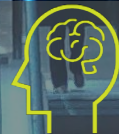




# THIRDCHANNEL

Optimize Consumer Experience In Stores

Shoptalk - March 19, 2018



ThirdChannel Named 2017 “Cool Vendor” in Unified Retail Commerce  
by Leading Analyst Firm Gartner, Inc.

# The Consumer Experience Fantasy...

- ✓ Shelves are fully stocked
- ✓ Product is merchandized well
- ✓ POP and signage are correct
- ✓ Product location is prime
- ✓ Associates can talk expertly about products
- ✓ Backstock is healthy
- ✓ Competitors are playing fair



# The Reality at Retail...



- ✗ Inconsistent merchandising and brand presence
- ✗ Difficulty quantifying frequency of OOS situations
- ✗ Ghost inventory and shrinkage
- ✗ Store associates spread too thin to adequately support brands
- ✗ Inability to verify planograms against actual store sets
- ✗ Fragmented POS data
- ✗ [Add yours here]...



## ThirdChannel “Store Hub”

Know what’s happening  
– *or should be happening* –  
with your products in  
thousands of stores.

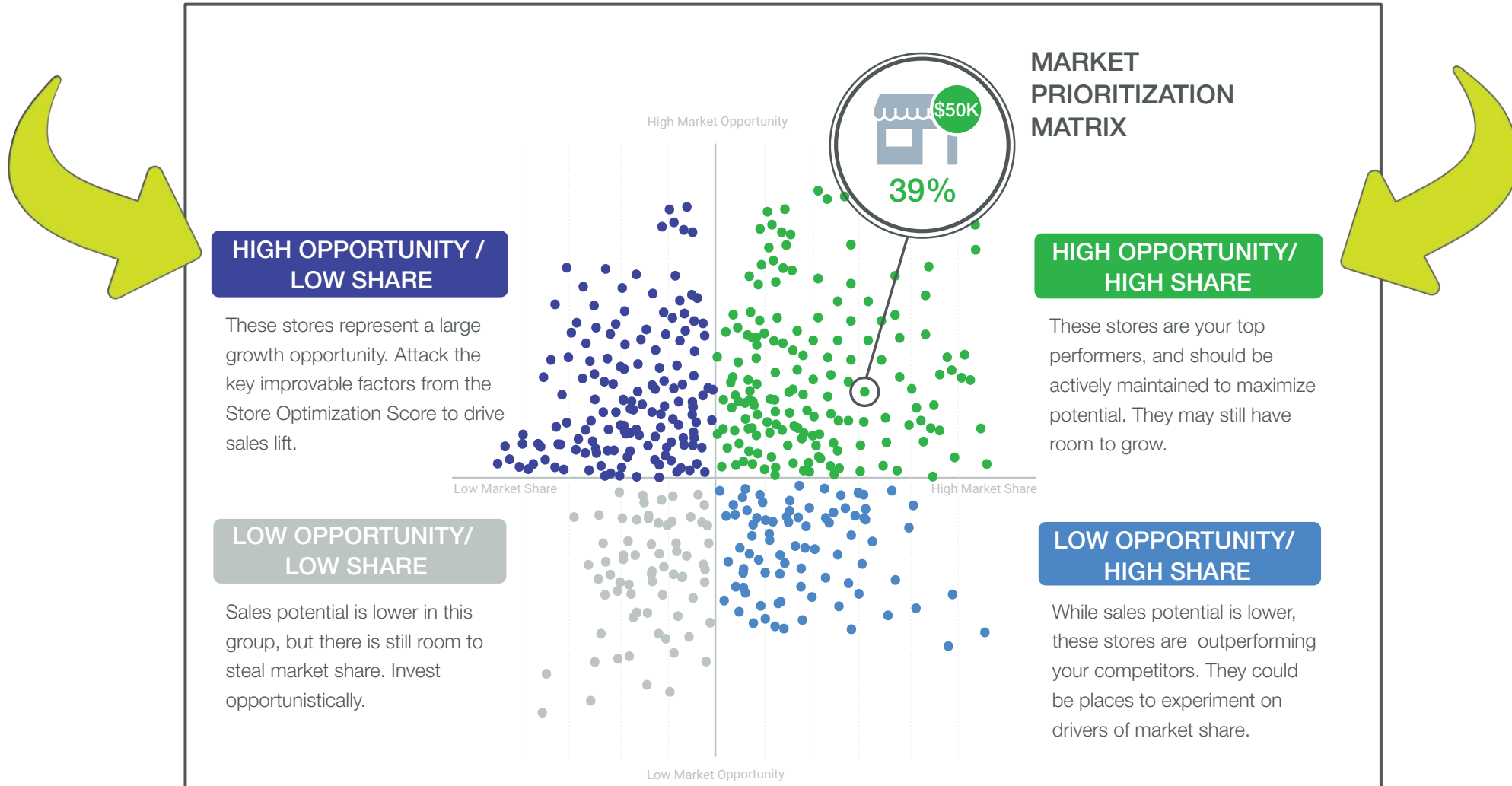


**Today, you should expect to manage the consumer experience in stores with same kind of laser precision as your eCommerce tools provide:**

- 1 Real time visibility into retail execution issues
- 2 Ability to allocate resources selectively where and when needed
- 3 An online social environment to communicate and collaborate with field/store teams
- 4 Dashboards that track impact and generate an ROI on resources invested

# Step 1 | Calculate Untapped Potential for Store Sales

Select *just* the stores that will drive significant sales. Focus your marketing and field support.



# Step 2 | Score Each Store

## Data Inputs:



## Store Sales Drivers for Leading Electronics Brand:

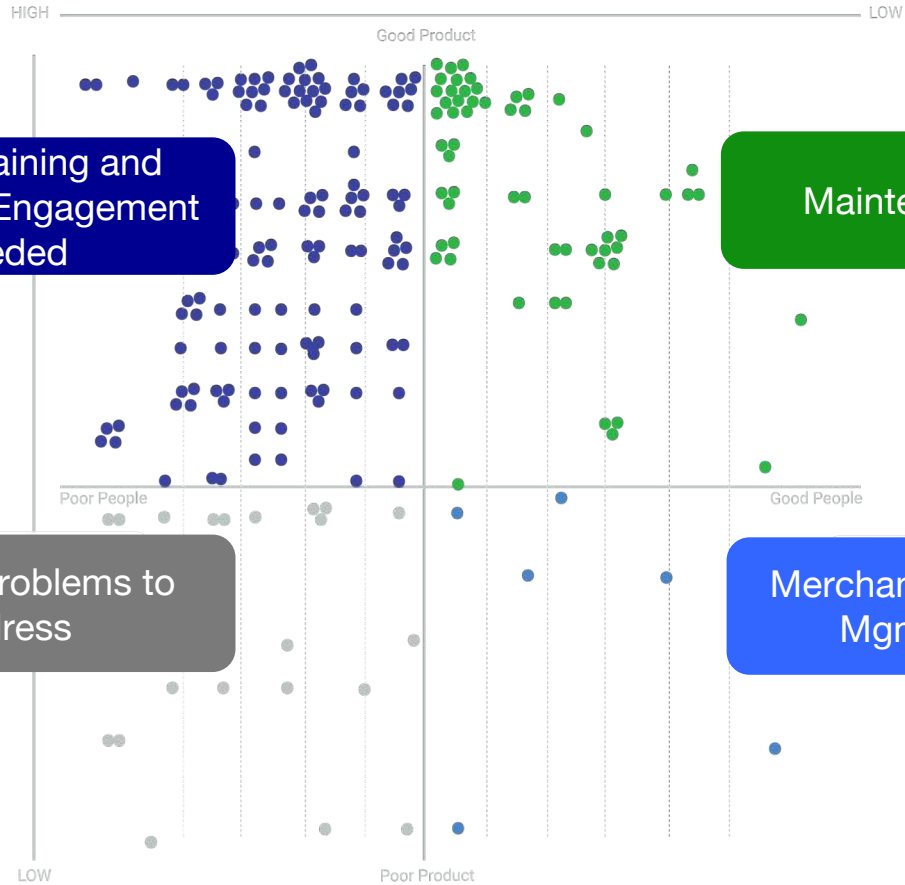
1. Associates can engage consumers on tech features
2. Displays located near checkout
3. Interactive POP is working
4. Displays are fully merchandised

## Store Optimization Scores:



# Step 3 | Generate Store-Specific Action Plans to Guide Field Teams

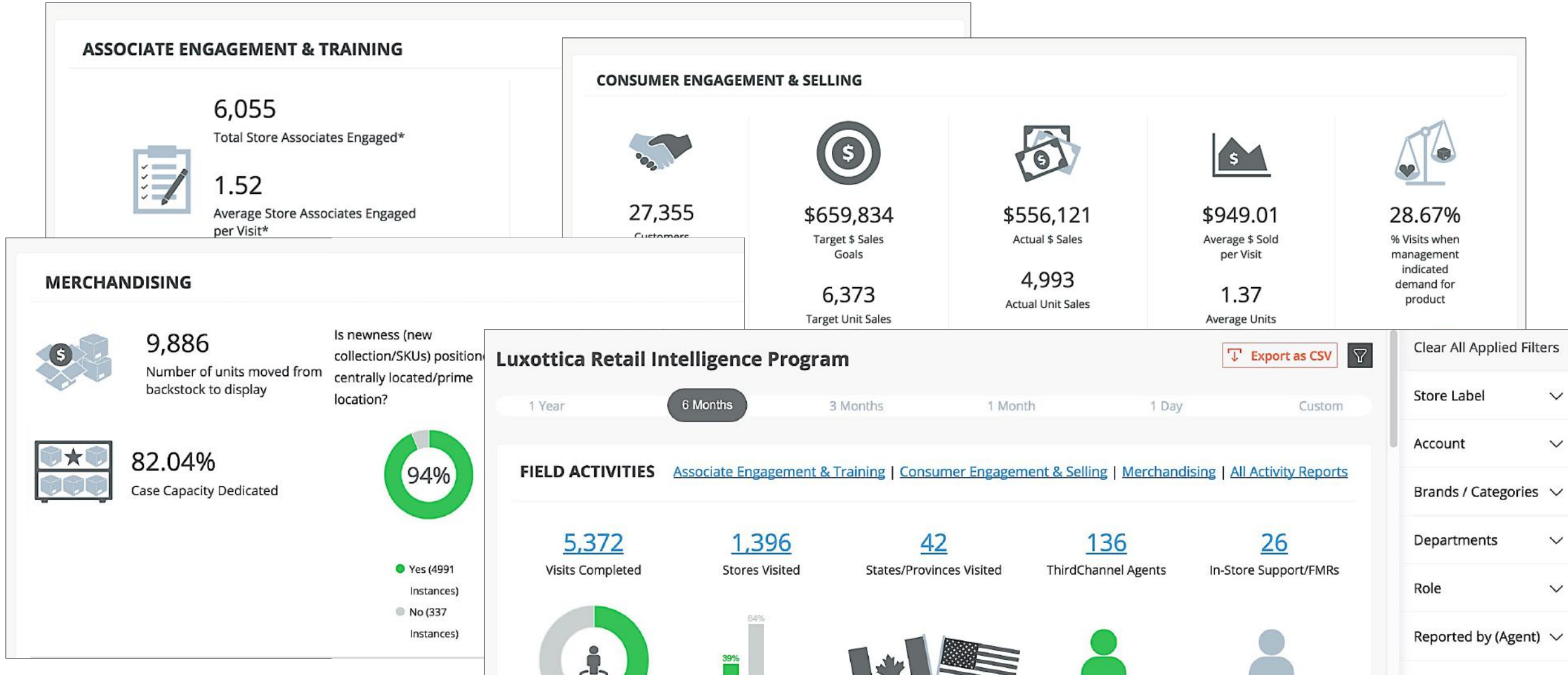
## Action Plan Quadrants:

















# KPI Dashboards | Track Performance and Sales Lift

Know what's happening – *or should be happening* – with products in thousands of stores.



# Live Store Feeds | Empower and Collaborate with Field/Store Teams



**T-Mobile 9073**, Bradley Commons, 2024 IL-50, Bourbonnais, IL 60914, USA

QTD YOY Units Sold: ▼ 59.70%

*2 months ago* (December 19, 2017 at 10:19 PM EST) by **Aubriel Bowen** through September 16, 2017 >


**2 New Alerts Found**

- Samsung presence hardly noticeable compared to most prominent brand
- No Samsung smart watches found on display

**Summary**

I was greeted immediately after entering the store. The associate walked me through the store and mentioned the bogo deal on the Samsung. When I inquired about the tablets, he told me about the deal for the Alcatel and LG. The overall appearance at first glance was evenly spaced and tidy but looking closer here were my findings :


- the Apple display was larger compared to the Samsung display and they were right next to each other
- the LG display had Other branded headphones and the Samsung gear watch on display
- there were no other iPhones on display other that what was on the main display




extra: Smart picks community wall

Like Follow Share Edit | Full Report

0 Likes | 2 Followers | 1 Comment

 **Ashley Gomes:** Sounds like the ideal visit! Great job Aubriel, keep up the great work!  
*posted 2 months ago*

 Comment

# Think About a Next-Gen Field Team | Powerful “Grassroots” Marketing

- Able to bring your brand to life in stores.
- Have attributes and experience that matches the job they need to do in stores.
- Exclusive to your brand, flexing up and down as needed.

## Don't have a field team?

ThirdChannel's system will match one exclusively to your brand through our network-for-hire.



# Optimize Consumers' Experience in Stores | The New Requirements

- Essential store related data all in one place
- Action-oriented information at fingertips for those who need to make real-time decisions
- Performance tracking with eCommerce-type precision
- Access to a brand exclusive, on-demand field force
- And live store feeds that capture feedback loops from teams on the ground

★ ★ ★  
NOW INCLUDING  
**VIDEO**  
from ThirdChannel!

The screenshot displays the ThirdChannel Media Feed interface. On the left is a dark sidebar with navigation options: Marlene, Notifications, Feeds (selected), Reports, Stores, Requested Visits, Field Team, Scheduled Visits, Resources, Manage, and Collapse. The main content area is titled 'Media Feed' and shows a post from 'Collin Dieck' at 'T-Mobile 4241, 8901 N Milwaukee Ave, Niles, IL 60714, USA' from 2 months ago. The feed contains a grid of 12 items: a Samsung display, a cheat sheet, an Apple display, a sales floor view (Angle 2), another store exterior view (Angle 2), another store exterior view (Angle 1), another sales floor view (Angle 1), an extra view (extra: 9), an extra view (extra: 8), another extra view (extra: 7), another extra view (extra: 6), and another extra view (extra: 5). Each item has a video play button overlay. At the top right of the feed are buttons for 'Create Visit', 'Create Post', and a filter icon.



Unlock Sales Potential in Your Stores

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