

Digital Analytics: How In-Store Analytics Align With Online

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baresquare



SONY

holistic use of solutions
at global HQ level



SIEMENS

energy analytics and
workflow automation



The **co-operative** bank

reporting automation,
comprehensive business answers



 **TURKISH AIRLINES
EuroLeague**




sports analytics communication
for audience engagement



 **Dixons
Carphone**

data collection:
tag management, QA, integrations



-  ONLINE MARKETING & ECOMMERCE ANALYTICS
-  EVENTS & SPORTS ANALYTICS
-  ENERGY ANALYTICS

One store - Multiple channels

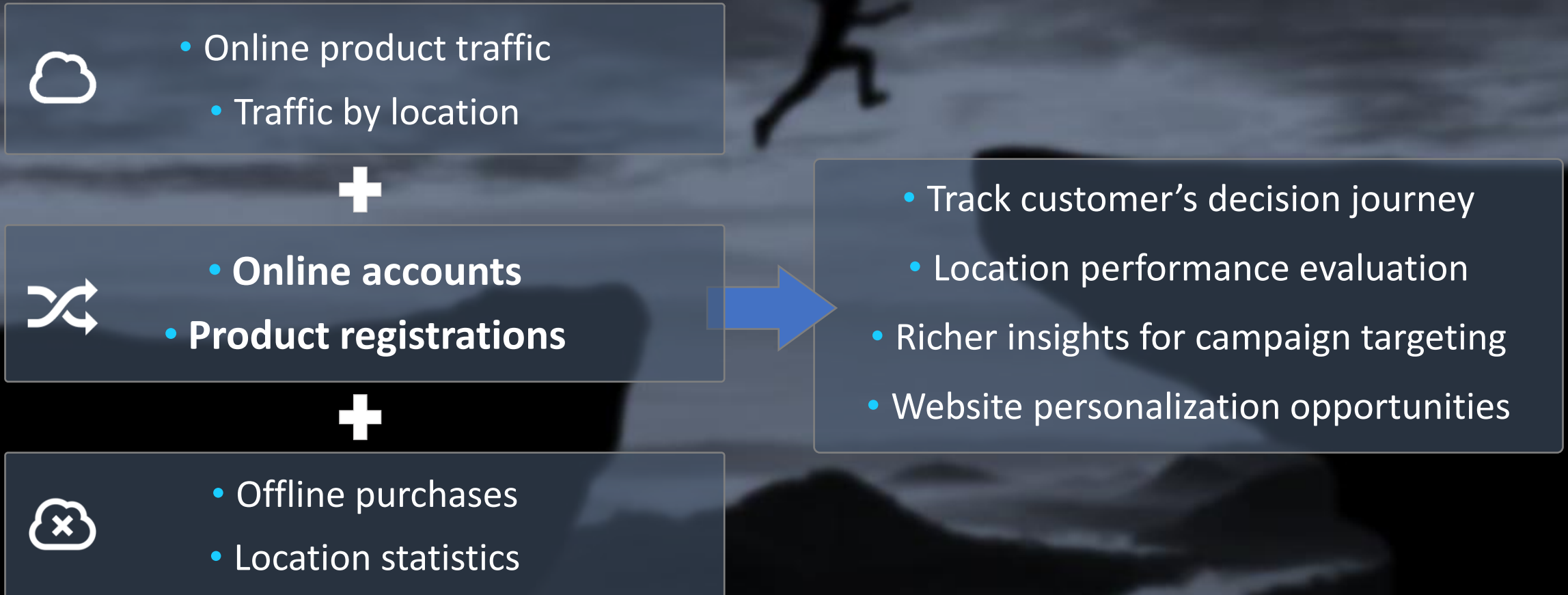


Online analytics infrastructure

- Multichannel attribution
- Automated data exchange
- Programmatic advertising
 - Data warehousing
- Visitor profiling and identification

Bridging the data gap

Aligning online traffic with offline purchases



How to align offline with online

1. Visitor identification

2. Tracking order research

3. Measuring in-store journey

4. Support and follow-up communications



BARESQUARE

MAKING DATA WORTHWHILE