

# Leading your SaaS Startup with analytics for everyone





**Kivoto Hirai** Founder & CEO Tangerine, Inc.



**Daniel Barankin** 

CEO





# Transforming Legacy Retailers to Data Driven Organization

How Tangerine takes advantage of ThoughtSpot Everywhere to enhance its Store360 BI capability





Kiyoto Hirai Founder & CEO Tangerine, Inc.



- 1. About Tangerine
- 2. Store360 Product Overview
- 3. Challenge in BI Enhancement
- 4. Store360 with ThoughtSpot Everywhere
- 5. Current Pilot Projects

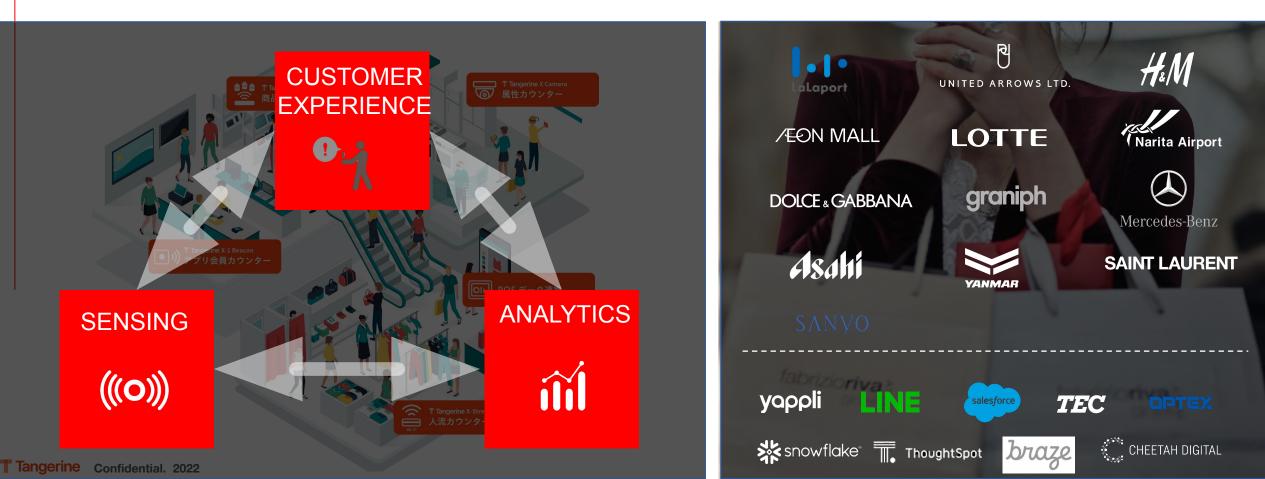
Tangerine

# **About Tangerine**

Tangerine

## **About Tangerine**

Tangerine helps retailers enhance their **In-Store Consumer Experience** with Digital **Sensing** and **Analytics** technology at scale



Tangerine

# **Store360 Product Overview**

# 90% of Consumer Spending Still Occurs in Brick & Mortar

However...

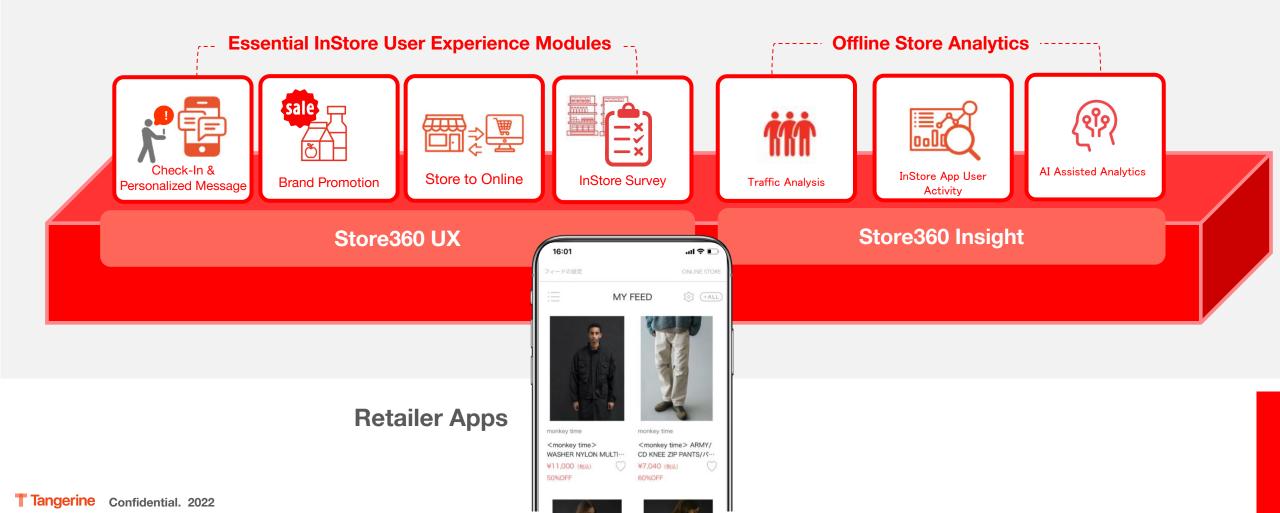
- No solid solution for InStore User Experience
- Offline Data Analytics not widely adopted



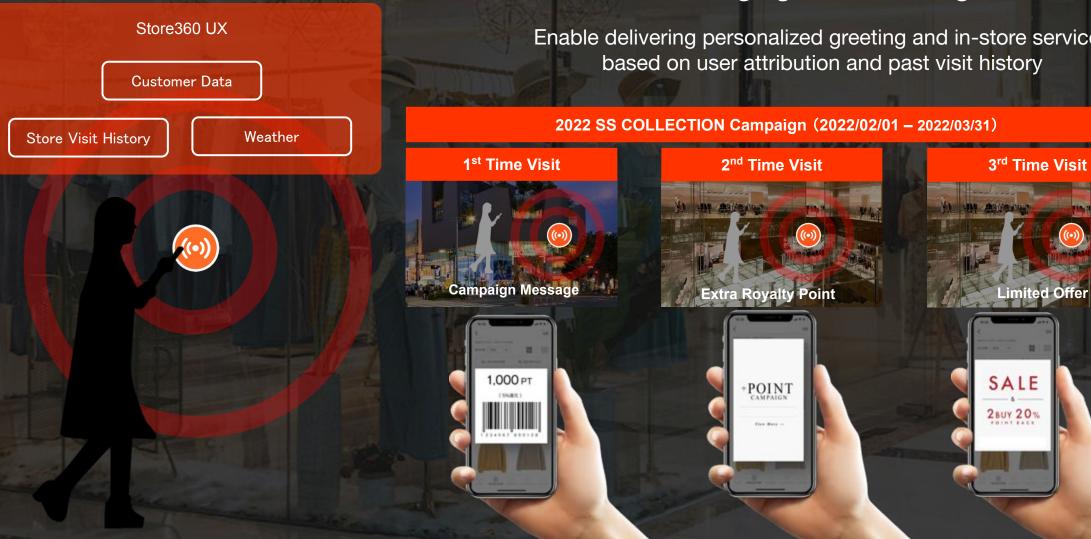
## **Store360** InStore Experience & AI based Analytics Platform

**Store360** is a SaaS based Offline Data Platform

which helps Retailers better engage with customers while they are in physical store



## **UX 1: On Visit Personalized Communication**



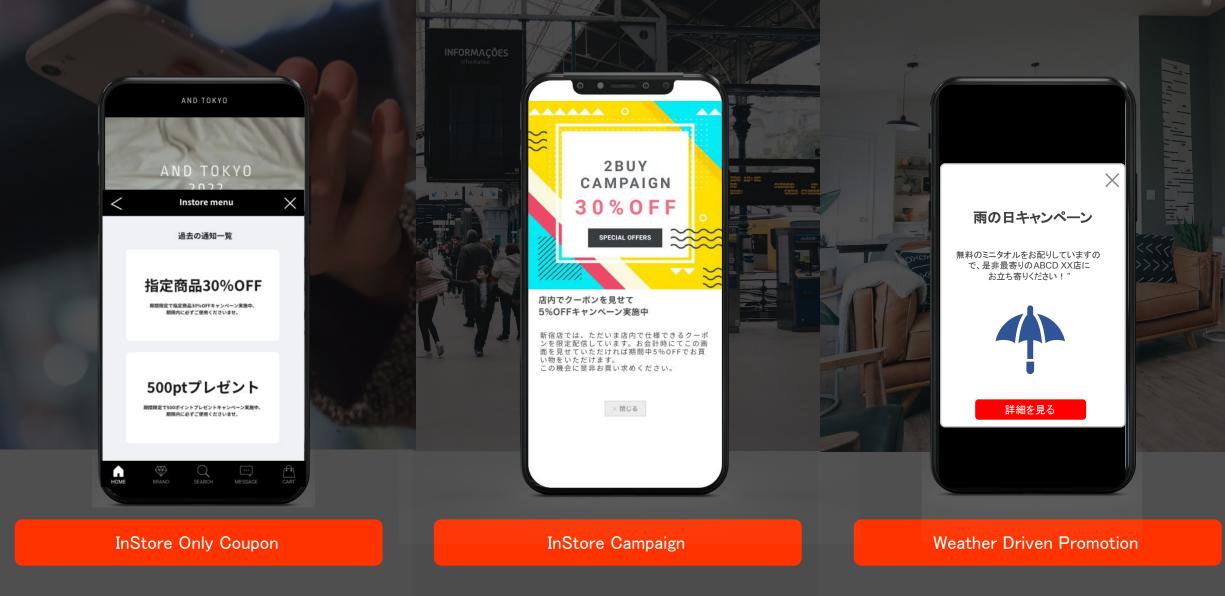
#### Various Messaging when arriving store

Enable delivering personalized greeting and in-store services based on user attribution and past visit history

Limited Offer

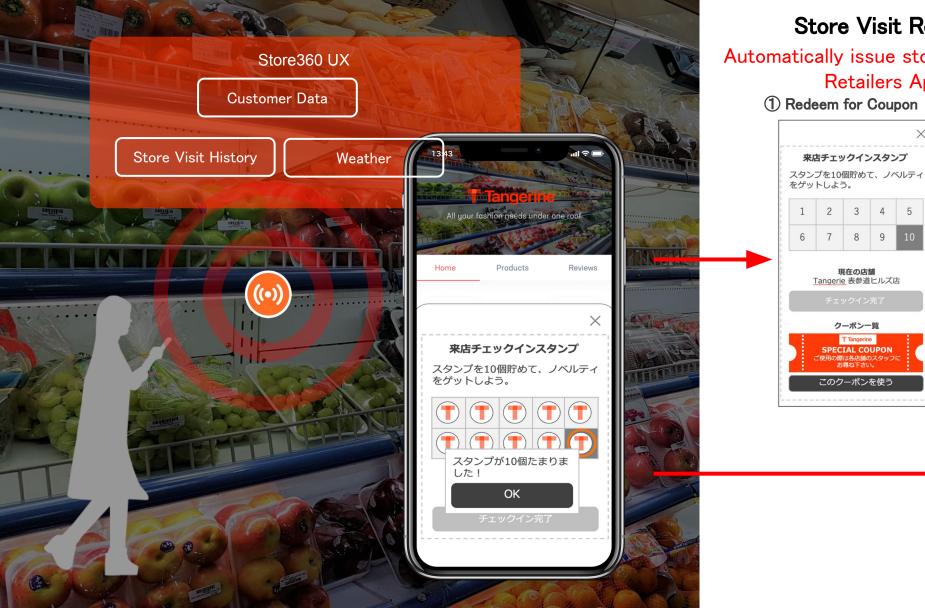
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### UX 1: On Visit Personalized Communication



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## **UX 2: Store Visit Reward Stamp**



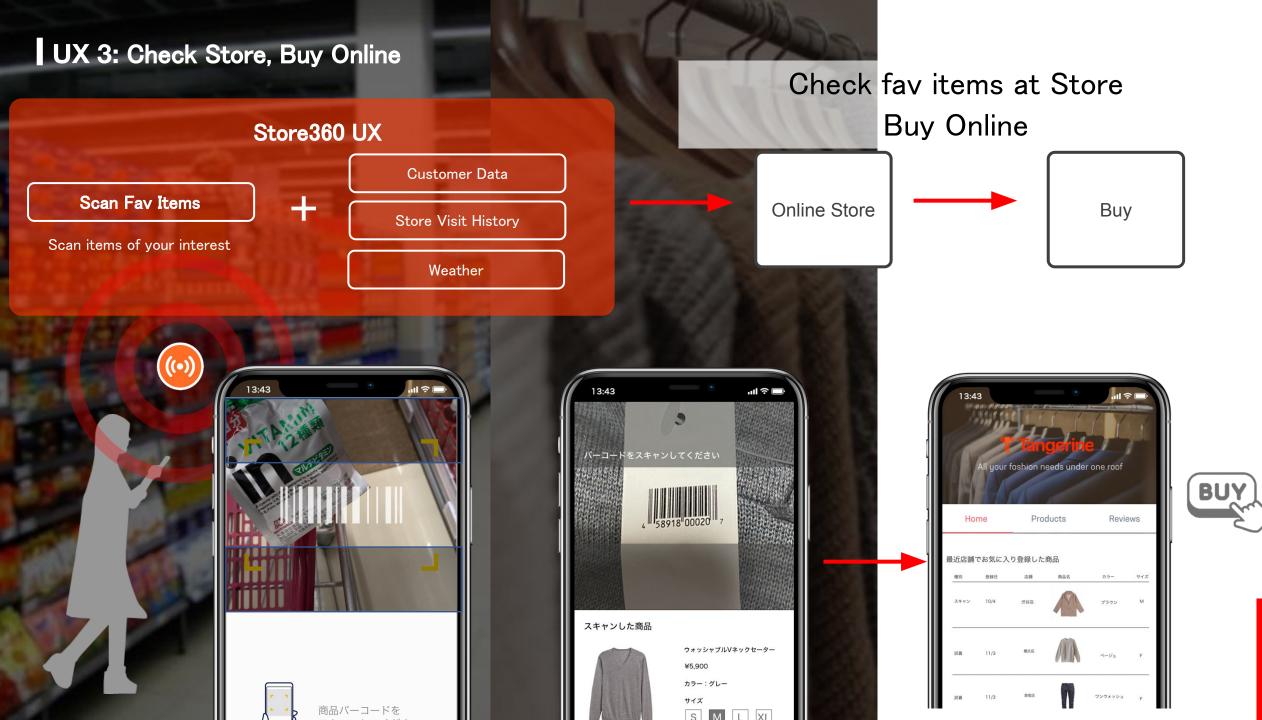
#### Store Visit Royalty Reward Stamp

Automatically issue store visit royalty stamp increasing Retailers App usage while in Store

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#### ②Redeem with Store Points





#### **T** Tangerine

## We have Cool BI Dashboard Built In House

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Store	Ana	lytics
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- Store Visit / Storefront Traffic / Dwell Time
- App User Visit / Dwell Time
- Purchase Customers / Purchase Unit #/ Conversion Rate
- Daily / Week Of Day / Time of Day Graphs
- Customer Demo (Age / Genders)
- Push Notification Total Count / Open / Conversion

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#### Zone Analytics

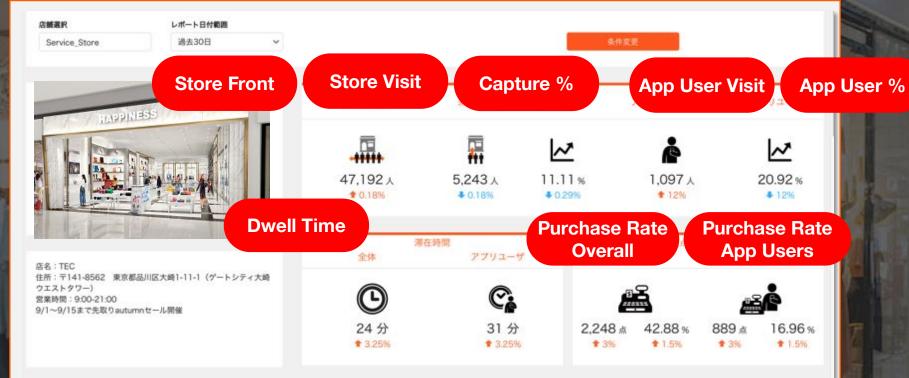
- Zone Visitors / Zone Dwell Time
- App user Zone Visitors / Dwell Time
- Zone Customer Demo

立寄客数	接触アイテム 数	接触率	接触回数		FR持込商品 点数	持込率		關資点数	購買可
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6,354 A	2,223 ạ	34.99 % 7.04%	706,142 20.62%		1,630 a 10.34%	0.23 %	<u>s</u> ė	838 ±	37.70
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Display / VM

- Display Visit Count / Dwell Time
- Display Customer Demo
- Item Touch Count / Rate
- Dressing Room Conversion
- Buy Rate

#### Analytics – Basics



-



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## Analytics – Store by Store Analysis

N	Stor	e Front	Store	Visit	Capture %	Dwe	II Time	Purchase #	Purchase Rat
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	金沢Rinto店	34,	256	6,132	17.9%	145	}	153	2.5%
91	越谷イオンレイクタウンKAZE店	23,	158	2,393	10.2%	145	}	60	2.5%
	表参道店	76,	536	12,093	15.8%	215	}	387	3.2%
	立川ルミネ店	87,	58	15,691	17.9%	125	}	392	2.5%
are by Store	神戸三宮センタープラザ店	23,	157	3,753	16.0%	123	}	120	3.2%
ore by Store Analysis	町田東急ツインズ店	45,3	325	7,161	15.8%	123	}	179	2.5%
	横浜赤レンガ倉庫店	13,	245	2,093	15.8%	125	}	22	1.0%
	横浜丸井シティ店	65,	324	10,321	15.8%	135	}	107	1.0%
	札幌パセオ店	12,	344	2,210	17.9%	145	}	55	2.5%
	有楽町丸井店	65,	132	7,067	10.8%	125	}	226	3.2%
	新宿ルミネエスト店	12,	245	931	7.6%	125	}	11	1.2%
2 212 /	心斎橋店	32,:	344	3,881	12.0%	125	}	97	2.5%

Store

#### Analytics – App Users InStore Engagement



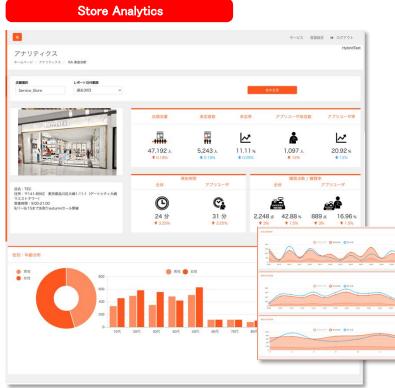
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# Challenge : Enhance BI Capability

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#### **T** Tangerine

## We have Cool BI Dashboard Built In House



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ZONE 1	ZONE 2	ZONE 3				
		総来店者数	立寄り数	立寄り率	アプリユーザ立寄数	アプリユーザ立著
		総来店者数 <b> </b>	立寄り数 2.970人 _0.901%	立寄り率 56.65 % ± 13.75%	アブリユーザ立等数 で 733 人 <sup>*</sup> 23.615	アブリューザ立著 24.68 % <sup> *</sup> 35.84%
		5,243 A 5,495	<b>2,970</b> A	56.65 % + 13.75%	<b>Å</b> 733 A	24.68 % * 35.84%

立寄客数	接触アイテム 数	接触率	接触回数		FR持达商品 点数	持込率		購買点数	購買率
9,505 人	2,930点	30.83 % 4.21%	1,104,013 9.15%	5	2,994 a 8.50%	0.27%		2,234 点 7.61%	76.25 6.22%
6,354 A	2,223 á	34.99 % 7.04%	706,142 20.62%	8	1,630 a 10.34%	0.23%	<u>s</u> ė	838 .# 19.37%	37.70
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### Challenge

## We have Cool BI Dashboard Built In House



- Need More Flexibility, Quicker Insight
- Lower Usage yet High Maintenance Cost....

Value of our offline data significantly increases when cross-referenced with other key data such as POS, Weather, Ad/Marketing, etc. Need flexible, intuitive, easy to use, cost friendly BI capability not only for power user Data Analyst but also non scientist users such as store managers and staffs



#### Visualization

Our customers know they have valuable offline data to analyze. They need flexible/easy to use but powerful BI solution that meets vast requirements for BI capability



#### **Quick Insight**

Our customers need to spend more time on Action planning rather than exploring Insight.



#### **Cost Efficiency**

To help build data-driven retail organization, BI capability must be provided to all layers of organization – Management, Marketing/Sales to Store Operation – at an affordable cost 1. Best-In-Class



2. Quick to Deploy

# ES

We can take advantage of industry proven leader BI solution with intuitive NLQ based reporting and AI assisted granular insights on demand ThoughtSpot Everywhere allows us to quickly embed robust BI capability into our cloud service. As ThoughtSpot is a SaaS solution, we can access to the always-latest and best Bl capability.

3. No Maintenance

#### 4. Strategic Pricing

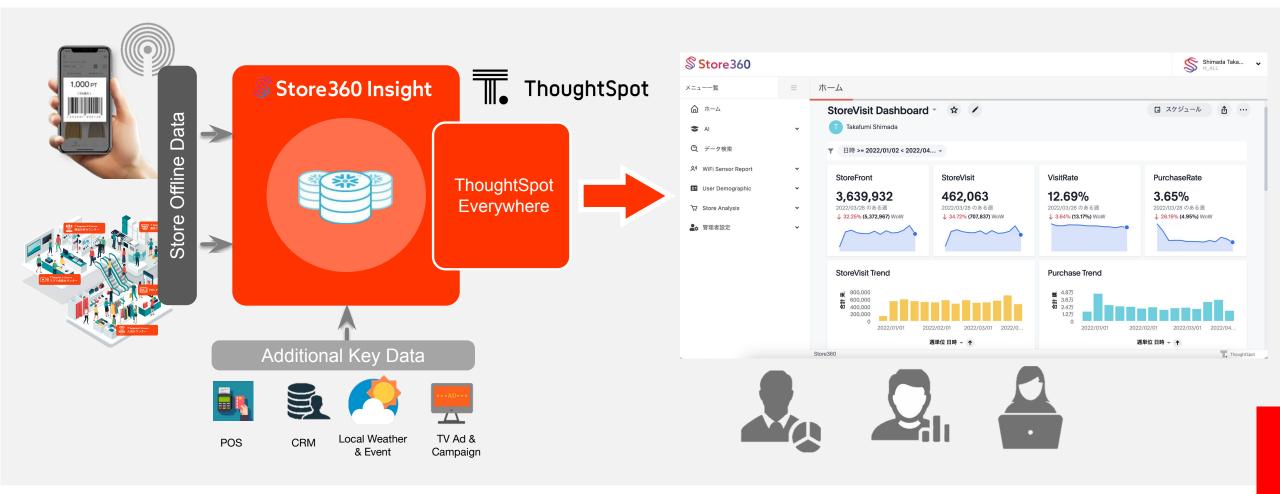


ThoughtSpot query based pricing model allows us to offer strategically affordable pricing, which also help our customer

Allows Tangerine to focus on core value creation while satisfy customers' BI requirements Help legacy Retailers transform to Data-Driven Organization at all level

## **Store360 now provides Compelling BI capability**

Allowing retailers to analyze Store360 originated Offline Data along with various in-house data to provide Superior Customer Experience and build Efficient Data-Driven Store Operation.



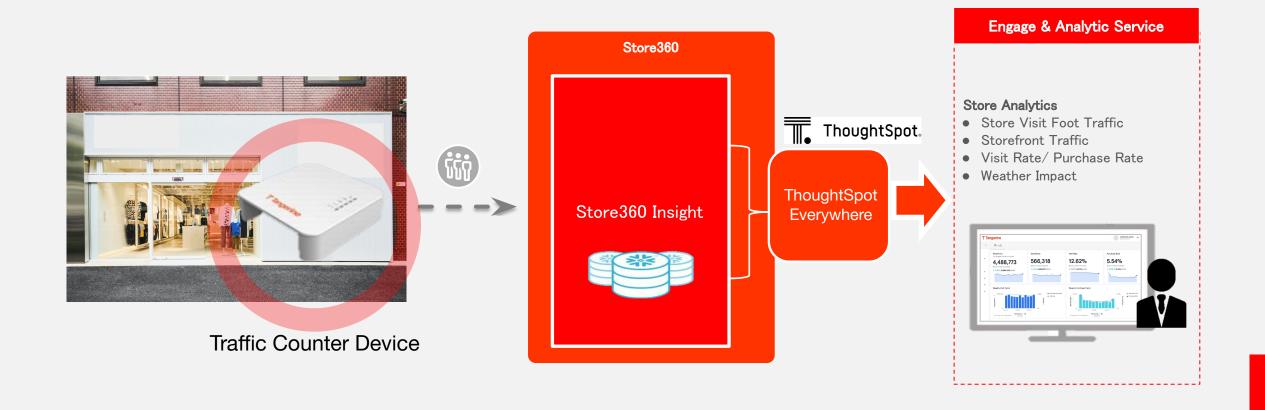
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# Store360 + ThoughtSpot Everywhere Current Pilot Projects

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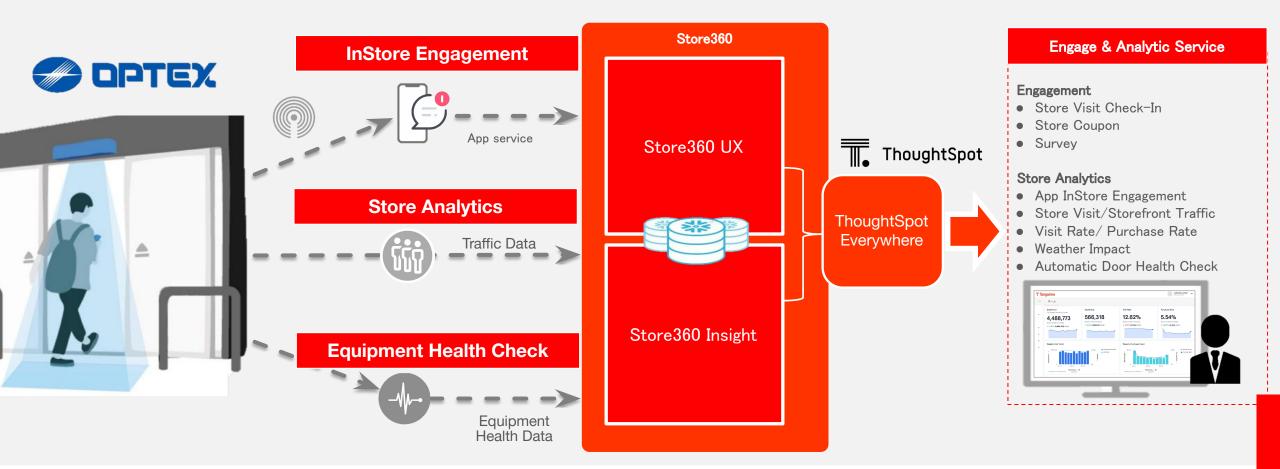
# Store360 + ThoughtSpot Everywhere

provides Store Visit Analysis for fast-growing apparel chain's more than 100 stores nationwide in Japan



# Store360 + ThoughtSpot Everywhere

Integrated with beacon ready OPTEX<sup>\*1</sup> Automatic Door Sensors to provide Instore Engagement, Store Visit Analysis and Door Health Check



\*1: OPTEX is leader in Automatic Door Sensor with 2M location in Japan, millions in US and EU

Tangerine

# **Initial Feedback from Pilot Customers**

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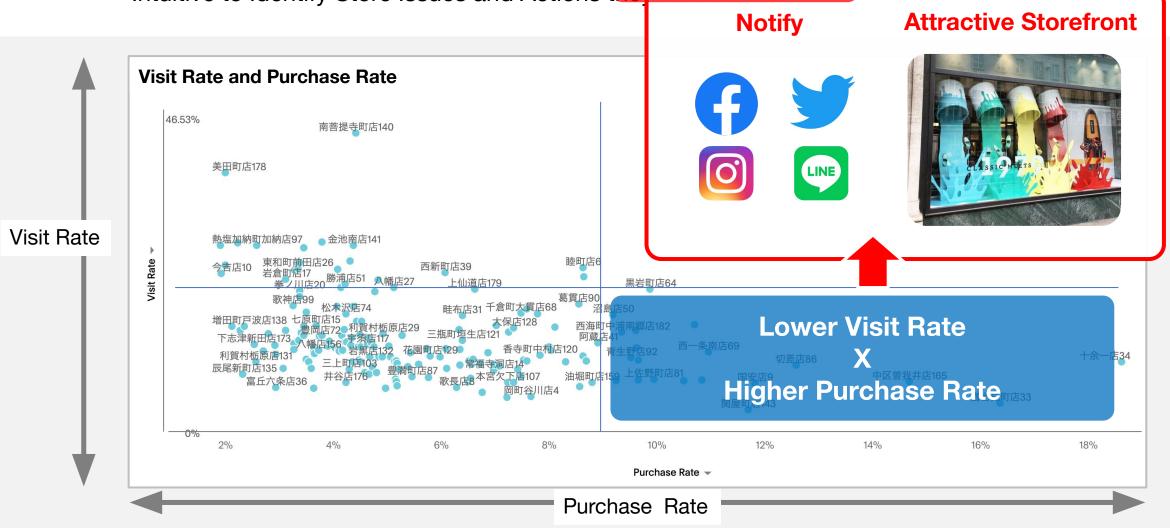
#### What Pilot Customer Likes : Visit Rate x Purchase Rate Analytics

- Stores by Store Visit Rate and Purchase Rate Analytics
- Intuitive to Identify Store Issues and Actions they should take



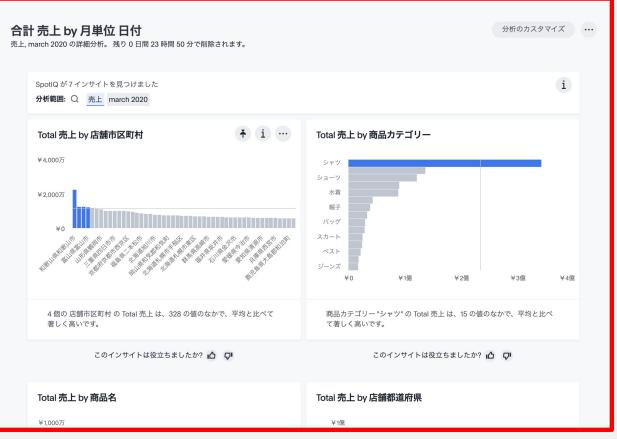
#### What Pilot Customer Likes : Visit Rate x Purchase Rate

- Stores by Store Visit Rate and Purchase Rate Ana ACTION
- Intuitive to Identify Store Issues and Actions they  $\bullet$



# Get Valuable Insights in 5 secs rather than 1 Day









#### Tangerine株式会社

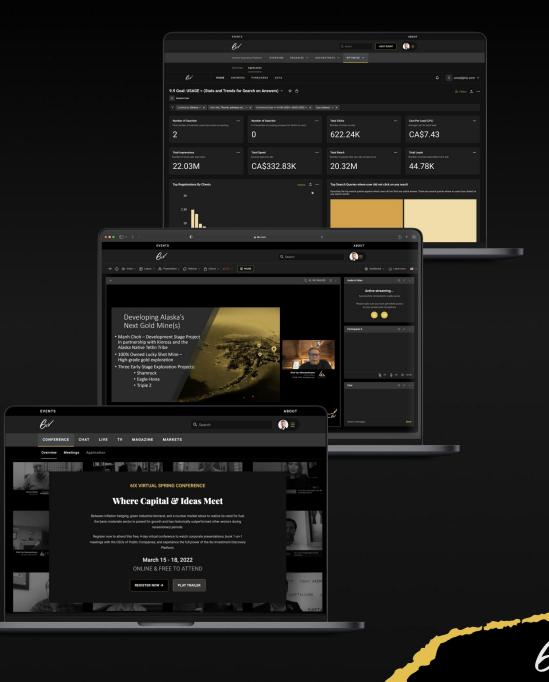
■TOKYO OFFICE: 〒106-0047 東京都港区南麻布3-19-13 22SKY BLDG. 302 / TEL:03-5953-7601 / FAX:03-5953-8862 ■US OFFICE:2500 Broadway Building F, Suite F-125 Santa Monica, CA 90404 CONTACT:info@tangerine.io



# Gix'

# Empathy as a Competitive Advantage

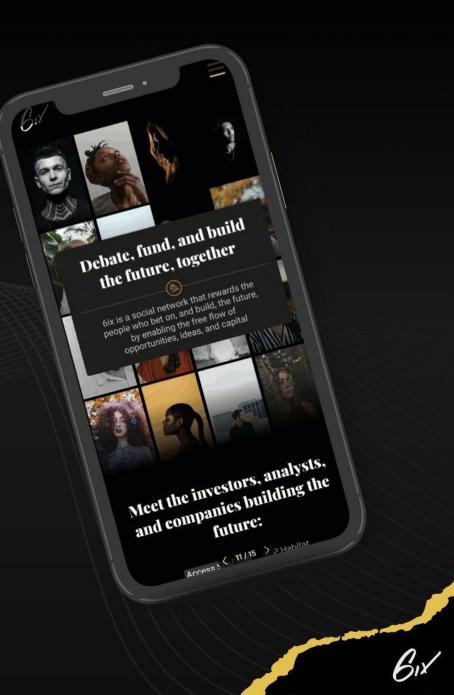
Join us on our mission to unlock social mobility on a global scale by empowering anyone from anywhere to invest in anything.



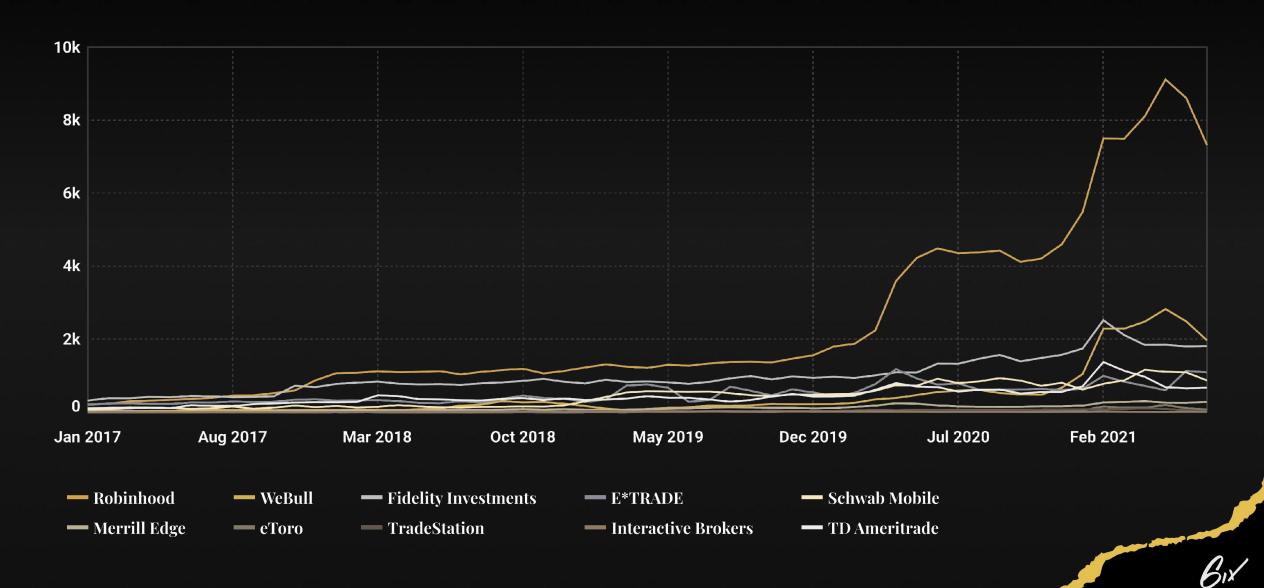
Beyond 2022

# Welcome to a new era of investing

The mobile phone has become the world's most trusted financial advisor.



## Monthly active users of the leading eTrading apps in the U.S. 2017-2021



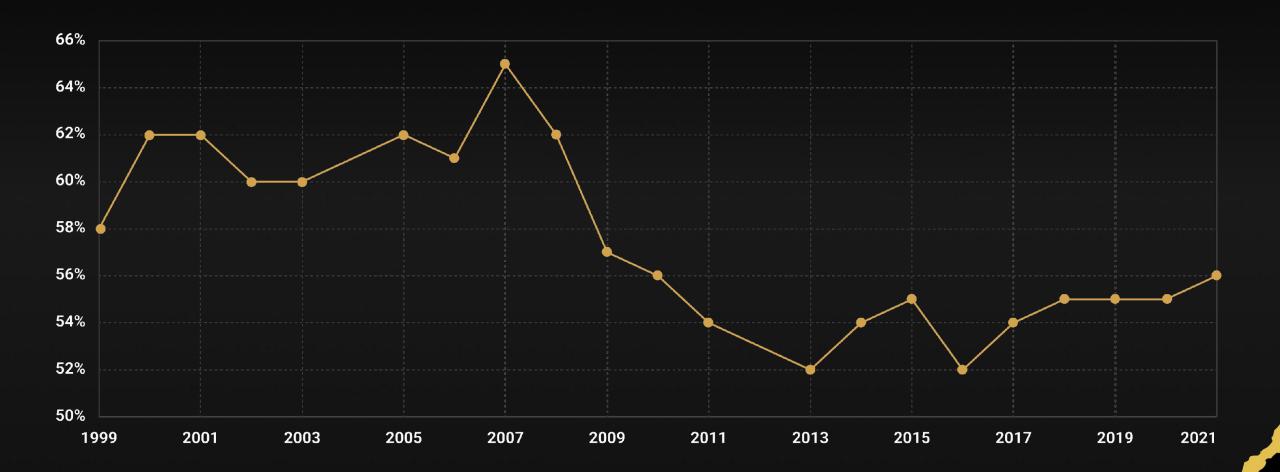
## Inflow to equities exceeds combined inflow of past 19 years

Rolling 12m flows to equities (\$bn)



Gix

# Share of adults investing money in the stock market in the United States from 1999 to 2021



Bix

# Millennials

are due to inherit the largest wealth transfer in history

- \$30 trillion over the next 30 years
- 70% intend to fire their family's financial advisor
- 67% of investors aged 18-40 invest in equities as their largest position

46%

of Gen Zers and millennials have used social media for investing information in the past month

22%

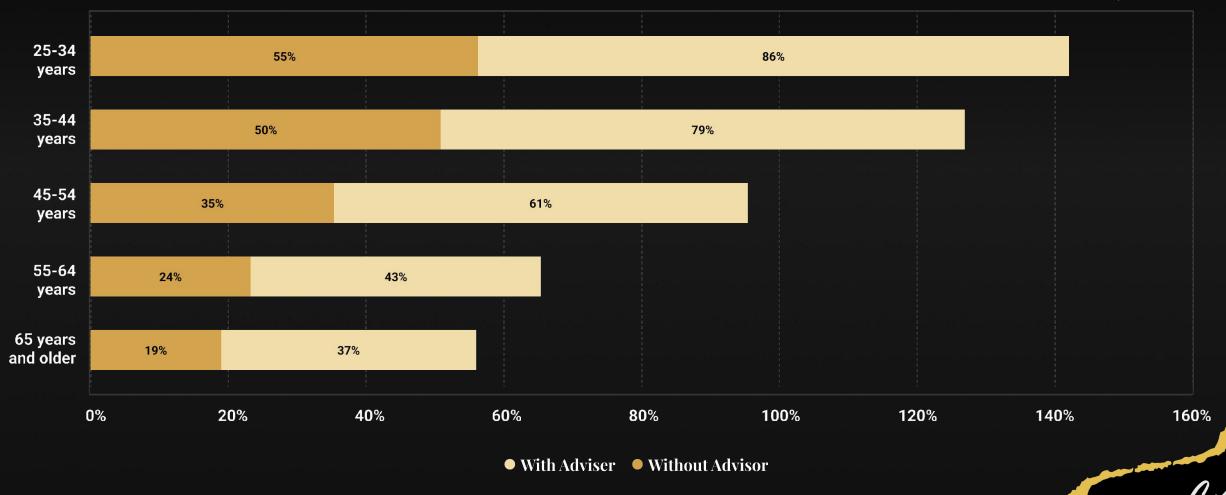
of young investors trade stocks at least once a week

# 6 in 10

Young Investors are part of online investment communities

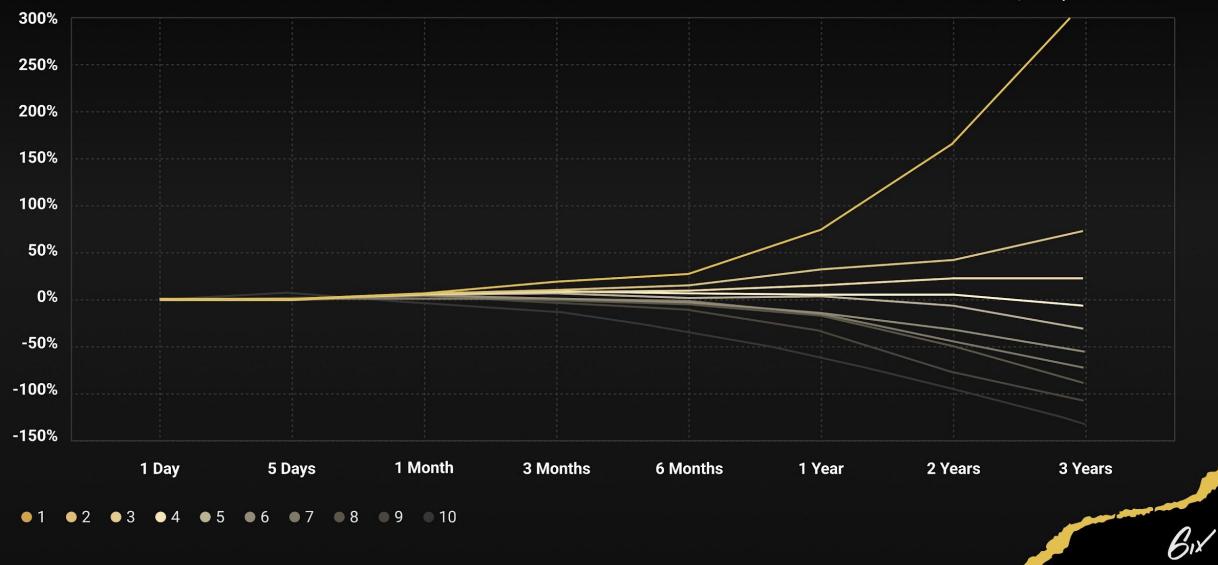
### Interest in investing in new products among retail investors worldwide 2019, by age

Source: Greenwich Associates; CFA Institute

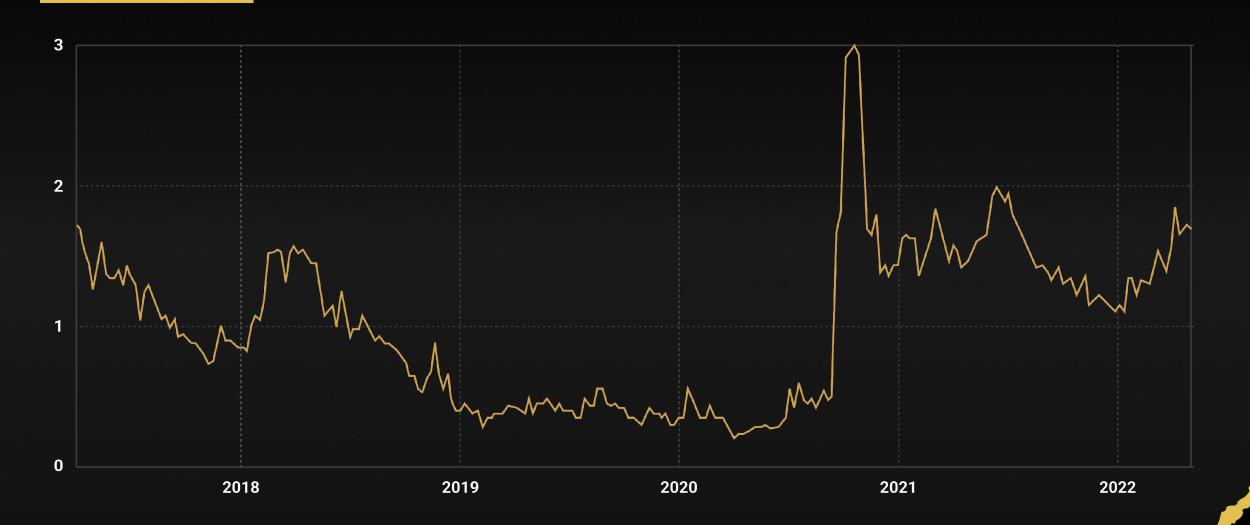


### **IPO returns post-IPO**

Source: FactSet, Nasdaq Economic Research

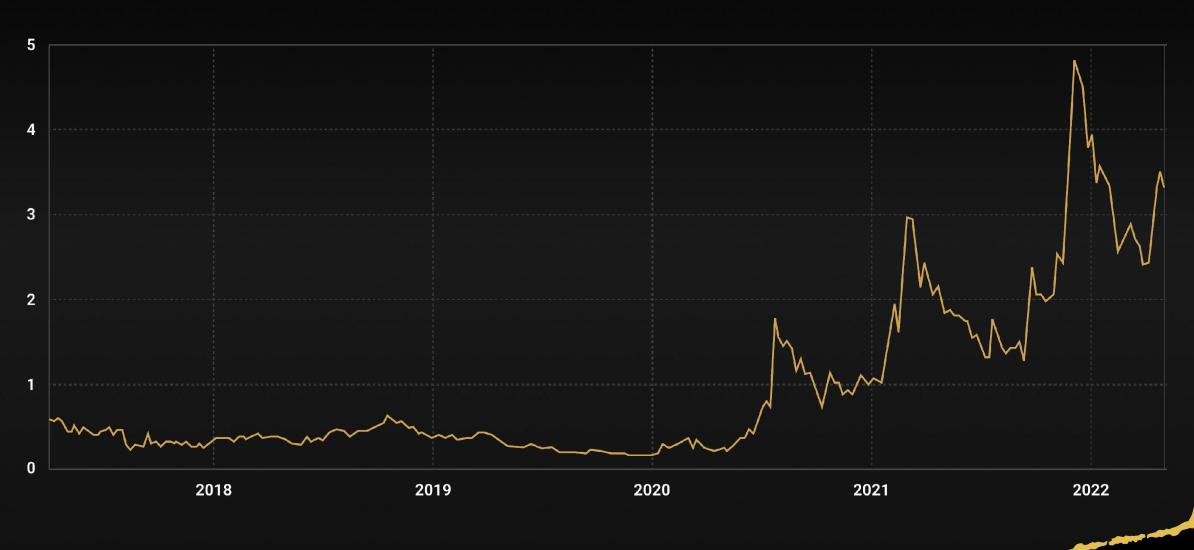


### Kodiak Copper Corp Market Summary 2018-2022



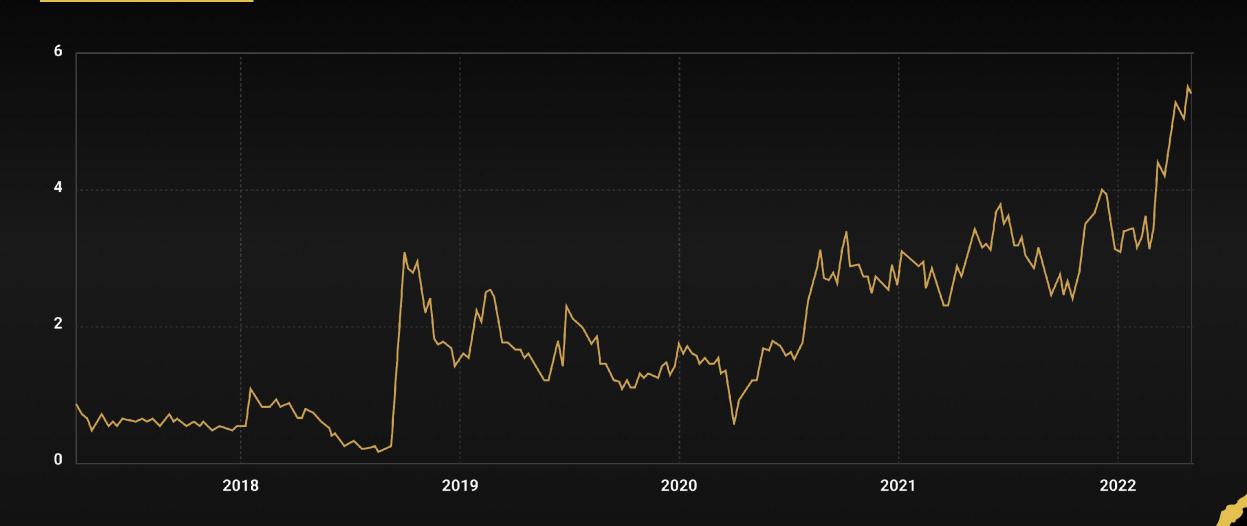
Gix

### **American Lithium Corp Market Summary 2018-2022**



Gix

### Karora Resources Inc. Market Summary 2018-2022



Gix

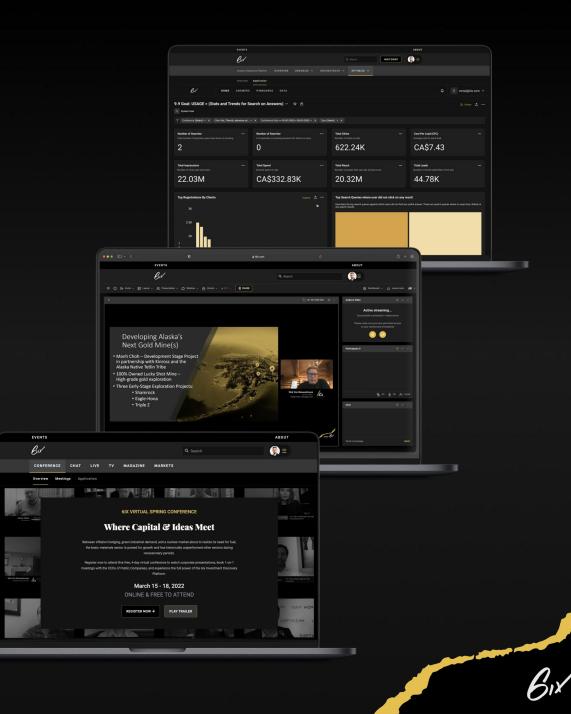
**56** The way a public company treats its smallest investors is representative of the way it treats all of them **&** it is clear from the data that the public companies which treat their smallest investors well will outperform their peers that instead choose to ignore their smallest investors.

Daniel Barankin, CEO

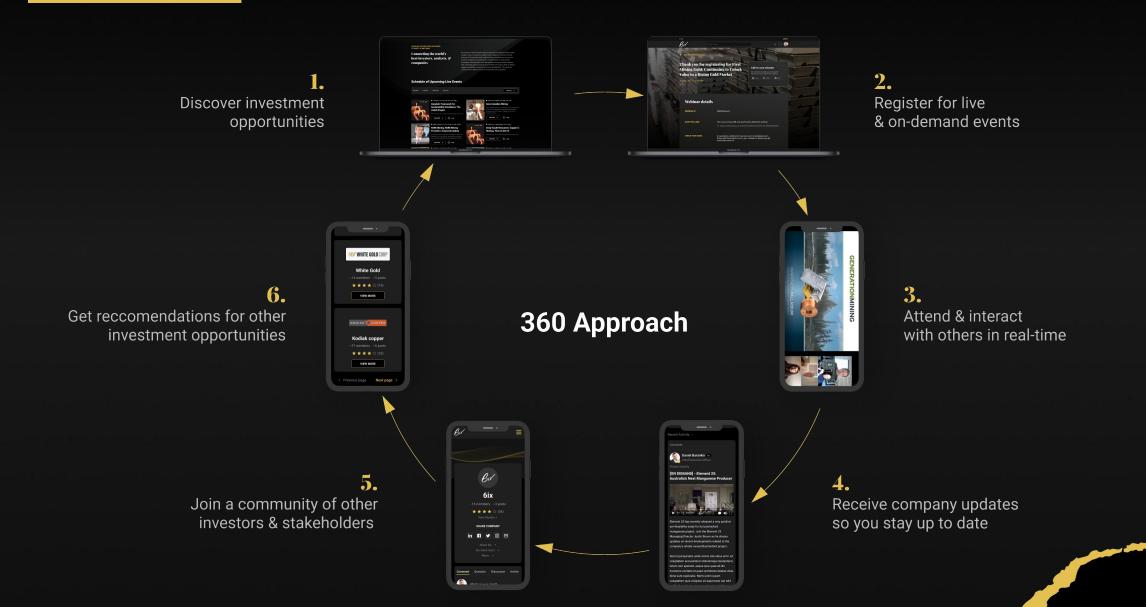
### **6ix Investor Experience Platform**

Join the more than 150 public companies using the 6ix Investor Experience Platform to deliver great investor experiences at scale for self-directed investors.

- Investor Community. Engagement with ~100K patient, self-directed investors spending an average of 24 minutes per event seeking asymeptrical investment opportunities.
- Advanced Technology. Access to proprietary software empowering IR professionals to organize their work, orchestrate great investor experiences, & optimize their campaigns.
- **Training & Implementation.** Expert professional services & career enhancing certifications to deliver great investor experiences through the 6ix Investor Experience Platform.



### From initial investment discovery to ongoing shareholder communications



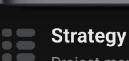
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**Chat** Customer success software suite



Project management software suite



Tables

Item management software suite

## Organize your work

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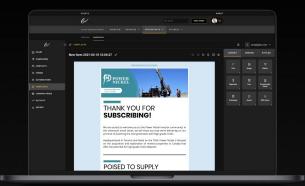




**Cal** Appointment Scheduling Software **Design** Image editing software suite Creative

Video editing software suite

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C TEST & DURINENS			
	Scheduled Events Yes have \$ Schedule Events out of 20		
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Summits
Event hosting software suite



Email automation software suite



**Social** Social publishing software suite

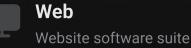
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### **Orchestrate great investor experiences**

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Ads Advertising software suite



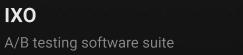


# **Optimize your campaigns**



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### Analytics software suite

Where analytics invite insights

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#### **Measure What Matters**

All metrics in our reports align with your goals and business outcomes.

#### **Act On Insights**

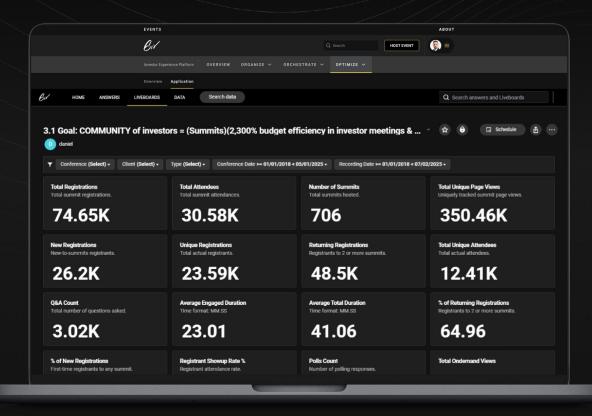
Make data your competitive advantage and use it to get deals done.

#### **Unlock Shareholder Value**

Know yourself and your investors to make opportunities boundless.

### **Advanced Summit Analytics**

Dissect event results. Determine how engaging, effective, and successful events are. Plan events with purpose based on existing data. Discover key investors to reach out to.



#### **Benefits:**

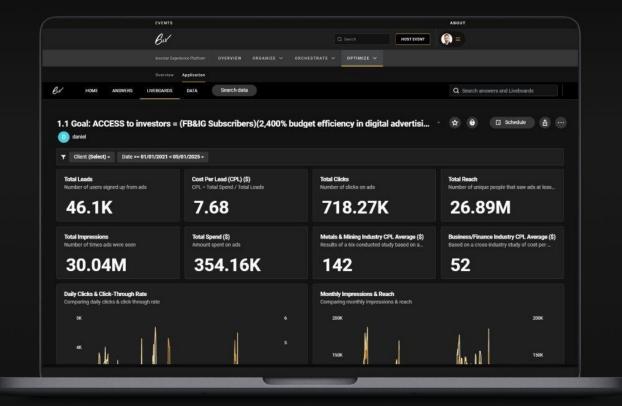
 Expose issuers to new investors and drive website traffic.

Frequency:

⊘ Following every summit.

### **Advanced Ads Analytics**

Dissect results of advertising. Determine whether campaigns meet goals with solutions to improve and achieve them.



#### **Benefits:**

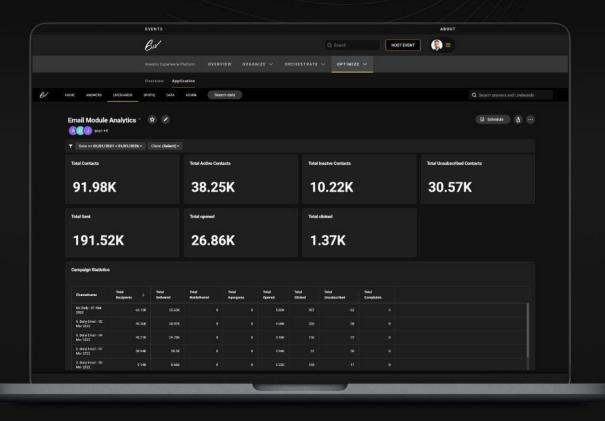
 Expose issuers to new investors and drive website traffic.

#### Frequency:

⊘ Following every summit.

### **Advanced Email Analytics**

Dissect results of email campaigns and accounts. Determine which campaigns are working to engage audience and which are unhelpful. Provide solutions to optimize.



#### **Benefits:**

 See which email campaigns are effective and engaging vs. unappealing and driving unsubscribes.

#### Frequency:

 $\bigcirc$  1 per month.

### **Advanced Social Media Analytics**

Dissect results of social media performance, including follower growth and engagement.

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#### **Benefits:**

See across multiple social media platforms the performances and growth that are being used.

Frequency:

 $\odot$  1 per month.

Delivering great investor experiences for self-directed investors means that investors get to further unlock their own social mobility by...

Discovering new companies

Becoming better investors Networking & learning from peers

# Social mobility is about people being able to improve their socio-economic well being through their choices.

Join us on our mission to unlock social mobility on a global scale by empowering anyone from anywhere to invest in anything.

Daniel Barankin, CEO of 6ix



# **Questions?**

### Daniel Barankin, CEO of 6ix

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EMAIL



Daniel@6ix.com