

Maybe* - Challenges & Opportunities for Retail



**Our data-driven
AI-powered platform
helps over 25,000
clients reach the right
audience with the
right message at the
right time**

8m+

Companies **data**
analysed daily

25k+

Businesses
trained

500+

Video training guides
and **assets**

A sample of who we work with



Crowds created by social media



We have experienced first hand how footfall increases with Local Business Support programs



75%

of consumers use social media to find out about products and services before buying

74%

use social media to search for what to buy

78%

share their shopping experiences on social media

Data and AI can answers these problems and more

What's the likely impact of opening stores

What's the impact of closing stores

% of shoppers who visit a store & spend

Transform store performance through insights

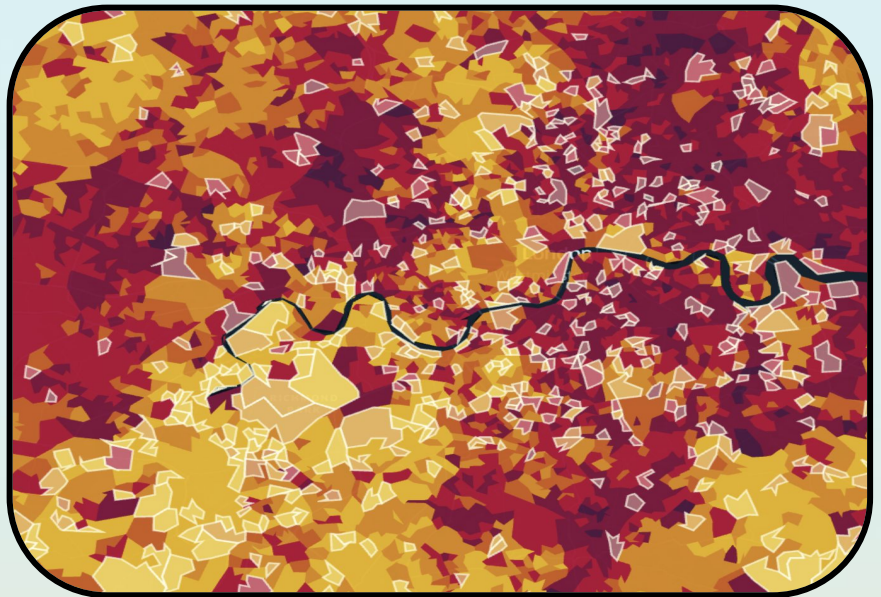
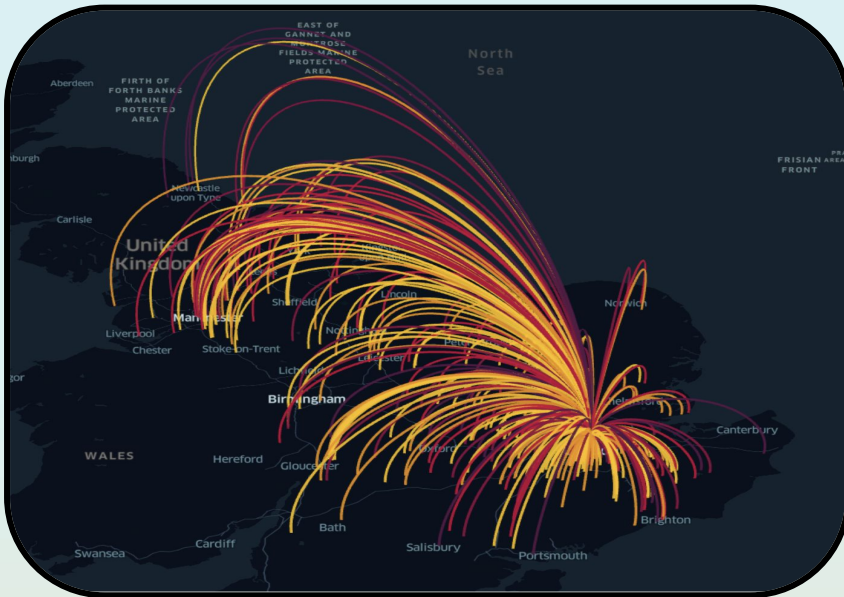
Target high spend shoppers by store and catchment

Transform customer communications

Improved reporting

% of total available spend vs target for sector

How can digital data improve store performance

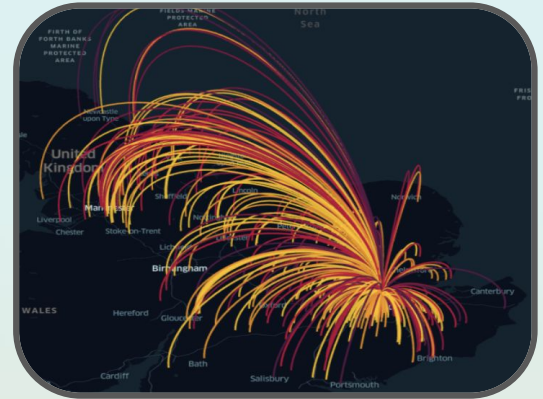




Existing customers provides the data points to reach more customers

The opportunity for retail is to connect data and use AI to better serve customers in any environment.

The data exists. It's time to join the dots and blend the experience.



Where should I put my new stores?

How can I improve the performance of my existing stores?

What is the impact of store closures?



Thank you

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