Editors’ Choice

The editors of Shopper Marketing magazine have reviewed the exhibitor roster for the 2018 Path to Purchase Expo and curated a special list of innovations that will be demoed, displayed and available for examination at the show, to be held Oct. 2-4 at the Minneapolis Convention Center.

**Quotient/Ahalogy**

**Features:** The company rolled out analytics that measure sales from marketing campaigns, delivered in near real time through a client dashboard. Quotient also launched Retailer Performance Marketing, making it an exclusive media partner for Albertsons Cos. and other retailers, to deliver media campaigns for brands trying to reach people who shop at specific retailers. The “Quotient Retailer iQ” platform is connected to point-of-sales systems at major retailers.

**Benefits:** Retailer iQ provides Quotient with proprietary and exclusive data with select retailers.

**Breaktime Media**

**Booth:** S35

**Features:** The Top Down Shopper Content Hub offers CPGs a method to create scalable and interactive content customized to specific retailers. Breaktime works with CPG marketers to develop the Top Down Master Content Hub and collaborate with shopper teams to customize each version for specific retail channels. The entire content production process is handled by the Breaktime team, and a CPG only pays when their target shoppers choose to engage with it. This content may be activated at retail through packaging and P-O-P, and embedded on retailer websites as well as across a CPG client’s owned and paid channels.

**Benefits:** Unique versions of content are tailored to retailers while maintaining consistency of the brand message.

**Georgia-Pacific Corrugated**

**Booth:** 601

**Features:** Georgia-Pacific will launch a display this Halloween for Campbell Snacks that features augmented reality. Instead of asking shoppers to download an app while they are shopping, G-P can use the native camera feature on shoppers’ smartphones to launch an augmented reality experience via the phone’s mobile browser. Once shoppers engage with the display and launch the AR experience, they are invited to share their experience via social media, spreading the word about the display and the experience and driving more shoppers to the store.

**Benefits:** Streamlines shoppers’ steps to launch augmented reality to increase engagement.

**Great Northern Instore**

**Booth:** 301

**Features:** The Win at Retail webinar series discusses specific and actionable in-store insights for targeted retail categories. The content is drawn from retail audits performed nationally by Great Northern Instore’s team and provides multiple images of recent activations. Each webinar connects in-store photos with recent retail news and trends to build a full story about current retail insights. Content is specific to particular seasonal promotions, categories and retail channels, such as the holiday season, consumer electronics, convenience and back to school.

**Benefits:** The bimonthly webinars are run in a timely manner so ideas can incorporate into upcoming programs.

**Snipp Interactive**

**Booth:** 239

**Features:** SnippInsights portal provides brands with varying levels of business intelligence and data insights for the shopper marketing programs, rebates and loyalty programs they run with Snipp. SnippInsights features a set of off-the-shelf reports, analytical tools and data visualizations that help make sense of complex consumer behaviors and purchase patterns collected from Snipp’s receipt processing engine, SnippCheck. Snipp is offering three tiers to clients: SnippInsights Base, SnippInsights Enhanced and SnippInsights Enterprise, to scale with the needs of any brand.

**Benefits:** Marketers can tap into information on their consumers and their purchase habits.

**SellCheck**

**Booth:** S31

**Features:** A new white paper is now available that shares an independent research team’s performance findings. It tested SellCheck’s ad prequalification service with a real-world study to see if creative effectiveness really does have a direct impact on sales performance. The study compared the sales impact of ads with a high SellCheck score against those with lower scores. The result: 89% of the time the ad with the higher SellCheck score outperformed the other.

**Benefits:** A study found that SellCheck can be used to predict the likelihood of sales performance to ensure creative is ready for market.
Bedford Industries  
Booth 608

**FEATURES:** The ElastiTote adds sample products, sachets and trial offers onto an existing product without changing the current packaging. New customizations for the tags include elastomer loops, tags with perforations, folds, adhesives, slits and shapes. The company offers 26 stock colors.

**BENEFITS:** Add-ons such as drink recipes and samples attach to products as an incentive for shoppers.

Bazaarvoice  
Booth 728

**FEATURES:** Brands can now syndicate their ratings and reviews into the Bazaarvoice Network regardless of their original review collection provider. The product matching and content distribution capabilities provide a turnkey experience for brand clients. Bazaarvoice combines “human moderation” and natural language processing technology to ensure that ratings and reviews meet quality and authenticity standards before publication. The cost for distributing review content to the Bazaarvoice Network starts at $7,000 per brand, per year.

**BENEFITS:** The Network, which includes retailers across North America and Europe, enables brands to distribute reviews to retailer websites to reach shoppers and improve search performance and discovery.

Tobii  
Booth 738

**FEATURES:** Tobii Pro VR Analytics provides immediate access to eye-tracking analytics so brands can analyze key influencers of behavior and decision-making along the path to purchase. Package designs, planograms and POS messaging can be tested without the need for full-scale projection screens since the tool uses the retrofitted HTC Vive headset with Tobii eye tracking. A retailer can switch between layouts of a store design to track visual attention. Product packaging can be tested on a virtual store shelf.

**BENEFITS:** Brands can analyze behavior and decision-making with different virtual settings.

ShopLift  
Booth 429

**FEATURES:** The Smart Campaign Platform combines the company’s Smart Ads and Smart Pages to bridge the gap between digital and the physical store. Traditional retailers, QSRs and non-grocery CPGs can leverage the platform to deliver targeted messages to the desired audience. The Smart Ads program blends offline and online data to trigger creative that is personalized for consumers. The Smart Pages program uses geo-targeting to highlight proximity to purchase.

**BENEFITS:** Personalized hyperlocal ads target the correct audience.

Meyers  
Booth 740

**FEATURES:** SystemConnect Software offers inventory management, fulfillment and print-on-demand services. Retailers can manage their printing needs with the streamlined ordering process to tailor print materials. The program is customizable. The platform helps companies with a widespread footprint track inventory levels and maintain consistency of layouts while fulfilling signage and material needs at individual locations.

**BENEFITS:** The client management platform offers increased customization and improved order management.

WestRock  
Booth 441

**FEATURES:** The “Retail Reimagined” program uses light, motion, color texture, design and sound to create an experiential shopping experience. The displays are meant to encourage experimentation and prompt shoppers to interact with the product. Solutions such as Connected Packaging, Retail Ready Packaging, and state-of-the-art automated fulfillment equipment enable WestRock to maximize efficiency and speed-to-market. Throughout the path to purchase, WestRock is collecting key information to help brands and retailers impact shoppers.

**BENEFITS:** Clients can gain shopper insights and create smart retail merchandising programs.
Insignia Systems

**Booth 424**

**FEATURES:** Fresh Ads advertisements are affixed to a Twist-Ease twist-tie holder in the store’s produce department, highlighting marketing messages, coupons or recipe tear pads. Fresh Ads is available in more than 2,000 grocery stores and connects brands with more than 34 million customers per week. Research suggests that two-thirds of grocery shoppers want coupons for center-store items paired with perimeter items. There are multiple twist-tie dispensers in the produce department, enabling multiple placements of Fresh Ads. Performance to date shows more than $10 million in incremental retail sales revenue for the 2,000 store network.

**BENEFITS:** Fresh Ads offer coupons, recipes and meal solutions for shoppers, leading to incremental sales throughout the store.

Yieldbot

**Booth 113**

**FEATURES:** The Performance Guarantee program offers a guarantee of its targeted online media with in-store metrics of sales lift and foot traffic. Performance is measured by third-party objective partners. The company says sales lift is 2% measured by IRI, and foot traffic is 7.5% lift measured by Placed.

**BENEFITS:** Performance Guarantee leverages real-time consumer intent data so brands can connect at the right moment.

InContext Solutions

**Booth 509**

**FEATURES:** Enterprise platform ShopperMX now incorporates mixed-reality technology such as improved scalability and augmented reality to collaborate within an immersive virtual environment. Augmented reality enables retailers and brands to see how a new concept or product will look while physically standing in that store.

**BENEFITS:** Gives decision makers a tool to quickly visualize exactly how something will look inside a specific space, in real time.

Click2Cart Path to Purchase

**Booth 637**

**FEATURES:** Receipt-processing software integrates into any application or campaign to extract structured data from receipts. Click2Cart’s product intelligence API enables clients to extract the SKU-level purchase data, and the API returns structured product detail such as full product description, brand, UPC and category. The software runs in real-time on iOS, Android and mobile browsers.

**BENEFITS:** Click2Cart enables companies to gather online and offline purchase data in order to learn more about their customers, drive purchase behavior and improve customer loyalty.

AnswerRocket

**Booth 636**

**FEATURES:** Category managers, brand managers, insights teams and marketers use the AnswerRocket analytics tool to run reports. Users can’t type or speak questions similar to Google search and also receive reports delivered as data visualizations that can be customized. The tool’s latest features include insights, which highlight trends or anomalies in digest form, and extensions, which let business users ask complex questions.

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Cierant Corporation

**Booth 436**

**FEATURES:** The Shopper Marketing Optimization Suite combines zero-based budgeting with automated program planning and analysis. The company’s shopper marketing program management system Instigo is now combined with budgeting application “zBudget” to create the SMO Suite, which includes new tools such as a customer analytics dashboard with store-level insights, a sales center of excellence and an automated budget balancing function.

**BENEFITS:** Every activity is traceable by streamlining the complete budgeting-to-activation lifecycle into one system.

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PrizeLogic Booth S24
FEATURES: ConsumerIQ combines consumer insights with turnkey data activation, based on data such as demographics, financial and personal interests of consumers. Custom consumer audience profiles are available within hours for implementing across multiple platforms including social and mobile to guide digital advertising, content development and site personalization.

**BENEFITS:** ConsumerIQ can acquire loyalty members, drive app downloads, improve cost efficiency, drive sales and re-engage consumers.

Aki Technologies Booth S33
FEATURES: Aki’s platform identifies patterns in shoppers’ mobile behaviors to gauge their available attention along the path to purchase. Through machine-learning optimization, consumers are targeted with ad formats and messages that match up with their attention at a particular moment.

**BENEFITS:** Consumers are more likely to be receptive to them.

MyWebGrocer Booth S19
FEATURES: The digital media company launched a “Sponsored Listings” digital-merchandising capability with Wakefern. The listings enable CPGs to increase native product placement with retailers to drive sales. Reporting transparency enables brands to optimize campaign performance.

**BENEFITS:** The product listings boost product visibility when shoppers are searching on the retailer’s site.

Verve Booth 212
FEATURES: Shoppable Ad units offer the consumer a curated selection of products and services aligned with their interests, providing tools to curate their purchase decision (price, size, color, etc.) and enables them to complete a full checkout without ever leaving the ad unit. The curated selection is based on the consumer’s location details.

**BENEFITS:** The ads support a full in-ad shopping experience.

Inmar Booth 219
FEATURES: PrescriptiveIQ uses first-party shopper data to prescribe content and create informed campaigns. The platform uses purchase data to determine key campaign components such as how the brand is performing across the category, what content will perform the best and when to run the campaign. Brands can use the machine learning algorithm to recommend both the optimal number of influencers to use and the influencers that best match a brand’s ideal consumer profiles.

**BENEFITS:** Inmar applies data science to provide shopper brand, content and context intelligence for content strategies and a post campaign suite of measurement tools.

TPG Rewards Booth S324
FEATURES: A SKU-based rewards card provides a credit against purchase of specific brands at retail. By swiping at the register, the card recognizes if a participating product has been purchased and then instantly applies a reward in the form of a discount or coupon offer. The card is available at retailers including Walmart, Dollar General, Walgreens, CVS and Family Dollar. The card can be reloaded with new offers or extend current offers.

**BENEFITS:** A rewards card that acts as a custom mini-billboard for a particular brand.

CUSTOMER/IQ

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RSM Booth 245
FEATURES: RSM’s improved Ansa analytics 4.0 platform now enables agencies and media providers to plan, target, optimize and measure every shopper marketing campaign. Budgets can be based on intelligence from aggregated and indexed store-level sales data. Targeting enables clients to determine which stores to prioritize for a given set of products and identify when new items are in stock so advertising can begin when products hit the shelf. Optimization enables you to see which stores are selling more products during the campaign so that media can adjust accordingly.

**BENEFITS:** Ansa provides intelligence based on daily, store-level POS data to plan, target and measure the impact of campaigns.