



How to Perfect Your Merchandising Strategy Using Smart Mobility Insights

Retailers are facing an increasingly complex competitive landscape, with more shopping options for consumers than ever before. Important to thriving in that environment is delivering seamless, personalized, and differentiated customer experiences – both online and in-store.

Merchandising strategies must focus on bringing consumers accessible, convenient shopping that combines the power of the digital world with brick-and-mortar storefronts.

Beyond Traditional Data Sources

Autonomous, electric, and connected vehicle data is a powerful new insights source retailers can use to perfect merchandising strategies. Generated from millions of active connected vehicles, it provides a reliable and accurate view into how consumers are moving in and around store locations with driver privacy front of mind. It can be useful in:



- **Uniting the Online and In-Store Customer Experiences:** By informing exit and entry flow and frequency of incidents, vehicle data can help ensure parking lots are accessible and suited for curbside pickup and contactless grab and go options – something consumers are increasingly demanding as they spend more time shopping online.



- **Customizing In-Store Displays on a Regional Basis:** By providing insight into local consumer demographics, how they are moving, where they are going before and after visiting a store, and how long they are spending at the store, retailers can more strategically map out displays and item locations.



- **Informing Road Signage and Advertisements:** Because it helps visualize areas of heavy traffic and congestion, autonomous, electric, and connected vehicle data can also be useful in determining the best locations for store signage and advertisements. A retailer can now make more data-driven decisions on which roadways make sense to put a billboard, or how to best target a group of drivers based on their journey patterns.

The Perfect Fit

Wejo's smart mobility insights provide a more accurate and precise data source for determining mobility patterns specific to how and where people drive. This insight is exclusive and accessed through agreements with leading automobile manufacturers and businesses only pay for the data they need. By partnering with Wejo, retailers can:



Implement merchandising decisions with confidence and conviction using new location-based data sources



Identify opportunities to differentiate by analyzing competitive footfall and customer journey patterns



Uncover new sources of revenue based on the profile of their target audience