

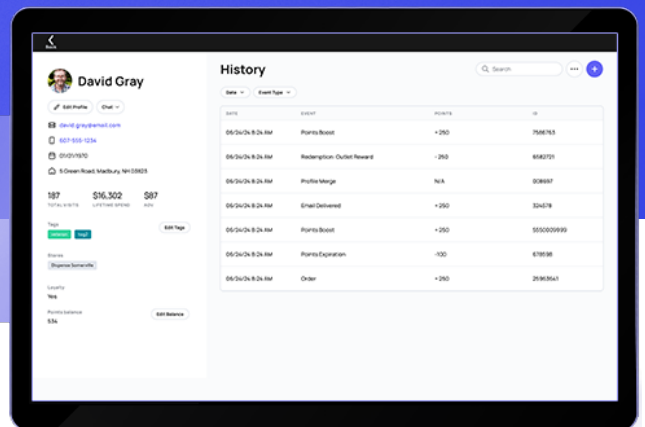
INTRODUCING



Unifying Customer Engagement Across Digital and Physical Touchpoints

AIQ x Adentro's all new integration combines AIQ's robust data, loyalty, and marketing platform with Adentro's in-store foot traffic tracking.

This unique synergy empowers businesses to connect digital marketing efforts with physical visits, providing a 360-degree view of customer journeys and improving the precision of their campaigns.



Industries We Serve

Ideal for brick-and-mortar retailers aiming to connect digital marketing efforts with in-store results, including:

- Restaurants, Coffee Shops, Entertainment Venues, and Malls
- Businesses aiming to seamlessly connect digital marketing with in-store results



How AIQ x Adentro Integration Works

Adentro's Wi-Fi-enabled technology captures foot traffic data by tracking visit frequency and location, which syncs with AIQ's customer profiles. This integration enables businesses to:

Optimize Audience Targeting

Enhance customer profiles with visit frequency and location data for personalized ads and email campaigns.

Real-Time Data Synchronization

Data on customer demographics (name, contact, location) flows seamlessly between Adentro and AIQ, ensuring accurate and actionable insights for digital and in-store campaigns.

Now, by combining AIQ's audience segmentation and loyalty tools with Adentro's real-time, WiFi-based customer insights, businesses can deliver highly personalized, in-location offers that drive engagement and repeat visits. This integration empowers you to create campaigns that connect online efforts with in-store behavior, delivering an immersive, data-driven experience.

What Does This Mean for Retailers?

Retailers now have access to valuable data that links digital marketing efforts directly to in-store visits, offering a deeper understanding of customer behavior and actionable insights to improve both digital and in-store experiences. Although both platforms operate independently, together they empower brick-and-mortar businesses to enhance the in-store customer experience.

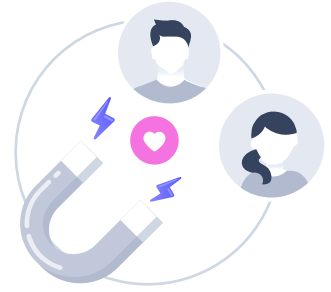


Benefits at a Glance



Unified Customer Profiles

Gain a 360-degree view of digital and in-store interactions.



Precision Marketing

Drive relevance with targeted, behavior-based campaigns.



Stronger Loyalty Programs

Increase retention through multi-channel loyalty incentives.



Accurate ROI Tracking

Link campaigns directly to in-store sales for clear ROI.



Real-Time Insights

Quickly optimize campaigns to improve foot traffic.

AIQ x Adentro: Integration Key Benefits

1

Comprehensive Customer Journey Insights

- **Unified Profiles Across Channels:** The integration merges in-store visit data from Adentro with AIQ's digital engagement metrics, giving retailers a 360-degree view of their customer's journey.
- **Informed Decision-Making:** Retailers can make strategic, data-driven decisions with the comprehensive view provided by AIQ and Adentro's combined data, optimizing campaign.

2

Precision Marketing to Drive Conversions

- **Targeted Campaigns:** Leverage AIQ's powerful segmentation tools alongside Adentro's foot traffic data to reach audiences with precisely targeted promotions.
- **Enhanced Relevance:** Use real-time data on in-store behaviors to deliver meaningful, behavior-based marketing, increasing customer engagement and conversion rates.

3 Strengthened Loyalty Programs

- **Reward-Based on Real Engagement:** Link loyalty rewards to in-store visits, creating a seamless multi-channel incentive system that drives repeat visits and builds lasting loyalty.
- **Consistent Experience Across Channels:** Offer rewards for both online and in-store engagements, ensuring customers receive consistent and cohesive interactions that foster deeper loyalty and brand attachment.

4 Accurate ROI Tracking and Real-Time Adjustments

- **Clear ROI Measurement:** Attribute in-store visits to specific digital campaigns, allowing for precise measurement of marketing ROI. This insight empowers businesses to focus resources on the most effective channels.
- **Quick Campaign Optimization:** Real-time analytics provide immediate feedback on campaign performance across channels, enabling retailers to adjust strategies and improve results instantly.

5 Multi-channel Consistency

- **Seamless Customer Experience:** The integration provides a cohesive, personalized customer experience across online and in-store touchpoints, elevating overall satisfaction and engagement by aligning interactions to customer preferences, whether they're engaging online or visiting a store.

Use Cases in Action

1 Targeted Promotions

With AIQ's segmentation capabilities and Adentro's insights on foot traffic, retailers can create and deploy targeted ads based on in-store behaviors, like frequency of visits or specific location preferences. For example, a restaurant chain could use this integration to send special offers to regular customers at specific times, such as happy hours or weekend events.

2 Loyalty Programs Enhanced by In-Store Data

AIQ's loyalty tools can now reward both digital and physical engagements. By tracking in-store visits, businesses can structure loyalty programs that incentivize not only online interactions but also repeat in-store purchases, fostering greater customer retention and brand loyalty.

3 Cross-Channel Campaign Measurement

The integration's real-time analytics allow businesses to track which digital ads drive in-store visits. This makes it easy to adjust campaigns to maximize impact, refine targeting, and focus on ads that show the highest conversion from online to in-store.



Why Adentro? The Value Of Our Partnership



Insights Key For Success

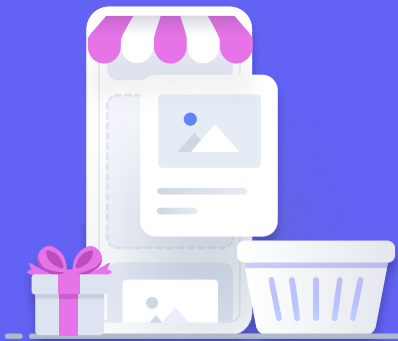
Adentro offers a more effective way to capture essential customer insights. Curious about your daily foot traffic, average dwell times, or peak hours? Need a clearer view of your customer demographics? Adentro tracks real-life customer visits in your stores and populates your dashboard with detailed insights and benchmarks, enabling you to make smarter, data-driven business decisions.



+70M Customer Network

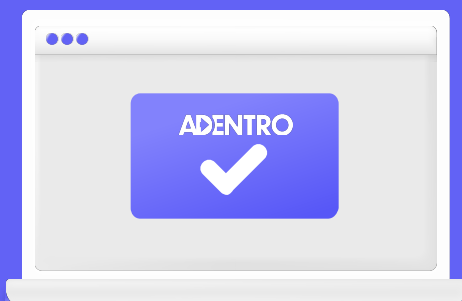
Gain access to 70 million opt-in consumers on the Adentro network, with insights on visit frequency, demographics, and behavior. Enjoy exclusive, privacy-compliant data from similar businesses for deeper customer understanding.

Note: Adentro's customer base spans over 10,000 businesses in key retail industries, including restaurants, coffee shops, malls, and entertainment venues.



Re-Imagined Targeted Marketing

Adentro data provides a clear picture of who your customers are and what they're looking for, based on real-life, in-store behavior. Want to see if certain online promotions boost foot traffic? Curious if targeted email campaigns are driving repeat visits and loyalty sign-ups? With Adentro, you can measure the effectiveness of your marketing efforts by tracking both offline visits and online engagement.



Easy Setup & Quick Activation

Most businesses are fully operational with Adentro within three business days, making it easy to start seeing value right away. Simply update the configurations on your existing guest WiFi access points or reach out to Adentro's support team for guidance.

GET STARTED TODAY



Ready to Unlock the power of a seamless digital and in-store marketing strategy?

Discover how the AIQ x Adentro integration can elevate your business through data-driven insights, precise targeting, and enhanced customer engagement.

[AIQ x Adentro Integration](#)

[Connect With AIQ's Team](#)