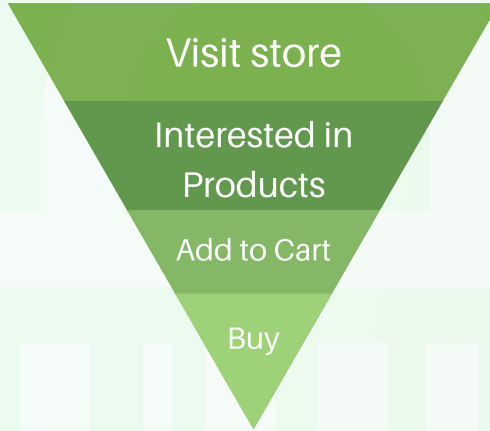


Consumers



Retailers

The Traditional Retail Experience



1

Modern shoppers experience friction when browsing in stores as they want reviews and images from other sources to form their opinions on products.

2

Modern shoppers browse multiple retailers, though when in-store they have no ability to save items they may be interested in buying later.

3

Modern shoppers are used to richer product information, though traditional brick & Mortar can offer little beyond the price, size, and colour options.

1

Traditional in-store sales techniques are expensive, requiring sales associates, adjusting store layouts, and impersonal advertising.

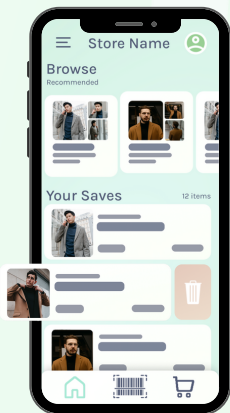
2

Retargeting tools are limited as there are few ways to effectively keep track of lost conversions, and the tools that do exist are impersonal.

3

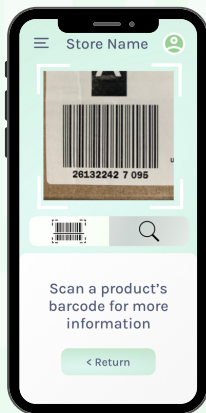
High levels of abandoned sales due to in-store frictions such as long lines, with no way of following up with the potential customers.

The Halseon Retail Experience



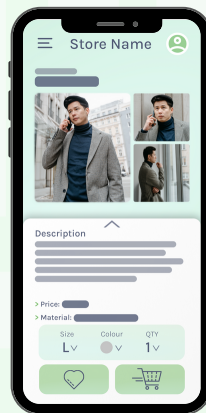
1

A customer digitally enters your store by scanning a QR code.



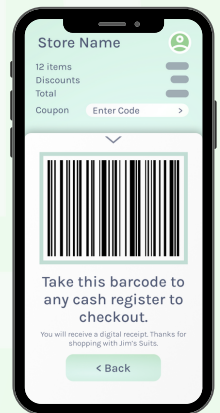
2

The customer can scan any product they're interested in for more info.



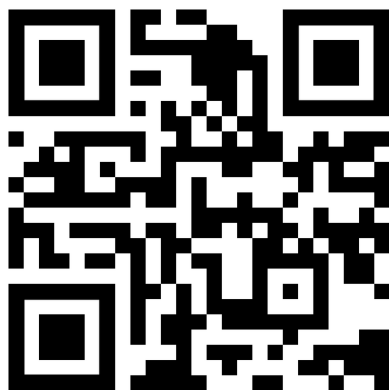
3

The customer can either add the item to cart or save the item to a list for later.



4

A barcode is generated that represents the customer's cart for a quick and easy checkout.



halseon.com