

# Digital Analytics: How In-Store Analytics Align With Online

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**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

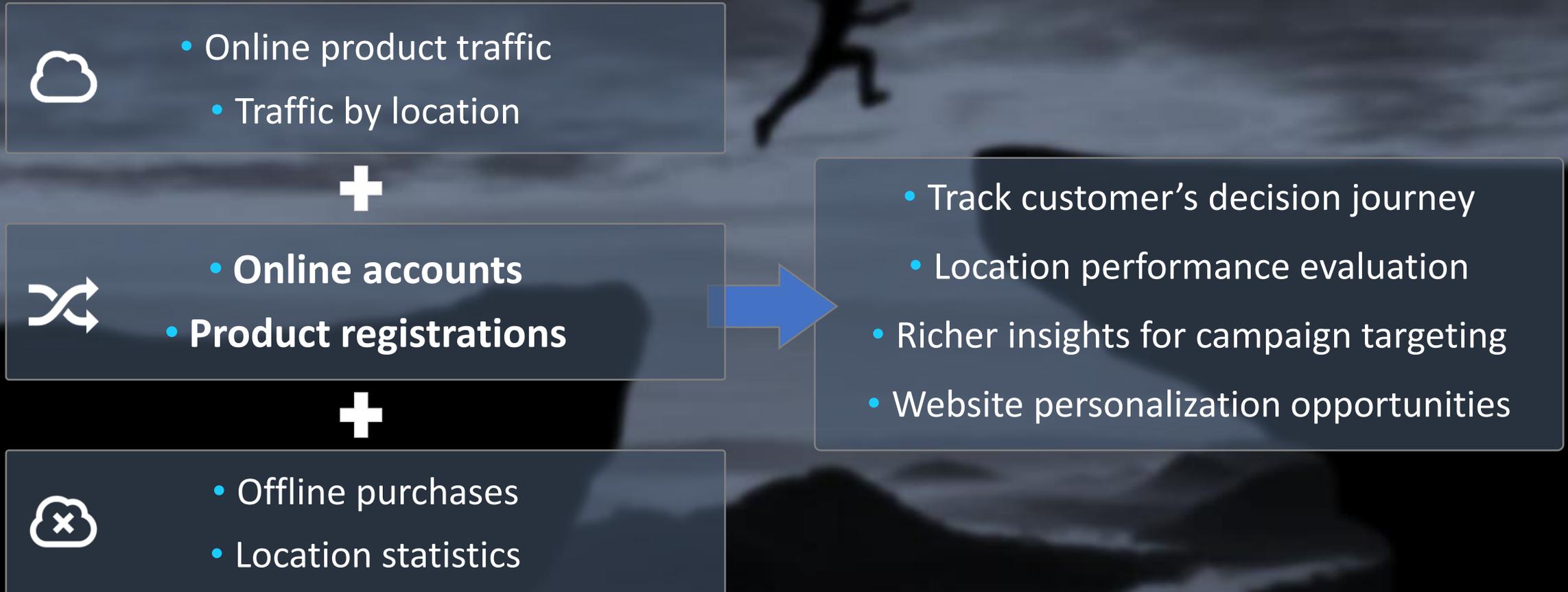


## Online analytics infrastructure

- 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**