

- Connected device following consumer's activity – location sensors
- Contextual marketing
- Biometrics and identity technologies

- Targeted marketing
- Mark downs: should retailer offer extra incentive to move the merchandise, what is the likelihood for customer to pay full price
- Fulfillment decisions: onsite or ship to home; real time economics. Real time inventory analysis

- Consumer segmentation: Runner type, age, gender, athletic ability, etc
- Opportunity to upsell or cross-sell

“...walking past Nordstrom and receiving a notification for an offer on a new pair of sneakers. Your current pair is worn down from running almost 500 miles – all logged by a chip in the sole that sends data to your fitness app. You swipe the notification to select the styles you want to try on, and an in-store map guides you to an associate waiting with your shoes.”

- Transaction and ultimate purchase recorded
- Size and fit data plus other preferences
- Payment app, credit offer or an loyalty card offer
- Sharing on social media regarding the purchase