



# Customers, not clicks

Attracting new customers is a priority for retail businesses. That's why they advertise. In fact, retailers spend more on digital advertising than any other industry, hitting close to \$30B in 2019.

But there are two challenges according to marketing execs surveyed around the world:

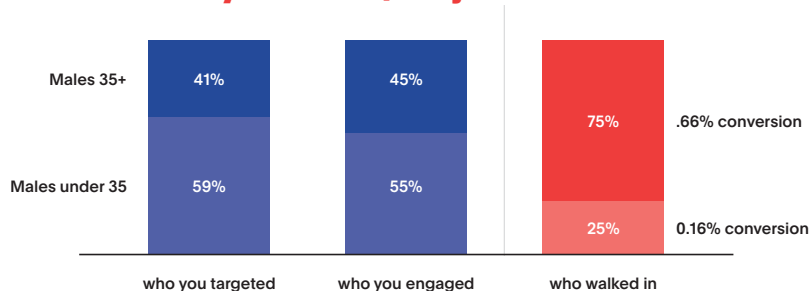
1. Advertising targets audiences that are just digital approximations of customers.
2. There's no way to connect digital ad spending with in-store results.

## Things look different with real results

Because you're measuring results based on clicks, most ad platforms optimize audiences to target people most likely to click your ad. But they may not be the same people who actually walk into your business and buy.

If you're able to build targeting based on who actually visits your business you can dramatically improve the performance of your advertising. By optimizing audiences based on real customers, retailers can improve their return on ad spend by **4x or more**.

## See who actually walked in, not just who clicked



Source: Zenreach, millions of impressions tracked during Q4 2018

## Connect with real customers

Zenreach helps businesses connect online marketing with real-world results. Our growing network of access points allows us to **recognize 1 in 7 customers** visiting your business. We use those customer profiles to build smarter audiences.

We then target those audiences on the most powerful digital platforms, like Facebook, Instagram and Google. We measure results using our proprietary **Walk-Through Rate™** to tell you how many new customers actually walked through your doors after seeing your ad.

## Acquire new customers

**1** Use the visit behavior of your customers captured by your WiFi to build smarter audiences.



**2** Activate media to target those audiences across Facebook, Instagram and Google.



**3** Measure in-store success of campaigns and optimize results for visits, not clicks.



## Getting started is easy

Zenreach can be served up a number of ways to suit the needs of businesses of all sizes, from mom-and-pops to national chains. Installation is plug-and-play, so you can be up and running in a matter of minutes. We can ship you a preconfigured hotspot, or simply add Zenreach to your existing WiFi. Our user-friendly application keeps it simple, and Zenreach support is there any time you need help.

Contact us and we'll help you start connecting with the real people visiting your businesses, no matter how busy you are.

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