Edge-enabled real-time promotions

Specialty retailers are turning to edge computing to offer differentiated, in-store experiences that engage customers through customised, 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 personalised 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%\(^1\)
- Increasing YoY growth in same-store sales by up to 20%\(^1\)
- Improving marketing ROI by an estimated 2-3x\(^1\)

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\(^1\)McKinsey retail expert interviews, January 2022