Crowdsourcing 101:
3 Quick Tips

wiser

Better data, better decisions

Retail Analytics

Retail analytics has been around for a while but in recent years a plethora of new technology has been introduced to the market. Retailers worldwide are constantly looking for intelligent data to quickly and efficiently close the analytics gap at the store front.

Mobile crowdsourcing technology is the best way for retailers to collect data at stores nationwide. Crowdsourcing technology allows businesses to receive prompt answers to their questions and minimize delays in fixing any issues affecting their business.

With such a quick overview of mobile crowdsourcing, you are probably asking yourself...

*What exactly is mobile crowdsourcing and how does it relate to me?*

Here we lay out some common applications of how retailers are using Wiser data to inspire you to think outside the box with the capabilities of our platform.

The following are three quick tips on how to use mobile crowdsourcing technology.

01 CAPTURE OFFLINE DATA

With the power of mobile crowdsourcing technology, you have the ability to collect data on factors not normally measured at the store front. We provide you with the data to push your employees to change the factors hindering sales. Mobile crowdsourcing allows you to see every store under your command instantly, at the click of a button.
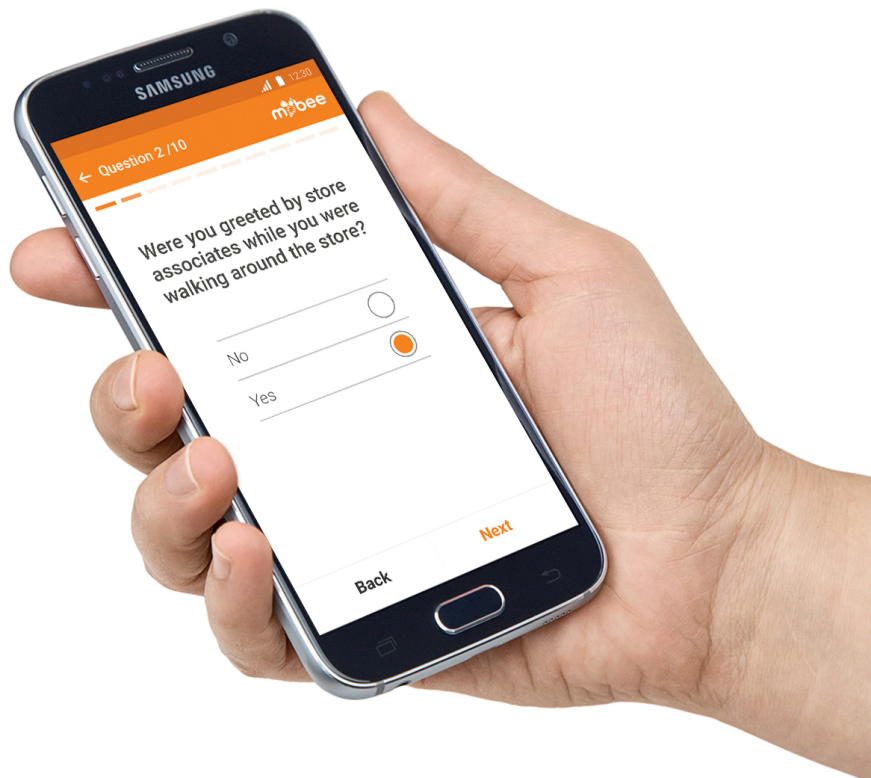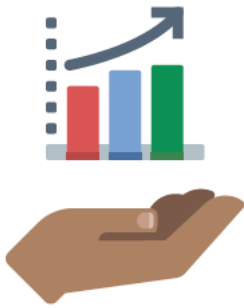
02 INTEGRATE CUSTOM ALERTS

You may ask yourself, "How can I make business decisions to overcome issues in my stores in a timely manner?" We understand it is impossible to correct issues at the store level quickly. However, with mobile crowdsourcing technology, we are able to tell you what stores are creating problems for your business and give you insights to make changes.

> 66 *How can I make business decisions to overcome issues in my stores in a timely manner?*
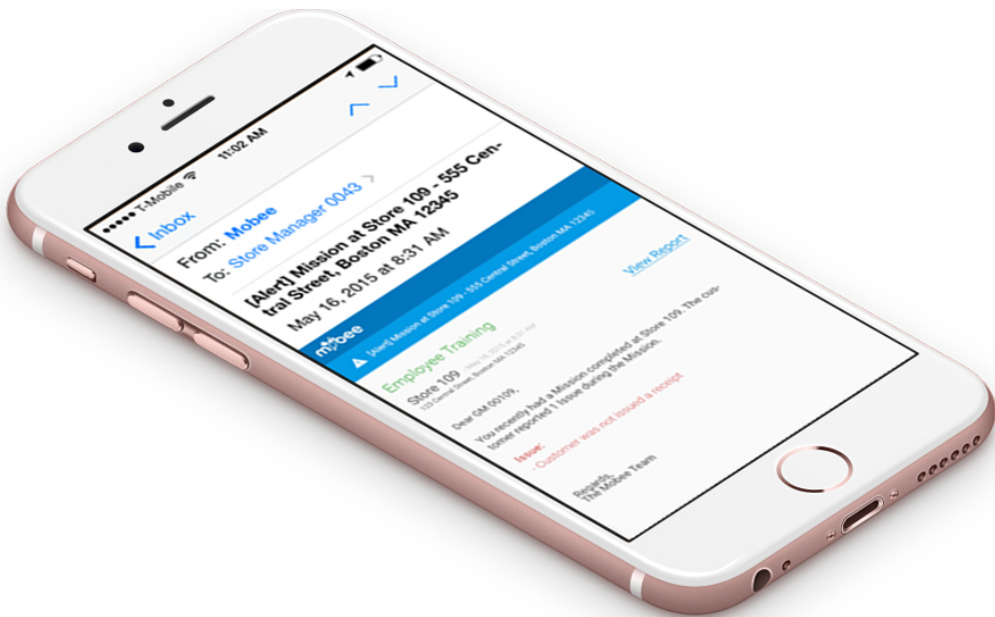
03 MEASURE THE SHOPPER MISSION

In retail, it's important to immerse your customers in an inviting shopping environment. The more engaged the shopper is, the more likely they will make a purchase. But how do you know what your stores look like across the country? Luckily for you, mobile crowdsourcing can give you an internal snapshot of your stores nationwide at the click of a button. Have you ever noticed one of your stores has decreasing sales but the data on hand doesn't tell you why? Mobile crowdsourcing can show you why to help you make the fix today. Hello increased revenue, goodbye unknown.

DATA TO DEMONSTRATE THE 'REALNESS' OF THE SITUATION

ALERTS DESCRIBING THE PROBLEM AND REMEDY
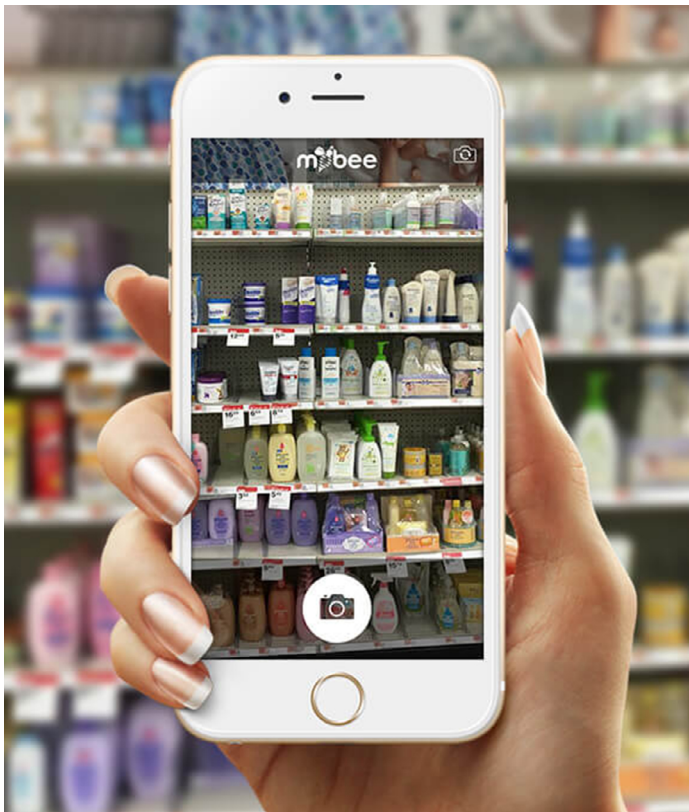
These are just a few examples of the power of mobile crowdsourcing technology. We here at Wiser can help you collect the insights today to make positive changes tomorrow.

About Us

Wiser is the leading provider of actionable data for better decisions. Wiser collects and analyzes online and in-store data with unmatched speed, scale and accuracy. The Wiser platform then blends these insights with advanced workflow software to drive business value for brands and retailers, including restaurants. Using a unique combination of data science and human validation, Wiser offers integrated solutions for every aspect of retail, all in one place.

Learn more at www.wiser.com and follow @wiserdata.

Wiser is a single source partner by design, with solutions for every aspect of retail, including:

Market Intelligence

- Promotional Analysis

- Assortment Intelligence

- Pricing Intelligence

Optimization

- In-store Shelf Health

- Online Repricing

Compliance

- MAP Monitoring & Case Management

- In-store Merchandising

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