

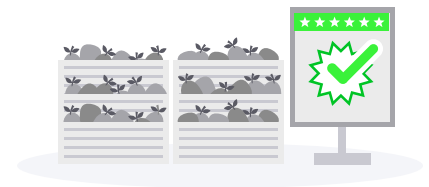
Metrics multiplier for ambitious retailers

6 ways to use your customer insights data to improve store performance.

With Lexmark, you can turn retail metrics into actions with value — in real time. Here are six examples of how to apply customer data to get more shoppers through the door, engage them better once in store and boost sales.

1. Sell off excess stock locally to reduce waste and control inventory better

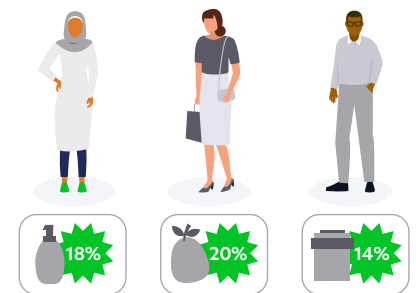
Enable individual stores to run hyper-localized promotions in real time to get more customers in store. Create highly relevant, geo-targeted ads from the shop floor that accurately reflect current stock and promote a product launch or special event to the right audience.



2. Increase sales with personalized promotions and relevant product targeting

Easily run personalized promotions based on **actual** customer buying patterns and preferences to attract shoppers. Extend social media and loyalty platform activity into store with synchronized, consistent digital signage at the point of sale to increase sales conversion.

70,000 retail locations trust Lexmark's retail solutions.



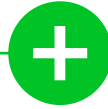
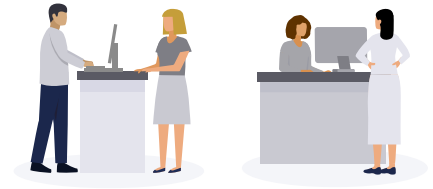
3. Greet customers within two minutes to streamline customer service

Use your existing camera infrastructure and vision-based AI to set up automatic alerts so associates can assist shoppers at specific points along your retail experience to increase engagement and keep them in store for longer.



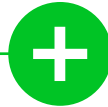
4. Reduce checkout queues and monitor customer-facing areas in real time

Improve store operations and customer service with automated, AI-generated alerts that use your existing camera setup and alert staff on mobile devices. Open checkouts only when needed, send associates to customer pick-up points at the right time and prioritize added-value work based on real-time conditions.



5. Improve store layouts by tracking and analyzing customer behavior

Don't second guess customer buying patterns. Use your current video feeds and vision AI to get specific insights into how shoppers move around store and which aisles they engage with. Keep shelves stocked in real time and, longer-term, update store layouts for optimal sales.



6. Accurately track which promotions convert to higher sales

Connecting social media promotions with in-store signage and sales conversion activity allows you to easily understand which campaigns generate the most sales – and to explore why. Is mid-afternoon the best time to send out seasonal sales promotions? Does age demographic make a difference? Use your data dashboard to see trends and insights at a glance.

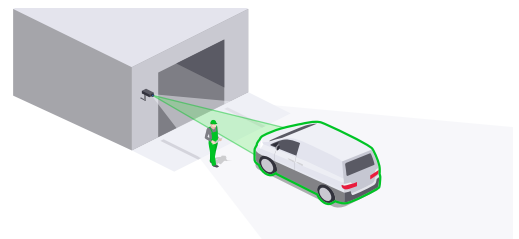


Lexmark Connected Retail Solutions

Attract, engage and convert more customers using integrated social media strategies, dynamic signage solutions and vision-based AI to turn real-time data into real-time value.

Metrics multiplier in action: customer success story

Working with Lexmark, a national retailer used its existing video feeds to engage customers and improve retention. [Learn how.](#)



Get in touch at [Lexmark.com](https://www.lexmark.com)

