SCIENTIFIC RESEARCH...

VELOCITY



2.9 MILLION
EMAILS SENT EVERY SECOND



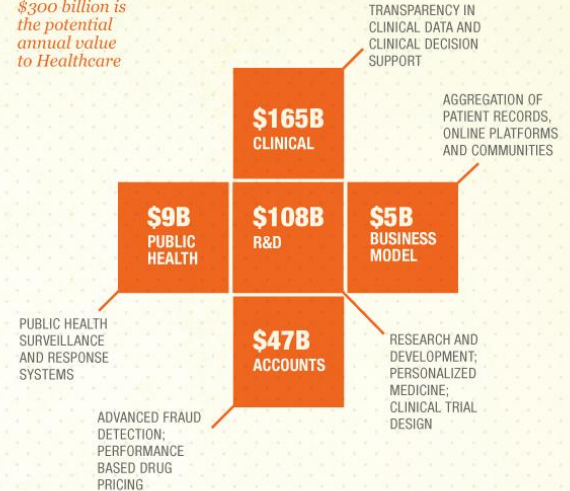
20 HOURS
OF VIDEO UPLOADED EVERY MIN



50 MILLION
TWEETS PER DAY

CASE STUDY - Healthcare

\$300 billion is the potential annual value to Healthcare



57.6% OF ORGANIZATIONS SURVEYED SAY THAT BIG DATA IS A CHALLENGE

72.7% CONSIDER DRIVING OPERATIONAL EFFICIENCIES TO BE THE BIGGEST BENEFIT OF A BIG DATA STRATEGY

50% SAY THAT BIG DATA HELPS IN BETTER MEETING CONSUMER DEMAND AND FACILITATING GROWTH

VALUE



40% PROJECTED GROWTH IN GLOBAL DATA CREATED PER YEAR



5% PROJECTED GROWTH IN GLOBAL IT SPENDING PER YEAR

The estimated size of the digital universe in 2011 was 1.8 zettabytes. It is predicted that between 2009 and 2020, this will grow 44 fold to 35 zettabytes per year. A well defined data management strategy is essential to successfully utilize Big Data.

Sources - 1 Reaping the Rewards of Big Data - Wipro Report 2 Big Data: The Next Frontier for Innovation, Competition and Productivity - McKinsey Global Institute Report 3 comScore, Radicati Group 4 Measuring the Business Impacts of Effective Data - study by University of Texas, Austin 5 US Department of Labour.

DO BUSINESS BETTER

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★★★★★ 9,2
7.679 Reviews

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Free return / exchange

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BOX 360

KINECT
www.kinect.com

“Showrooming”

Kinect shop, Amsterdam

Find more information online



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TV Sony Bravia KDL-40R475A LCD Plana 40 Pulgadas

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Home » Electrónicos » TV » Sony Bravia KDL-40R475A LCD Plana 40 Pulgadas



Sony Bravia KDL-40R475A LCD Plana 40 Pulgadas

info

★★★★★ Sé el primero a calificar

Desde: **\$ 249.990** hasta: **\$ 299.990**

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Agregar a la lista Alerta de Precio Imprimir página



Publicidad

¿No encontraste lo que buscabas? [Ver aquí otros resultados con "TV Sony Bravia KDL-40R475A LCD Plana 40 Pulgadas"](#).

Precios

Detalles del Producto

Calificaciones de los Consumidores

Fotos y Videos

Histórico de Precio

Filtrar por:

Reputación: Todas

Ordenar por:



Led Sony KDL - 40R475B - cod. 7254 (+ info)



3 personas calificaron

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Precio:
\$ 249.990

IR A LA TIENDA



LED 40\ " Full HD Sony KDL40R475B / 16915203 (+ info)



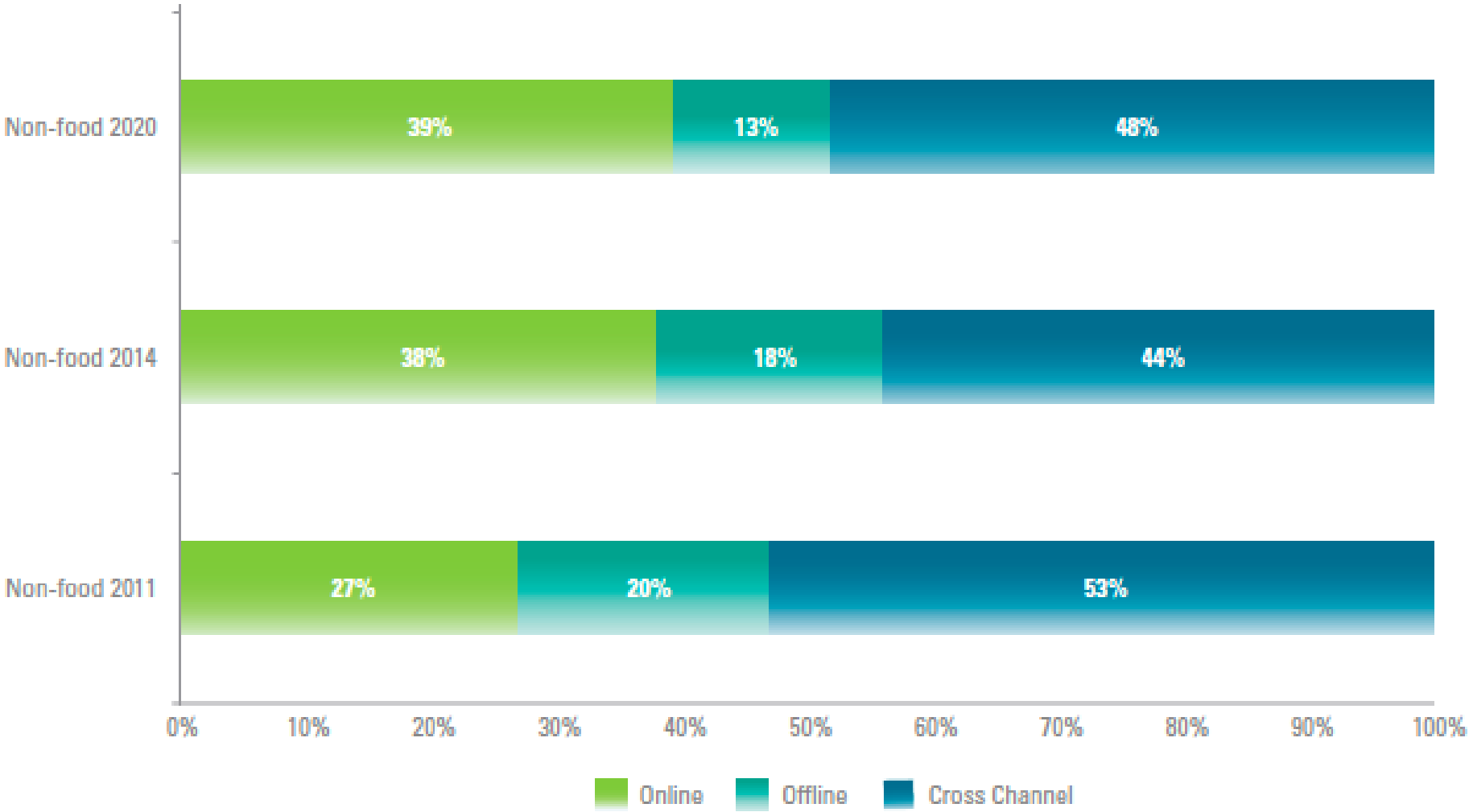
Bronce ★★★★★
Calificada por 310 personas

Precio:
\$ 299.990

IR A LA TIENDA

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WHERE WE SEARCH FOR PRODUCTS...



...AND WHERE WE ACTUALLY BUY THEM.

PRE-PURCHASE ORIENTATION DONE	PURCHASE MADE	NON-FOOD 2014
OFFLINE	OFFLINE	34%
ONLINE	ONLINE	32%
ONLINE	OFFLINE	28%
OFFLINE	ONLINE	3%
ONLINE-OFFLINE	ONLINE	2%
OFFLINE-ONLINE	OFFLINE	2%

A woman with dark hair tied back, wearing a dark sleeveless top, is sitting at a desk. She has her arms raised in a celebratory gesture, with her fists clenched. She is smiling broadly and looking towards a large computer monitor on the left. The background is plain white. The text "Webrooming" is overlaid in a large, orange, italicized font with a drop shadow.

“Webrooming”

WEBROOMING / SHOWROOMING

28% / 3%



“Ieder nadeel heb zijn voordeel”.

“There is an advantage to every disadvantage.”

- Johan Cruyff

Ongeveer 1.270.000 resultaten (0,62 seconden)

Nicole Moreno By Luli Boutique - Santiago de Chile - Ropa ...

es-es.facebook.com/NicoleMorenoByLuliBoutique [Vertaal deze pagina](#)

Nicole Moreno By Luli Boutique, **Santiago de Chile**. 12 307 Me gusta ... **Ropa Formal**. Público Cancelar **Vestidos para** ese evento especial. 241Me gusta ...

Crea Tu Moda Arriendo de ropa de novios y fiestas

www.creatumoda.cl/ [Vertaal deze pagina](#)

Los Profesores 4718, Macul, **Santiago de Chile** [Ver en el Mapa] ... ACCESORIOS **PARA TRAJE FORMAL INVITADOS, PACK 6 ARTÍCULOS ARRIENDO**

Vestuario Hombre - Falabella.com

www.falabella.com/falabella-cl/.../Vestuario-Hombre [Vertaal deze pagina](#)

Moda. > Vestuario **Hombre** ... **Moda**. Vestuario **Hombre** ... Short **Hombre** Deportivo Negro. \$3.490 Dirección: Manuel Rodríguez 730, **Santiago de Chile** .

TRIAL

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... historia, es una de las más prestigiosas marcas del vestuario masculino en **Chile**, ... del vestuario, especialista en vestuario masculino casual y **formal** en toda la ... **hombre** moderno y seguro de sí mismo, de una forma elegante y actual **para** las ... con una interpretación europea de la **moda** y las tendencias, con especial ...

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Chile Todos los precios son en CLP. Mi H&M · Iniciar sesión · CERRAR SESIÓN; ¡Bienvenido/a ! H&M Life ... **HOMBRE LOOKS DE PRIMAVERA VER AHORA** ...

Ropa Formal Santiaguina | Ropa Formal en Santiago de ...

www.worldfashionhub.com/.../CityCategory.php?... [Vertaal deze pagina](#)

Ropa Formal en Santiago de Chile | El Directorio de la **Moda** y Textil en **Santiago de Chile**. ... **Moda Para Hombre** ... **Ropa** de Cuero en **Santiago de Chile**

Ripley.cl - Moda, zapatillas, tecnología y productos para el ...

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1. Browse 50 stores on one website

2. Select your favourite product

3. Go to the store and buy



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Shop Men's

Fashion at your fingertips...

Revamp your wardrobe and look your best with this season's latest fashions. All your favourite labels and stores are just a few clicks away. As well as filtering by price to suit your budget, you can shop by product, department, label, store and search so you can easily find your favourite styles.

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1. Browse 50 stores on one website 2. Select your favourite product 3. Go to the store and buy

[Back To Dresses](#)

Filter Results [clear all](#)

New In [clear](#)

- Past 3 Days
- Past 7 Days
- Past 14 Days
- Past Month

Price [clear](#)

From £

To £ [GO](#)

Offers [clear](#)

- SALE**

Sizes [clear](#)

- XXS
- 8 (US)
- XXS/XS
- 10 (US)
- XS
- 12 (US)
- XS/S
- 14 (US)
- S
- 16 (US)
- S/M
- 18 (US)
- M
- 32 (EU)
- M/L
- 34 (EU)
- L
- 36 (EU)
- L/XL
- 38 (EU)

Product Type [clear](#)

- A-Line
- Bandage
- Bandeau
- Batwing
- Bodycon
- Boob Tube
- Bubble

Start creating your wishlist and receive **SALE alerts** each time an item in your wishlist becomes **reduced in price**

Dresses

Perhaps you're a girly girl and you love wearing dresses every day of the week – or maybe you're here because you have a holiday coming up and you're looking for a stunning maxi dress to wow with on the beach? Whatever kind of dress shopper you are, you'll find a massive selection of styles, colours, trends, shapes and prices here at Style Compare.

Top Styles

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- › Mini Dresses
- › Cocktail Dresses
- › Bodycon Dresses
- › Designer Dresses

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- › French Connection
- › Forever Unique
- › boohoo
- › Ted Baker

Top Stores

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- › Lipsy
- › TheOutnet
- › Topshop
- › NET-A-PORTER



33,347 Dresses found from 37 Stores

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£3,195.00

£425.00

£1,065.00

dress
£1,195.00



Kenzo Neon-plaid print dress

£480.00

Product Code: WOK44D860005BKMS25

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Description

No Description Available.

Colours: Black

Sizes: 34 (EU), 36 (EU), 38 (EU), 40 (EU), 42 (EU)

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£71.20



£39.20



£39.20



£55.20

CLICK IMAGE TO VISIT STORE >

Dolce&Gabbana

Long-sleeved lace dress

Rochas

Off the shoulder full-length

Christopher Kane

Molecule-embellished dress

Sportmax

Simone dress

YOUR WISHLIST

RECENTLY VIEWED

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THE STYLE REPORT

SALE

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Home / Women's / Kenzo

VIDEO



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MORE VIEWS

KENZO

Neon-plaid print dress (204847)

€520

SELECT SIZE  [Size Guide](#)

ADD TO SHOPPING BAG

ADD TO WISHLIST

SHOP THE LOOK

↓ STYLE NOTES

The converging neon lines on this Kenzo dress are inspired by the luminous lights of the Pacific Northwest. It's made from black satin and has a typically feminine cut – long sleeves, A-line shirt and a cinched-in waist. Wear this distinctive piece come evening with chunky Mary Janes.

Shown here with [Alexander McQueen Crystal-embellished skull ring](#), [Marni Python Mary Jane pumps](#) and [Kenzo Fire-flocked leather pouch](#).

→ DETAILS

→ SIZE AND FIT

VIEW MORE:

· [View All Kenzo](#)



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What do you wear to work?



A Suit



Business smart



Casual smart



Casual

What do you wear in your spare time?



Fashionable



Smart



Casual sportive



Casual chique

What brands do you prefer?

Our personal shoppers choose from 50 brands in all price ranges

BEN SHERMAN[®]

anerkjendt
thoughts of denmark

 **minimum**

HUGO
HUGO BOSS


SCOTCH & SODA
AMSTERDAM COUTURE


TIGER
OF SWEDEN

SAMSØE ϕ SAMSØE

ETON

Other brands:

How much do you typically spend on your clothing?

Shirts € 130

Our prices range from €50 - €200



Sweatshirts, Pullovers & Cardigans € 100

Our prices range from €50 - €160



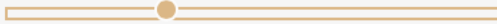
Jackets, Blazers & Coats € 280

Our prices range from €100 - €600



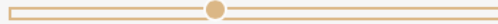
Polo shirts & T-shirts € 60

Our prices range from €30 - €90



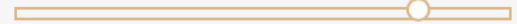
Jeans & chinos € 110

Our prices range from €80 - €200



Shoes € 250

Our prices range from €50 - €250



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CENTRES ▾



MICHAEL KORS Michael Kors Green Large Stanthorpe Tote Bag OS

£295.99

COLOUR: Green

SIZE: OS

QUANTITY

1

ADD TO BAG

DETAILS

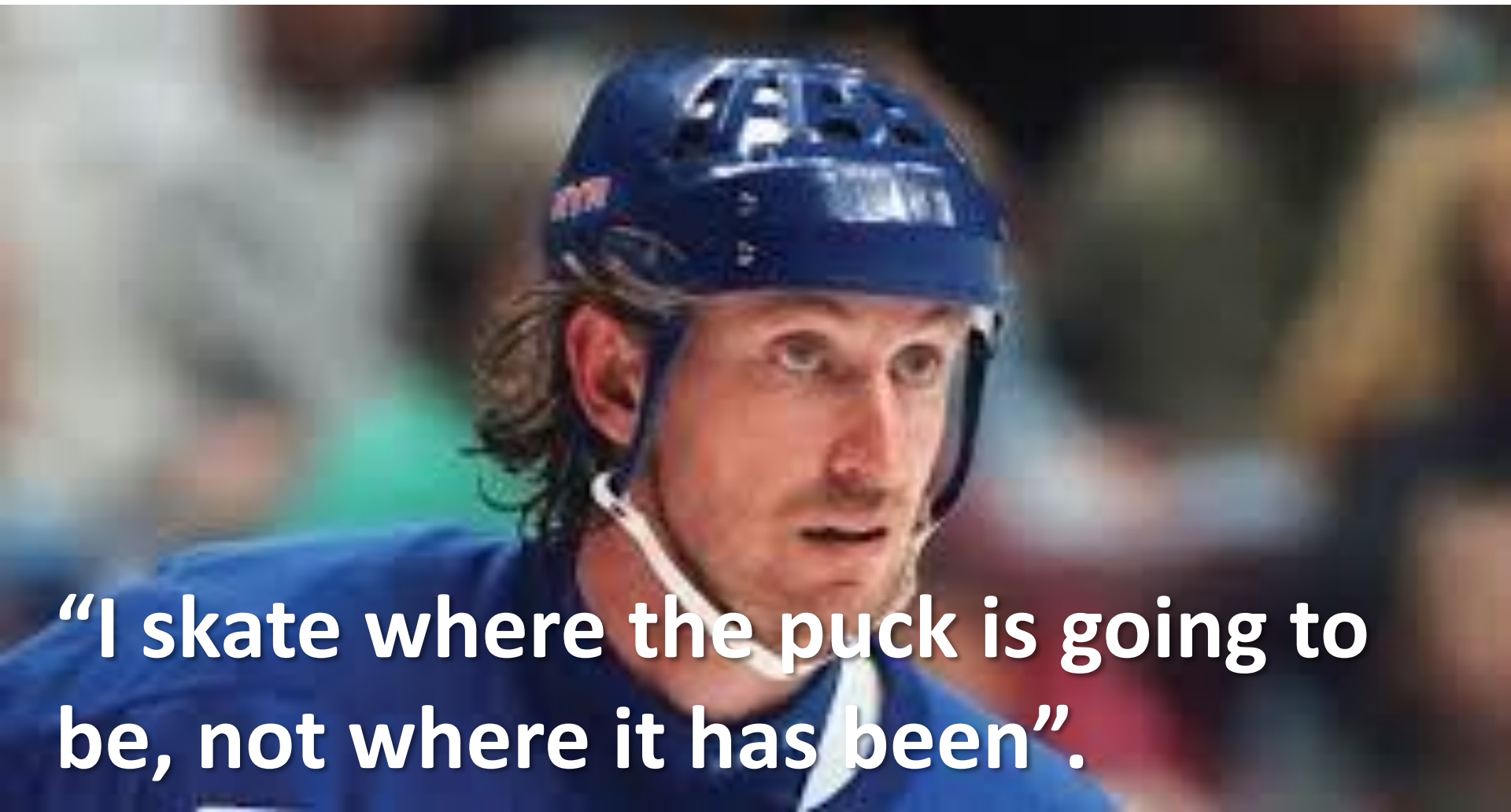
Add sophisticated elegance to this seasons wardrobe with this large Stanthorpe tote bag from designer Michael Kors. This spacious bag features three inner pouch pockets, an inner zip pocket and a phone pouch, ensuring your everyday essentials are well organised in

 DELIVERY & RETURNS

Delivered by: **Jules B**

#ICSCRetailLA



“I skate where the puck is going to be, not where it has been”.

- Wayne Gretzky, best NHL player of all times

A photograph of a broken white telephone receiver lying on a green surface. The receiver is cracked and broken, with a small piece of the base missing. The background is a blurred green wall. The text "In the dark & disconnected" is overlaid in a large, orange, italicized font.

“In the dark & disconnected”

Wrong focus

- Asset managers spend their time on:
 - Analysis
 - Reporting
 - Optimization of the 'as is' situation.
- Marketing the shopping center often gets a low priority.
- There is understaffing on-site, at the mall.

Why should I go to this mall, and not the other?

Conferencia de tendencias del retail: La visión omnicanal

Miércoles 20 de agosto de 2014

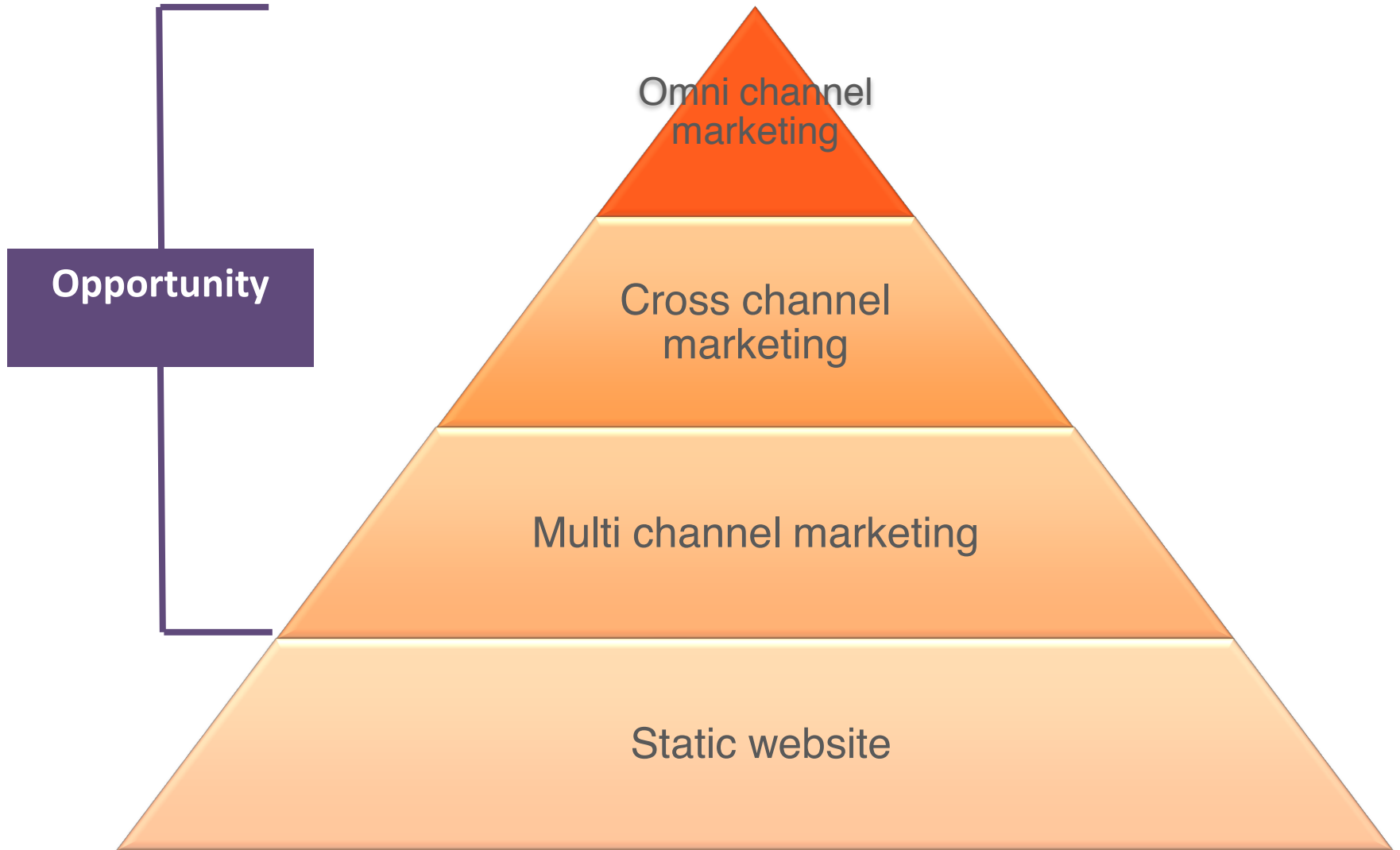
Hotel Grand Hyatt Santiago • Santiago, Chile

Get fully consumer centric

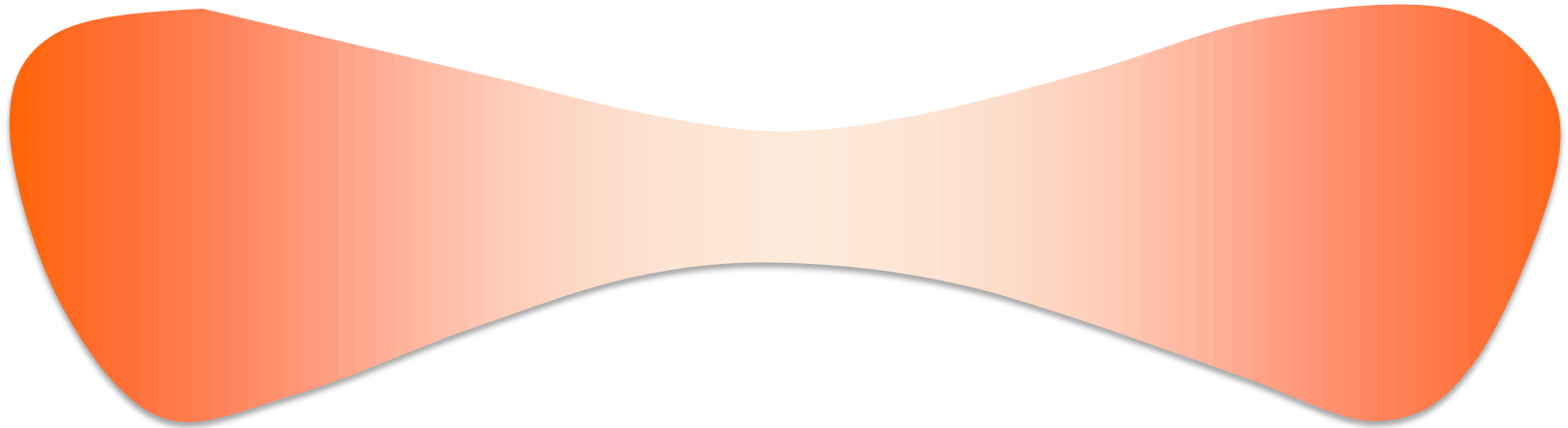
1. Learn who your shoppers are & what they want
2. Learn the world of online retail
3. Exploit in-mall possibilities that cannot be realized online
4. Translate successful online tactics to in-mall opportunities

**“Convert anonymous
visitors into loyal
members”**

Room for improvement – at most malls



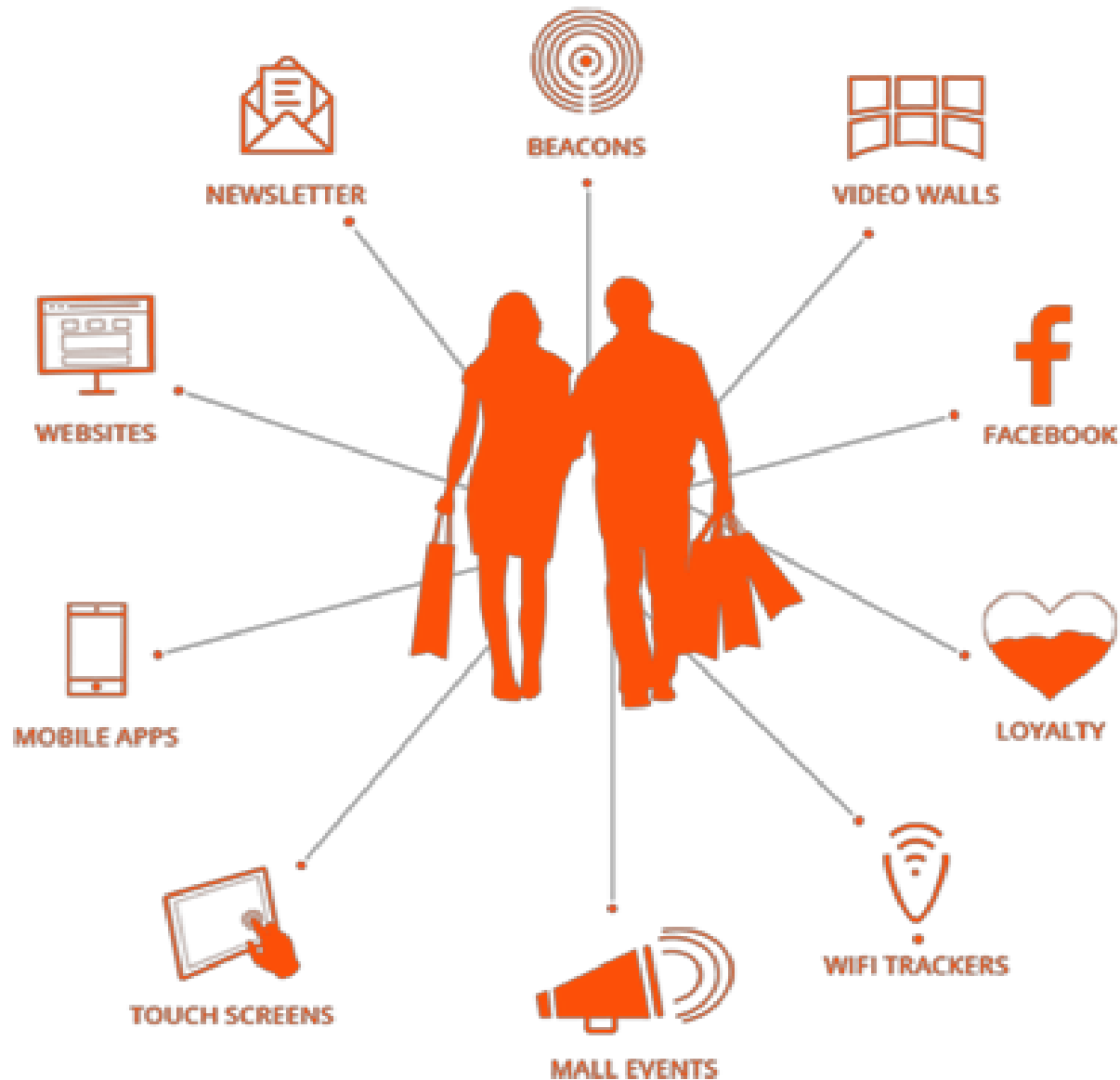
Prime or convenience – different approach



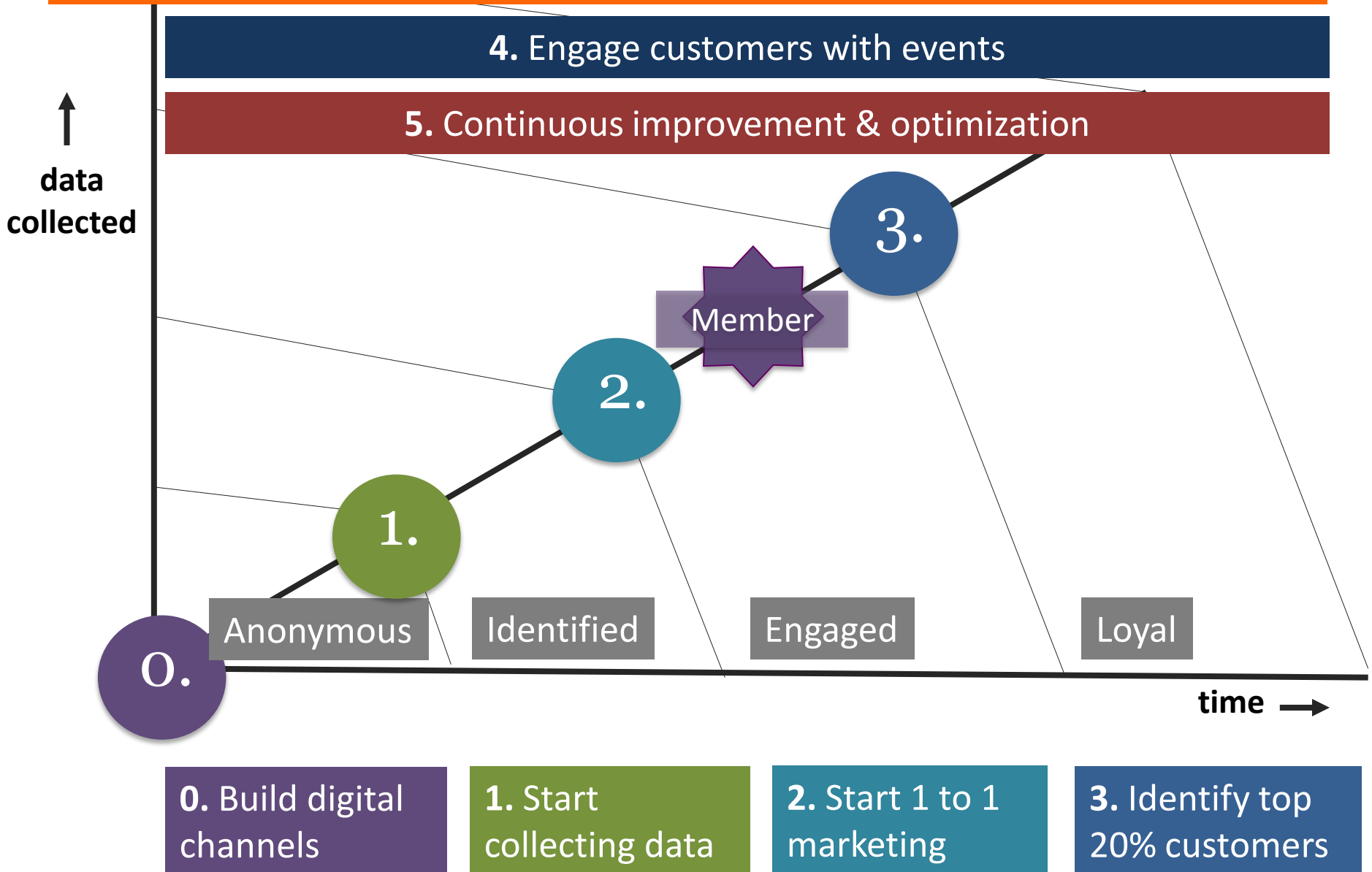
Prime shopping
destinations

Convenience shopping
locations

Become 100% customer centric



Journey to get loyal members



0. Build digital channels

Pre-shopping orientation

- What stores can I find?
- What entertainment is around?
- Are there any promotions?
- How can I get there?
- What are the opening hours?
- Is it safe for my family?

Why should I go to this mall, and not the other?

0. Build digital channels

Pre-shopping orientation

Apps and responsive websites



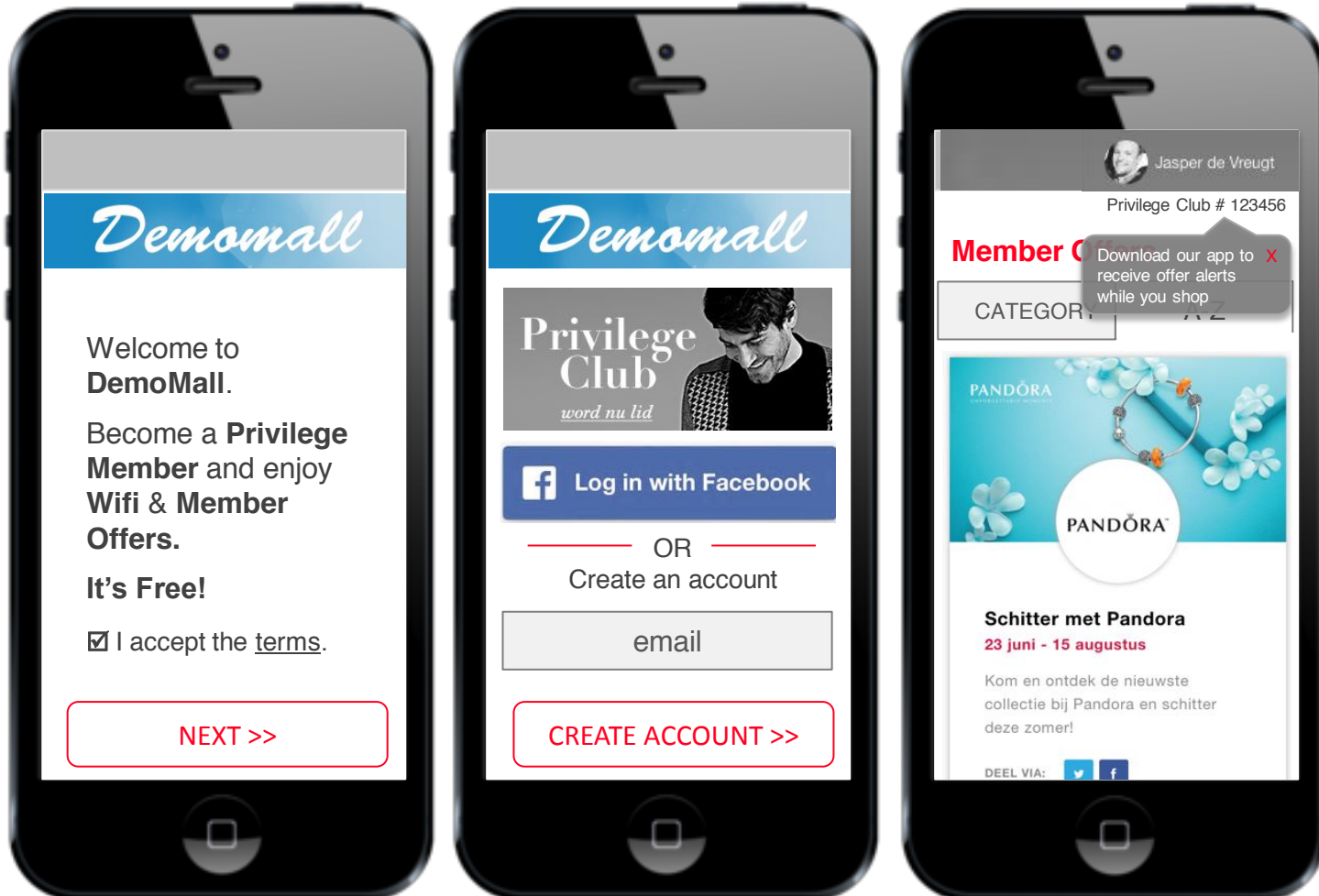
0. Build digital channels

In-mall engagement

- Tenant advertising and events promotion across screens
- Wayfinding and practical information
- Store directory and store details
- Loyalty Programs

0. Build digital channels

Link Free Wifi to Membership & Promotions

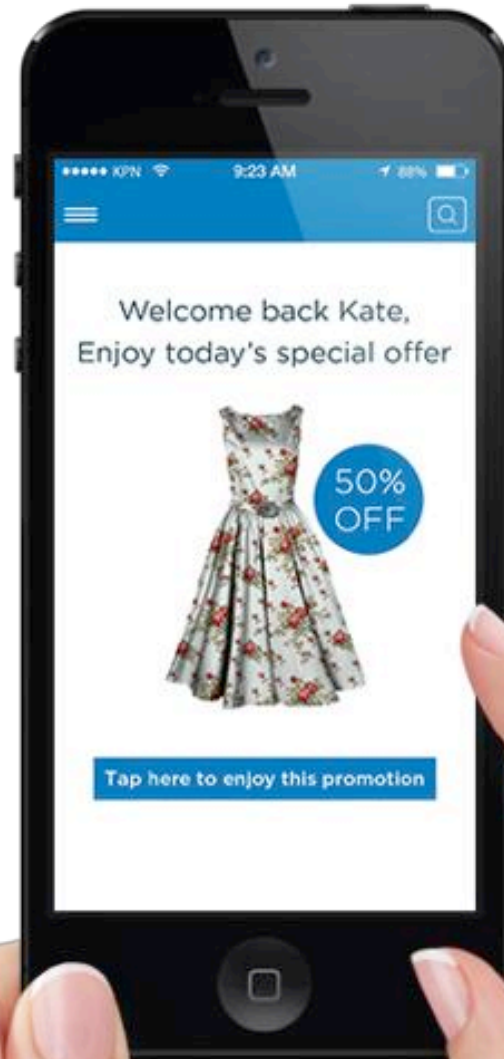


0. Build digital channels

In-mall engagement

Bluetooth Beacons

- Targeted based on proximity to a store or zone.
- Targeted to personal profiles.
- Should be capped at X number of promos per visit.



0. Build digital channels

In-mall engagement

Video screens and touch screens



1. Start collecting customer data



Merkwaardig shoppen

SHOPS

HOE BEREIK JE ONS?

EVENEMENTEN

AANBIEDINGEN

CONTACT

Inloggen >

From digital registration

gesloten op 15 augustus

Merkwaardig shoppen

bekijk de shops >

Account aanmaken

Ontvang gepersonaliseerde nieuwsbrieven en aanbiedingen.

E-mail

Wachtwoord

Ik wil op de hoogte blijven van de laatste events en aanbiedingen

Registreren

OF

Login via Facebook



Zomer in Kortrijk 1 juli - 7 september

Wie deze zomer thuis blijft, hoeft zich helemaal niet te vervelen. Nog geen vakantie in het...



Vandaag geopend van
10:00 - 19:00

#ICSCRetailLA

1. Start collecting customer data

Log in

Log in met Facebook

f Log in met Facebook

Log in met jouw e-mailadres

Voornaam *	<input type="text" value="Jasper"/>
Achternaam *	<input type="text" value="de Vreugt"/>
Email *	<input type="text" value="jasper@mail-connect.com"/>
Wachtwoord *	<input type="password" value="....."/>
Geslacht *	<input type="text" value="Man"/>
Verjaardag *	<input type="text" value="05"/> <input type="text" value="Augustus"/> <input type="text" value="1976"/>
Stad *	<input type="text" value="Aalsmeer"/>
Land *	<input type="text" value="Nederland"/>

Schrijf me in

[Download het wedstrijdreglement](#)

From smart surveys

WAT IS JOUW
Zomerstijl?

#ICSCRetailLA

1. Start collecting customer data

Welke outfit spreekt je het meeste aan?



Volgende >

Style preference



WAT IS JOUW
Zomerstijl?

#ICSCRetailLA

1. Start collecting customer data

Welke outfit spreekt je het meeste aan?



Volgende >

Style preference



WAT IS JOUW
Zomerstijl?

#ICSCRetailLA

1. Start collecting customer data

Hoeveel kost een kledingstuk in jouw meestbezochte shop?

Een shirt kost gemiddeld: €100



Een broek kost gemiddeld: €100



Volgende >

Purchase power



WAT IS JOUW
Zomerstijl?

#ICSCRetailLA

1. Start collecting customer data

Voor wie en wat?

Voor wie shop je?

Meerdere antwoorden mogelijk



Mijzelf



Mijn partner



Mijn kinderen

Family size

Naast eventueel kleding, heb je een van de onderstaande producten gekocht in de afgelopen 6 maanden?

Meerdere antwoorden mogelijk



Lingerie



Sieraden



Gadgets



Speelgoed



Geen van allen

Volgende >

Purchase intent



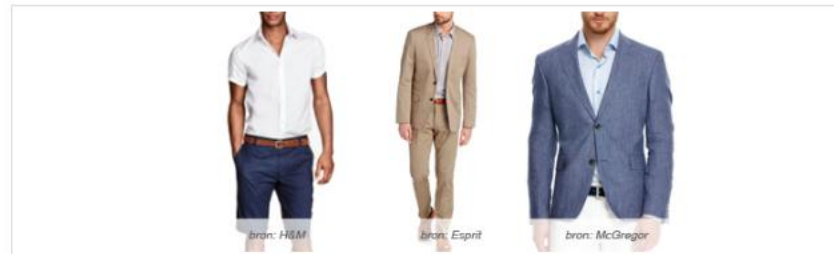
WAT IS JOUW
Zomerstijl?

#ICSCRetailLA

1. Start collecting customer data

Jouw zomerstijl 2014 is...

Homme Classique



Homme Classique

Trends komen en gaan, maar jouw klassieke stijl is altijd modieus.

Sinds jaar en dag is een wit shirt onontbeerlijk voor de Homme Classique. Deze zomer zijn shirts in een pasteltint, wat een sportieve uitstraling geeft, ook volop aanwezig. Casual chique is het dragen van een shirt onder een cashmere V-hals pullover. Een V-hals heeft als voordeel dat je slanker en langer lijkt. Het voordeel van een ronde crew' hals pullover is dat het weer zakelijkheid' uitstraalt.

Er gaat geen zomer voorbij zonder het dragen van een Chino. Chino is Spaans voor 'Chinees' en verwijst naar het Chinese katoen wat vroeger gebruikt werd voor het maken van deze khaki-kleurige pantalon. De Homme Classique draagt een Chino lekker los op de heupen.

'Faded', 'stonewashed' of strak donkerblauw, zolang de spijkerbroek blauw is, is het goed voor de Homme Classique.

Tot slot, een fijngeweven wollen blazer voor op kantoor en een linnen blazer voor in de vrije uurtjes, en je kledingkast is klaar voor deze zomer!

Must haves:

Kleuren:

Klassieke kleuren voor heren in de zomer zijn verschillende tinten wit en zandtinten. Alle gradaties blauw blijven ook altijd stijlvol. Pasteltinten zijn deze zomer ook populair, met name lichtroze. Lichte tinten grijs



Stijlinspiratie:

Style book

.....
WAT IS JOUW
Zomerstijl?

#ICSCRetailLA

1. Start collecting customer data

Kledingkast is klaar voor deze zomer:

Must haves:



Massimo Dutti - 69,95 €



WE - 79,95 €

Stijlinspiratie:

Stijlinspiratie kan je opdoen in Botticelli's 'Geboorte van Venus' (ong. 1483). Wij insinueren niet dat je als 'Venus' hoeft te 'kleden'. Waar wij je op willen attenderen is de verschillende tinten wit en blauw. Wat mooi uitkomt zijn het donkerblauw gewaad van de man en het rood-roze doek van de vrouw rechts. Zo kan jij ook met kleuren spelen. Opmerkelijk zijn de natuurlijk, vloeiende lijnen van de 'luchtige' stoffen.

[f Deel op Facebook](#)

[t Deel op Twitter](#)

Social share

'Must haves'

WAT IS JOUW

Zomerstijl?

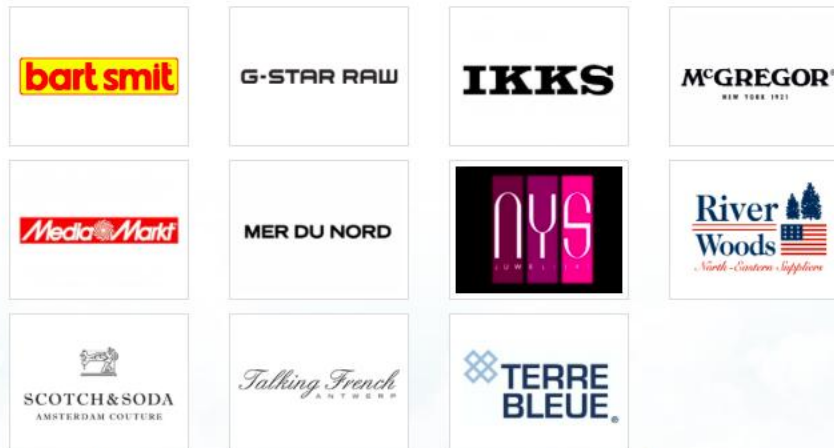
Kijk op de voorpagina van de online versie van Kin & Kostuum.

1. Start collecting customer data



Recommended stores

Klik op de voor jou aanbevolen shops in K in Kortrijk



WAT IS JOUW
Zomerstijl?

1. Start collecting customer data



Merkwaaardig shoppen

SHOPS

HOE BEREIK JE ONS?

EVENEMENTEN

AANBIEDINGEN

CONTACT

jasper@mail-connect...

♥ Mijn favoriete winkels

Fashion Women ○

Fashion Family & Kids ○

Fashion Men ○

Schoenen ○

Eten & Drinken ○

Elektronica ○

Brillen ○

Accessoires & Cadeaus ○

Lingerie ○

Sportartikelen ○

Cosmetica & Parfum ○

Huishouden ○

Supermarkt & Voeding ○

Boeken & Entertainment ○

Lederwaren ○

Speelgoed ○

Reizen ○

bart smit

GKS

ESPRIT

Recommended stores

SHIRTMAKER SINCE 1972
FORMEN

G-STAR RAW



IKKS

MANGO

Massimo Dutti

McGREGOR®
NEW YORK 1971

MediaMarkt

MER DU NORD



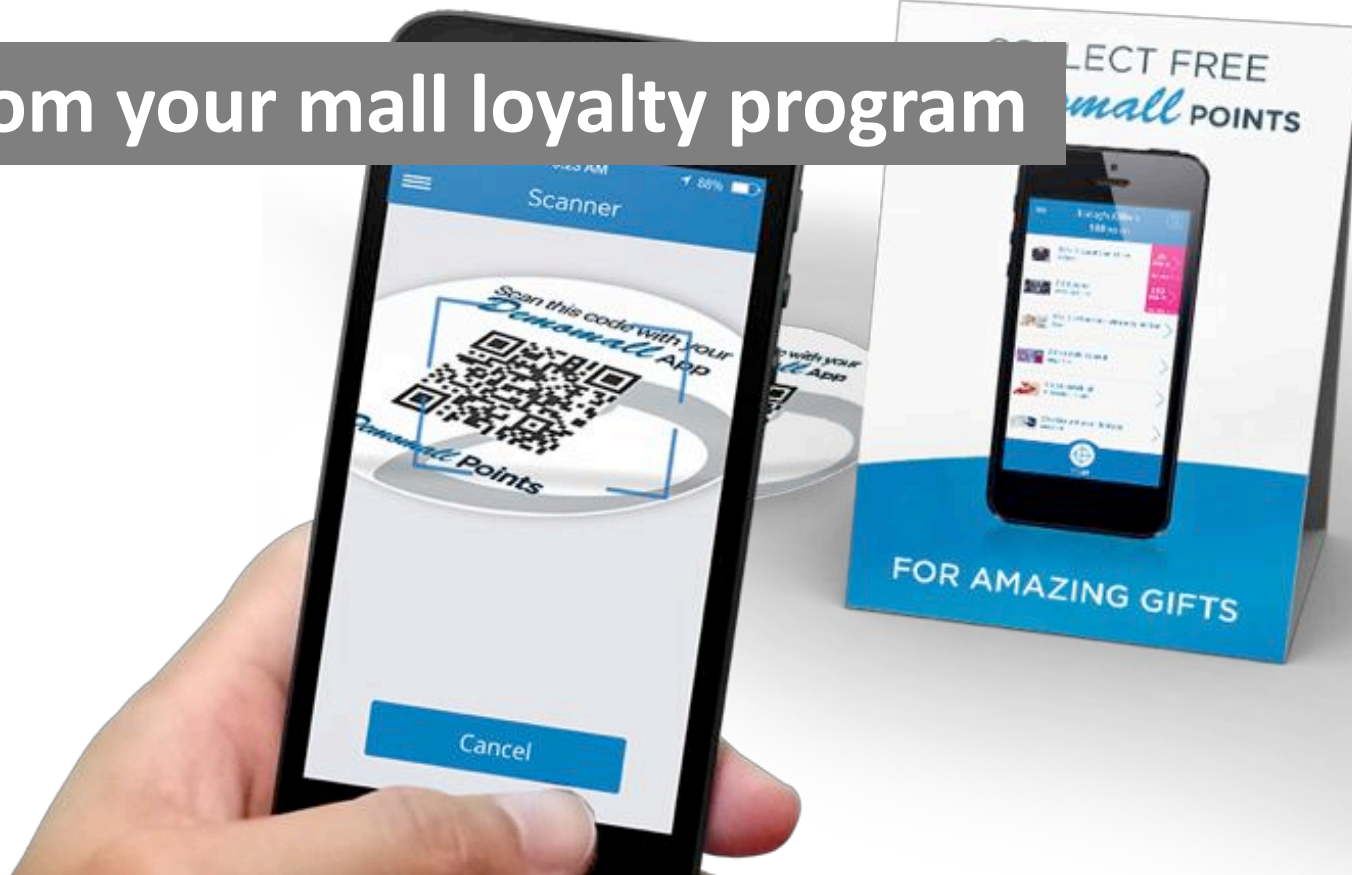
River Woods
North-Eastern Suppliers

s.Oliver®

#ICSCRetailLA

1. Start collecting customer data

From your mall loyalty program



1. Start collecting customer data

From in-mall tracking

Footfall counters

- 'Hard' number of people going in and out the shopping center.

Wifi Trackers

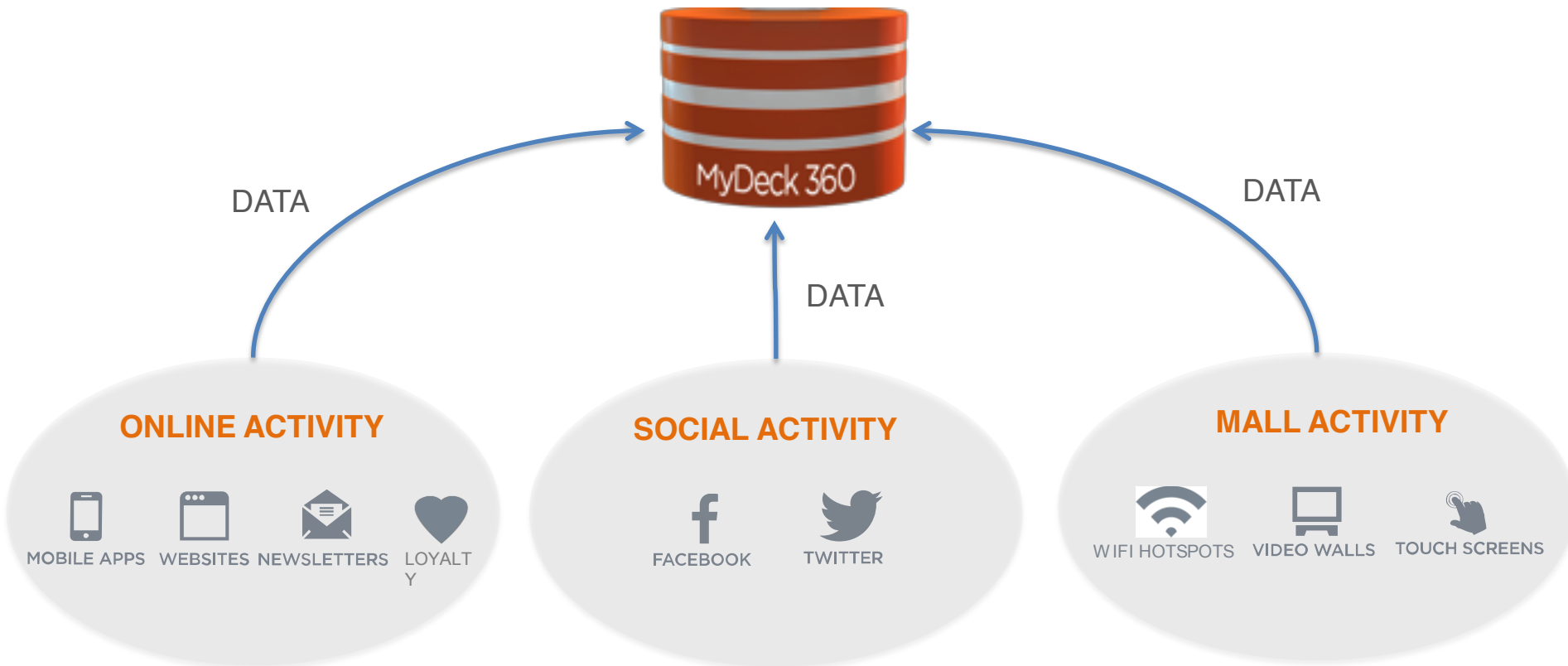
- Behavioral data such as:
 - New vs Returning shoppers
 - Average Dwell Time
 - Average visit frequency
 - Average visit recency
 - Members vs Anonymous
- Data can be used for retargeting banners on mobile websites.

In-Store Beacons

- Conversion data such as:
 - Offers sent
 - Offers viewed
 - Offers redeemed
- Interest data such as:
 - Stores visited
 - Store categories visited
 - Store visit frequency
 - Store visit recency
 - Next store visited
 - Previous store visited
- Data only available from 'members'

1. Start collecting customer data

One single customer database across all channels



1. Start collecting customer data

One single view on each customer

Registration info

Demographics

Visit history

Membership

Channel usage

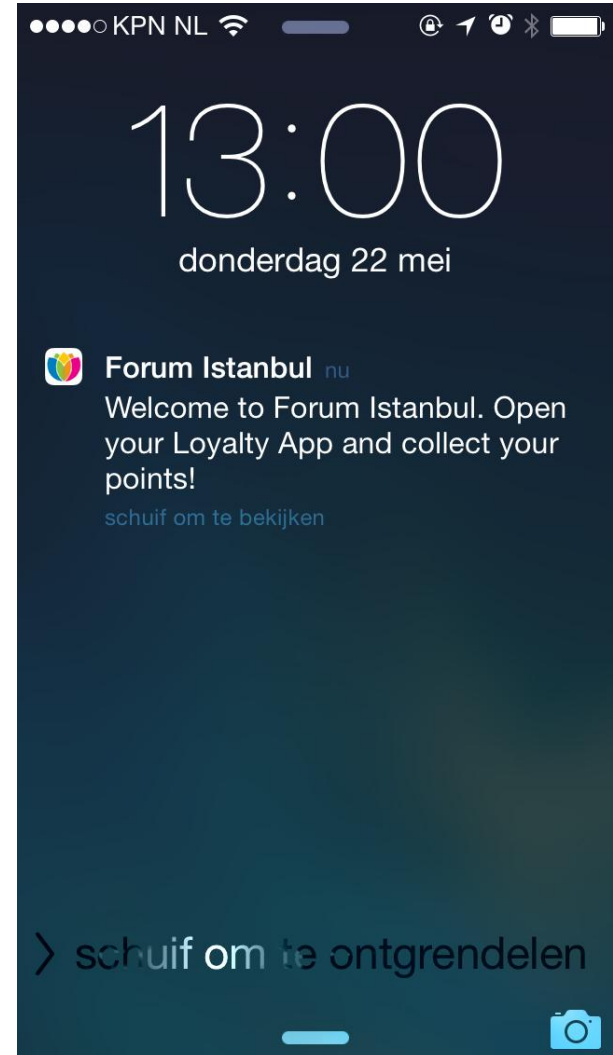
Store preference



2. Start 1 to 1 marketing

Welcome messages

- Based on GPS or Bluetooth Beacons
- Only to 'Members'
- Reminding them to open the Promotions.
- Providing them last minute member benefits.



2. Start 1 to 1 marketing

Personalised, targeted promotions



Social Networks
Facebook, Twitter, Pinterest

Mobile Apps
iOS, Android

Responsive Web
Mobile, tablet, desktop

Video Walls

Touch Screens

- Promotions can be created by **Users, Shops or Shopping Centre Management**.
- Every promotion is based on a **template** with title, description, begin- and end-date, image and video
- Promotions can be published in all digital channels, **with one single click**.
- Promotions can be send to different segments based on **demographics, personal interests, geo-location** or the **proximity** to the stores.

2. Start 1 to 1 marketing

Personalised, targeted newsletters



Golden rules:

- Segment
- Personalise
- The Subject Line
- Design & Copy
- And...not too often

2. Start 1 to 1 marketing

Rewards for loyal members

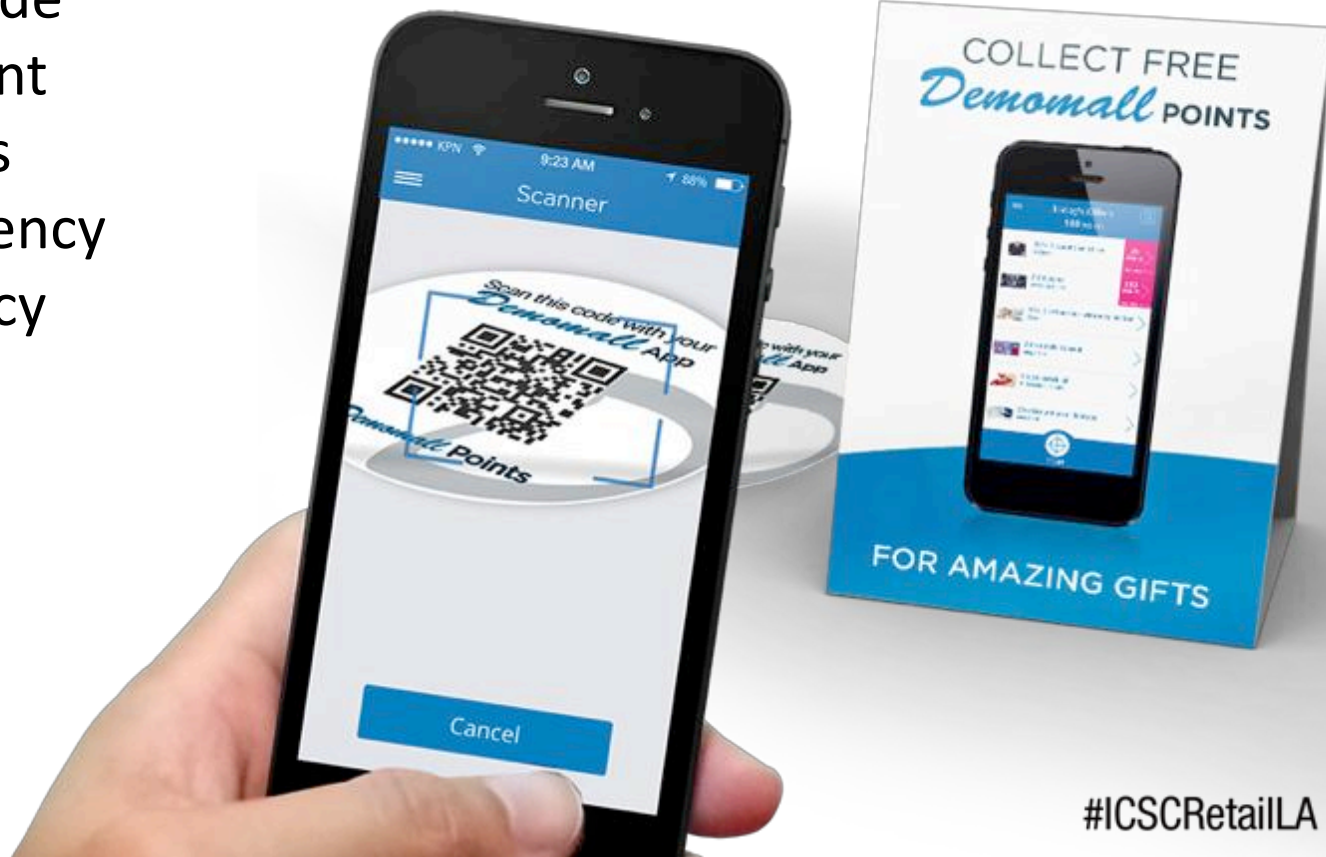
[hier het filmpje van 'The List']

- Free services
 - Valet Parking
 - Car wash
 - Porter service
 - Lounge access
 - Private shopping
- Preview sale invitations
- Invitations to preview new collections
- Member Discounts

3. Identify top-20% customers

Loyalty programs can provide valuable data

- # Purchases made
- Purchase amount
- Store categories
- Purchase frequency
- Purchase recency
- Customer LTV



4. Engage members with events

Win a Kot (win an apartment)

ABOUT THE WIN A KOT EVENT
AND THE ROLE OF DIGITAL MEDIA



#ICSCRetailLA

4. Engage members with events

Klubshopping



5. Improvement & optimization

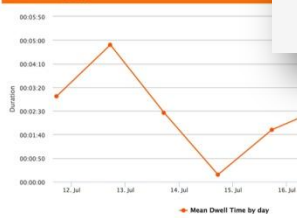
In-mall tracking

Footfall

Total, Unique, New, Returning, Member



Mean dwell time by day



Dwell time

By day, week, month

Mean walking route

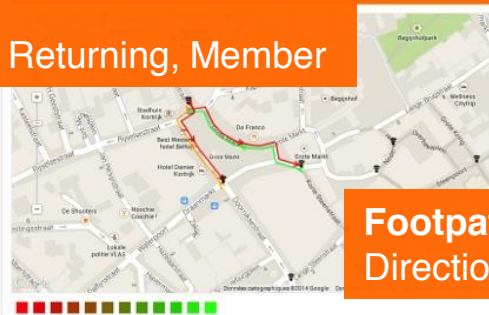
#	From	To	Traffic	Visitors
#1	Jasperseelan	JB Square	200,004	34,790
#2	Jasperseelan	JB Square	200,004	34,790
#3	Jasperseelan	JB Square	200,004	34,790
#4	Jasperseelan	JB Square	200,004	34,790
#5	Jasperseelan	JB Square	200,004	34,790

Most popular routing

From, To, Visitors, Unique

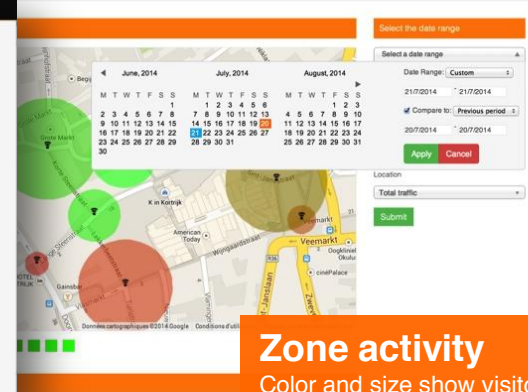
Footpath

Direction, Visitors



Zone activity

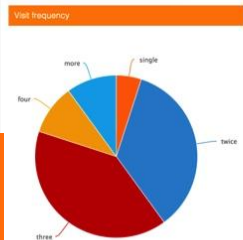
Color and size show visitor activity



Traffic:
79,093

Visitors:
64,141

Average visit duration:
00:02:38



Summary

Visitors, unique, dwell time

5. Improvement & optimization

Online tracking

MyDeck > Demo Mall > Jasper de Vreugt

- Dashboard
- Messages
- Events
- Promotions
- Job offers
- Analytics**
- Newsletter
- Stores
- My mail
- Loyalty program

Online activity | Mall Activity | Newsletter | Segmentation | Loyalty program | User database

Malls: Demo Mall

Channels: Website, Touchscreen, Native app

Metrics: Visits, Unique Visitors, Page view, Avg. Visit duration, % new visits, Top events

Day | Week | Month | 10/08/2014 - 16/08/2014

Visits	Unique Visitors	Page view	Avg. Visit duration	% new visits
16353	14569	20361	00:02:00	7

Refresh data

Distimo Monitor - Dashboard

Dashboard | Downloads | Revenue | Rankings | Competitors | Settings

You are logged in as Distimo Monitor Demo (logout) | Questions? See our [faq](#), [Feedback?](#) [Send us your ideas!](#)

Dashboard

Total number of downloads and total revenue share for all your applications. Data is from **last month**.

Download origin

vis and charts are based on download data from **last month**.

Top 10 countries (downloads)

- United States (4,298)
- United Kingdom (2,531)
- France (1,866)
- Canada (1,355)
- Australia (1,262)
- Korea (1,242)
- China (1,184)
- Hong Kong (1,162)
- Singapore (1,059)
- Japan (699)

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Google Analytics

Home | Reporting | Customization | Admin

Jun 1, 2014 - Aug 16, 2014

Audience Overview

You are using a filtered view, which may cause your Users count to be inaccurate. [Learn more](#)

Overview

Sessions: 4,205 | Users: 3,205 | Pageviews: 8,582 | Pages / Session: 2.04

Avg. Session Duration: 00:02:03 | Bounce Rate: 71.72% | % New Sessions: 73.98%

Demographics

Country / Territory: 1. India (23.97%)



“Show me the Money!”

Why we need to do this

Example calculation of ROI

Assume a mall with...

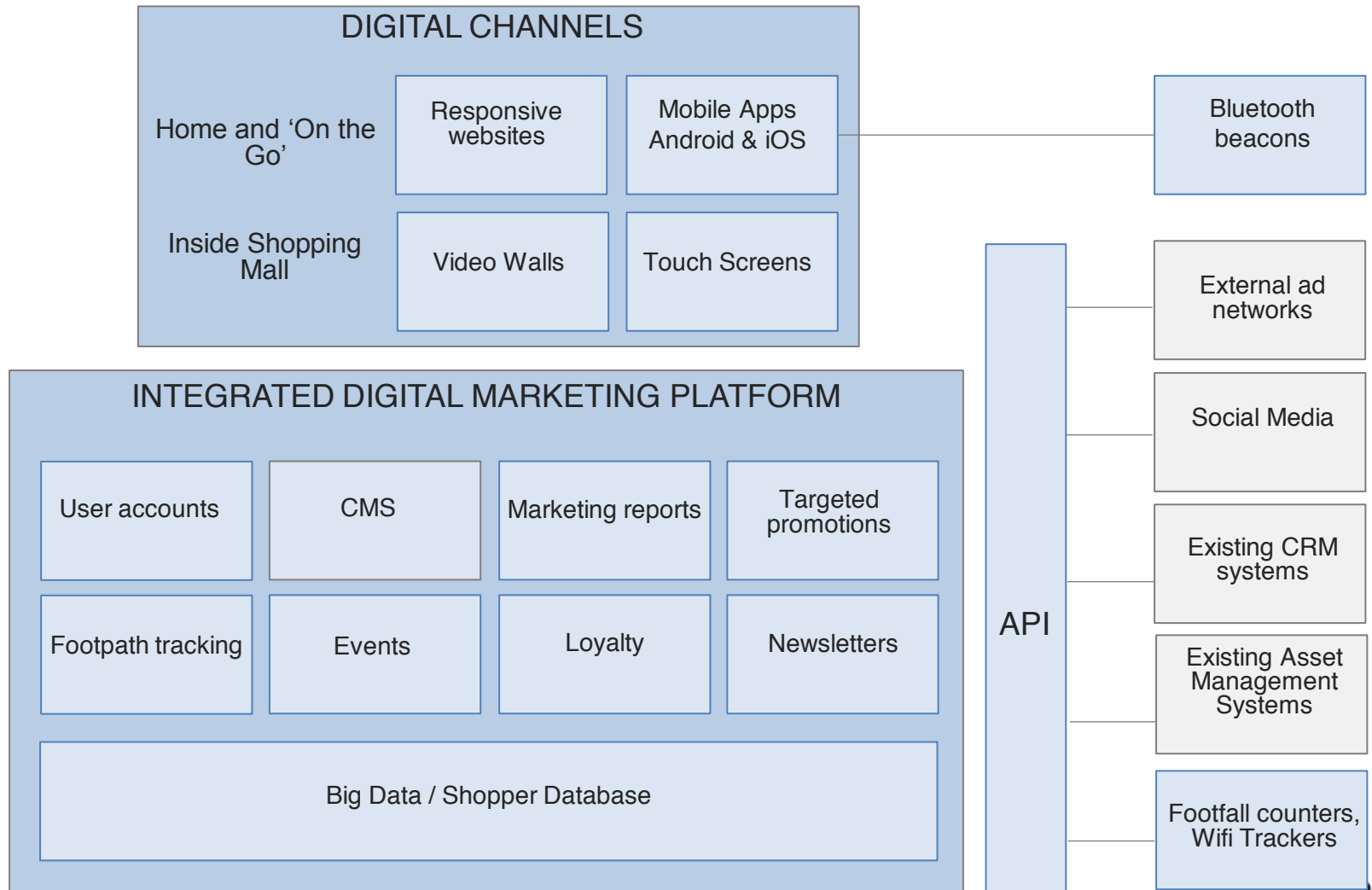
- Combined annual store revenue: EUR 50 million
- Annual footfall: 4.5 million shoppers
- Average value per shopper: EUR 25
- Turnover rent percentage: 8%
- Footfall uplift realized from targeted marketing & loyalty program: 5% or 225,000 shoppers

The uplift of your turnover rent will be:

$$225,000 \text{ shoppers} * \text{EUR } 25 * 8\% = \text{EUR } 450,000$$

To summarize

Marketing Technology



To summarize

Roadmap

- Build digital channels
- Start collecting data
- Start 1 to 1 marketing
- Identify top-20% customers
- Engage customers with events
- Continuous improvement & optimization

To summarize

Business change

- Shift focus to consumer marketing
- Free up resources & budget – at least 25% of the marketing budget should go to digital.
- Start small – build early success
- Involve key tenants in an early stage



Conferencia de tendencias del retail: La visión omnicanal

Miércoles 20 de agosto de 2014

Hotel Grand Hyatt Santiago • Santiago, Chile



Questions