

# 100% PURE Deploys RetailNext Smart Store Analytics Solutions to Best Understand Shopper Journeys

*Natural Cosmetics Firm Complements Pure Products with Immersive Shopping Experiences*

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/EINPresswire.com/ -- Today, [RetailNext](#)



Inc., the worldwide expert and market leader in IoT smart store retail analytics for optimizing shopper experiences, announced it has entered into a multi-year agreement to be the in-store analytics solution provider for [100% PURE](#), a natural cosmetics beauty firm providing healthy and pure lines of nourishing personal care products. The comprehensive RetailNext platform is being deployed at 100% PURE's retail stores throughout the United States.

"The 100 PURE shopping experience is intended to deliver a fully immersive, personalized experience," said Ric Kostick, chief executive officer at 100% PURE. "By integrating RetailNext's SaaS platform, 100% PURE is able to better understand the core elements that make up customers' shopping journeys, in turn allowing us to further create exceptional and memorable shopping environments and experiences. RetailNext is a high return on investment expenditure for our stores, and it gives us the data to better compete in an environment where data is king."

Founded in a Napa, California farmhouse in 2005, 100% PURE is a natural cosmetics beauty firm focused on providing healthy skin care, color cosmetics, and bath and body products – all 100% cruelty-free and 100% free of artificial colors, artificial fragrances, synthetic chemical preservatives and all other toxins. 100% PURE currently owns and operates 12 stores in the United States and engages their strong online community at [www.100percentpure.com](http://www.100percentpure.com).

100% PURE joins RetailNext's rapidly growing global customer list of over 300 retail brands, and represents a growing segment of new, best-in-class retailers – including large [online retailers](#), right-sized stores and small- and medium-sized enterprises (SMEs) – who have entered or expanded physical footprints in the brick-and-mortar channel of today's omnichannel retail industry.

"RetailNext is pleased and proud to be selected by 100% PURE as its smart store solution provider as it enters the brick-and-mortar format," said Alexei Agratchev, co-founder and chief executive officer of RetailNext. "Over the past several years, there has been an exponential growth in the deployment of IoT retail analytics platforms, with innovative and creative brands like 100% PURE recognizing the value associated with deep insights into today's shoppers and their values, behaviors and preferences, and in turn developing extraordinary shopping experiences, both online and offline, as a means to showcase their brands."

## About RetailNext

The first retail vertical IoT platform to bring e-commerce style shopper analytics to brick-and-mortar

stores, brands and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience real time.

More than 350 retailers in over 70 countries have adopted RetailNext's analytics software and retail expertise to better understand the shopper journey in order to increase same-store sales, reduce theft and eliminate unnecessary costs. RetailNext is headquartered in San Jose, Calif. Learn more at [www.retailnext.net](http://www.retailnext.net).

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