

Allbirds Selects RetailNext Smart Store Analytics Solutions for New Concept Store

Innovative Footwear Brand to Showcase Shoes Made from Premium Natural Materials at New San Francisco Location

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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 [Allbirds](#), an innovative shoe company dedicated to making the most simple, comfortable and sustainable footwear it can using the world's best natural materials. The comprehensive RetailNext platform is being deployed at Allbirds' first-ever concept store in San Francisco, Allbirds On Hotaling.



"Integrating RetailNext's SaaS platform into the new Allbirds concept store allows us to experiment and test different concepts to determine which are most intriguing and engaging to shoppers," said Joey Zwillinger, co-founder of Allbirds. "Testing product and merchandising concepts allows Allbirds to better understand the core elements that make up customers' shopping journeys, and in turn empowers us to continually lift our levels of shopper experience and service excellence to new heights."

Founded by Tim Brown and Joey Zwillinger, Allbirds was created with a vision to do things differently, to make better products in a better way, and resulted in producing a superfine merino-wool textile and an entirely new category of shoes inspired by natural materials. Allbirds is a certified B Corporation, meeting rigorous standards of social and environmental performance, accountability and transparency, and a partner with Soles4Souls, committing to give used shoes new life and helping communities in need thrive in the process.

Allbirds joins RetailNext's rapidly growing global customer list of over 350 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 honored and excited to be selected by Allbirds as its smart store solution provider as it enters the brick-and-mortar format with its concept store," 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-powered retail analytics platforms, with innovative and creative brands like Allbirds 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.

About Allbirds

Allbirds is an innovative shoe brand dedicated to making the most sustainable footwear they can using the world's best natural materials. They're on a mission to prove that comfort, good design and sustainability don't have to be mutually exclusive. The Wool Runner and Wool Lounger styles, made from superfine New Zealand merino wool, are lightweight, breathable and versatile. The shoes are available for \$95 at www.allbirds.com.

The company was founded in 2015 by Tim Brown, a former professional soccer player, and Joey Zwillinger, an engineer and renewables expert. Allbirds is a certified B Corporation, which means the company meets rigorous standards of social and environmental performance, accountability, and transparency.

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