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About PRI

Platt Retail Institute (PRI) is an international consulting and research firm that focuses on the use of technology to impact the customer experience. PRI develops marketing and technology deployment strategies, supported by analytics, to build brands and increase sales.

PRI clients include retailers, media companies, financial institutions, hardware and software companies, educational institutions, and other businesses. In addition to its global consulting expertise, PRI also publishes the quarterly *Journal of Retail Analytics* and other pioneering industry research.

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www.plattretailinstitute.org

PRI Consultants Solve Issues

Bringing Research to Retail SM

Consulting

PRI's consulting services focus on understanding how technology impacts the customer experience. PRI works with its clients to analyze information to enhance omni-channel marketing strategies and improve operating performance. PRI staff are expert in understanding customers and markets, and planning and executing on influencing end-user demand.



By devising a marketing approach for clients considering technologies that touch consumers, PRI's independent, fact-based approach leads to optimal results. PRI's consultants are uniquely qualified in both their global and large-firm experience, and we are determined to bring the best global thinkers to bear for the benefit of our clients.

Representative consulting areas include:

- Industry analysis
- Building retail analytic platforms
- New product analysis and launch optimization
- Marketing strategies
- Integration of online and in-store marketing
- Measurement and testing of marketing impact
- In-store media content positioning and integration
- Education and training

PRI brings in-store consulting expertise to industries including:

- Retail
- Financial Services
- Education
- Hospitality
- Transportation
- Sports Arenas
- Public Spaces



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Enhancing the Customer Experience

Bringing Research to Retail SM

Research

PRI designs and executes research studies that measure consumer response to in-store marketing. Operating as an independent consulting and research firm since 2001, PRI delivers the impartial business analyses and strategies necessary to organizations considering improvements to their customer experience along the entire path-to-purchase.

PRI's research encompasses:

- The world's most advanced research and testing of digital communications networks and related customer-facing technologies, yielding strategic and tactical insights.
- Proprietary, custom quantitative and qualitative research.
- PRI's team of researchers includes multi-discipline Research Fellows.

PRI manages the entire research process including:

- Defining issues and determining research objectives.
- Research design and execution. Accumulating both primary and secondary data. Primary data research includes observations, focus groups, surveys, behavioral and experimental design.
- Analyzing and reporting.

Unique Qualifications:

- PRI has conducted many large-scale primary research projects.
- We are highly scalable with a great talent pool.
- We are creative in finding value drivers, creating test methodologies in support thereof, and quantifying data.
- We provide actionable feedback.
- We are an independent firm, with a respected reputation for integrity.

With the assistance of leading academic institutions, the Platt Retail Institute publishes groundbreaking industry research related to in-store marketing and digital communications networks. These include a series of [Research Articles](#) and [Working Papers](#).





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Retail Analytics

Bringing Research to Retail SM

Retail Analytics

PRI is at the forefront of developing analytic solutions for retailers. This includes need and data assessments, creation of deployment strategies, devising models and building platforms, and creating actionable user interfaces, among other things. We also have extensive experience working with Wi-Fi and RFID technologies.

While a number of technology companies offer analytics platforms, their lack of retail industry experience makes it difficult for many retail clients to successfully implement. That is, generating analytics alone is not what is required. Rather, what is essential is working with an experienced partner that can design custom models, interpret data, and create actionable insights.

PRI works with major retailers to educate them about the value of store-based analytics, build repeatable metrics models, and provide actionable insights. PRI also will provide staff to work with retailers on implementing these insights. Data sets generally include in-store, location-based information, and may involve integration with other databases, such as POS and CRM, for additional store performance measures. PRI also is experienced in building local and cloud-based solutions.

PRI is associated with the Retail Analytics Council (RAC), the leading organization focused on the study of consumer shopping behavior across retail platforms and the impact of technology. Established in August 2014, the Council is an initiative between the Medill School, Integrated Marketing Communications department, Northwestern University and the Platt Retail Institute.

PRI and the RAC host an annual Executive Development Program in Evanston, Illinois, highlighting cutting-edge research from an international panel of leading retail executives and researchers, with a focus on developing retailing intelligence for today's dynamic retailing environment.

For more information, please visit the Council [website](#).

Northwestern





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Omni-Channel Retail Marketing

Mobile Marketing

Bringing Research to Retail SM

Omni-Channel Retail Marketing

Technology has empowered consumers to shop when, where, and how they want. Today, customers experience a brand, rather than a specific shopping channel. This fragmentation in shopping channels away from brick and mortar stores is forcing retailers to meet the consumer on their terms. PRI assists its clients in developing marketing channel integration strategies to ensure a uniform customer experience across all channels to enhance the shopping experience.

Services include:

- Determine which marketing channels and technologies best support your corporate vision.
- Develop strategies to communicate with customers along the entire path-to-purchase.
- Evaluate options to determine optimal approaches for mobile marketing, retail apps, Web presence, and other opportunities.
- Establish and implement measurement methodologies to assess whether marketing strategies are meeting stated objectives.

Mobile Marketing

Mobile marketing is a critical customer channel. PRI works with clients to access the benefits, design the approach, gauge the consumer response, and implement this powerful tool into their marketing strategy.

Mobile marketing is the next big screen. Benefits include the following:

- Accurate measurement, such as number, duration, and location of interactions.
- Low cost of entry, from both a capital and software perspective.
- Adds value to a digital signage network by creating an interactive and engaging customer experience.
- Valuable information transfer (coupons, videos, store locations, etc.), to portable devices which are with the consumer 24/7.
- Message personalization.

Services include:

- Develop marketing plan and strategies to integrate mobile marketing with digital signage and other customer-facing technologies.
- Design, execute, and analyze consumer impact.



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Journal of Retail Analytics Education & Training

Bringing Research to Retail SM

Journal of Retail Analytics

PRI's *Journal of Retail Analytics* is a comprehensive quarterly publication that includes news and case studies regarding retail analytics, digital customer-facing technologies, and related topics. The Journal provides a snapshot of the economy as it impacts retailers and consumers. In addition, the Journal examines trends in the use of retail analytics and details developments in the digital communications industry. Authors include industry thought leaders and leading academics, among others.

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Education & Training

PRI provides customized on-site and distance-learning education programs in a wide variety of subjects relating to retail, digital signage/digital communications networks, and consumer behavior. These educational programs may be designed for both new and established digital signage users on key aspects of digital media including deployment, network management, content development and measurement. PRI also develops customized training for sales and customer service staff of industry suppliers, specifically to provide broader industry context so that employees can better serve their customers.

In addition to customized training, available courses include:

- Overview of the Digital Signage Industry
- Integration of In-Store Marketing Devices and the Customer Experience
- In-Store Media Measurement
- Content Development and Management
- Developing an Implementation Strategy
- In-Store Technologies
- Running a Digital Out-of-Home Network
- Determining Whether Digital Signage Supports Your Business Strategy



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Platt Retail Institute Membership

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Become a Member of the Platt Retail Institute

In today's challenging business environment, businesses need every possible competitive advantage. Get that added dimension of insight by becoming a member of the Platt Retail Institute. As a PRI member, your firm is connected to PRI's international range of clients and contacts for all-important leads and introductions. Gain access to PRI's wealth of industry information and perspective, and have the opportunity to participate in leading industry thought via PRI's prestigious *Journal of Retail Analytics*. And your firm will be actively promoted in various emails, on our website, and in our publications.

Other benefits include:

- **Your Company's Logo on the home page of PRI's Website and on the Members' Landing Page:** Your company will have a rotating banner ad prominently displayed on the home page of our website. Your section of the PRI Members page includes your logo, your company description, and buttons allowing viewers to see up to two case studies that you provide, as well as a link to your website and an email button for communication with your firm.
- **Innovations Page Ad:** Your company will be entitled to a complimentary ad in the Technology Innovations Showcase on the PRI website. This is a perfect opportunity to promote a new product or service your firm is offering.
- **Your Company's Name listed in the *Journal of Retail Analytics*:** The leading source of research and insight in the industry, PRI's *Journal of Retail Analytics* is distributed to more than 8,500 retailers and decision-makers globally each quarter.
- **Speaking Opportunities:** You may be offered the opportunity to moderate a panel or present at either a PRI-sponsored event such as the PRI Digital Retail Forum at Digital Signage Expo or another industry event. This may be an opportunity to showcase a project along with one or more of your clients.
- **Publish Articles:** Your Company is invited to submit articles for publication and/or to participate in panel discussions to be featured in the *Journal of Retail Analytics*. Your firm may also be profiled in the *Journal*.
- **PRI Research Releases and Mass Communications:** During the year, PRI releases research and communicates other activities to its distribution list of more than 8,500 retailers and decision-makers. PRI member firms are noted on these releases.
- **Accessibility:** Access PRI staff for lead generation, general questions, input, introductions, etc. Support for our member firms has included, for example, securing speaking opportunities, introductions to potential clients and joint venture partners, assisting in client presentations, webinar participation, compiling background information on potential clients and hires, writing sponsored research articles, developing training programs for sales staff, etc.