

# Facebook and RetailNext Collaborate to Provide Greater Insight into Store Shoppers

*Complementary Shopper Insights to Provide Understanding of Today's New Shopping Journeys*



NEW YORK, NY, USA, January 13, 2018

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

Inc., the worldwide expert and market leader in IoT smart store retail analytics, announced a new initiative with Facebook ([NASDAQ: FB](#)) available to select retailers. The goal of the product is to allow retailers to better understand their in-store shoppers in order to improve upon in-store shopping experiences. Facebook will power the tool with aggregated and anonymized store visitor insights as a complement to RetailNext's retail analytics platform. RetailNext is previewing the collaboration alongside the capabilities of its industry-leading analytics platform at NRF 2018, Retail's Big Show & EXPO, presented by the National Retail Federation in New York City, beginning tomorrow, January 14, through January 16.

"RetailNext is excited to begin incorporating Facebook's store visitor insights with its own comprehensive in-store shopping activity data," said [Bridget Johns](#), head of customer experience and marketing at RetailNext. "Through the RetailNext platform, retailers understand the complete view of shopper traffic at the door and through the store, including where guests go, what engages them and what aids in conversion. Audience demographic insights from Facebook layers considerable texture to RetailNext's in-store shopper data, empowering retailers to develop actionable insights and deliver better shopper service through their staffing models, store layout, product merchandising and marketing decisions."

## Contextualized brand performance

Whether at the geographic-level, store-level or throughout an entire chain, audience demographic insights and in-store shopping behavior will provide retailers the data necessary to improve upon the shopping experience and ensure brick-and-mortar stores' relevance in this new era of shopper-driven retail.

"For over a decade, RetailNext's SaaS platform has enabled retailers to accurately and very precisely measure shopper activity in-store," added Johns. "With our collaboration with Facebook, retailers can now get a more complete view of the customer journey, allowing them to tailor their shopping experiences to those that consumers crave and deserve."

Note: In preparation for this collaboration, Facebook has ensured user-level data will not be compromised as only aggregated and anonymized data will be shared

## 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.

Nearly 400 retailers in over 75 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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