

# Edge-enabled **real-time promotions**

Specialty retailers are turning to edge computing to offer differentiated, in-store experiences that engage customers through customized, real-time promotions.



## How real-time promotions work

- 1 Customer enters the store with mobile app downloaded to ping the Bluetooth beacon, which communicates with edge device to identify customer and store location
- 2 On-premises edge digests sensor and customer data and applies analytics to generate custom content
- 3 As customer looks at products, they receive personalized promotions in real time due to recent purchase analytics running on the edge
- 4 Data is sent to the public cloud for long-term storage and continuous improvement of learning algorithms

## Potential benefits

Increasing basket size on average from

▶ **20-50+%**<sup>1</sup>

Increasing YoY growth in same-store sales by up to

▶ **20%**<sup>1</sup>

Improving marketing ROI by an estimated

▶ **2-3x**<sup>1</sup>

EXPLORE EDGE SOLUTIONS

<sup>1</sup>McKinsey retail expert interviews, January 2022

[www.lumen.com/edge](http://www.lumen.com/edge)