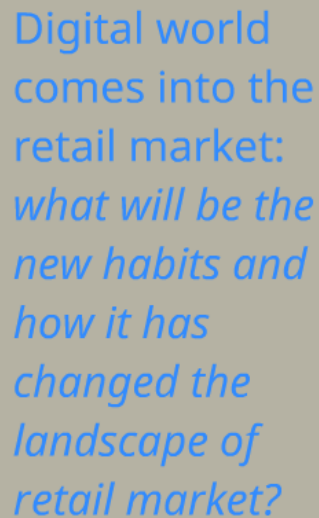


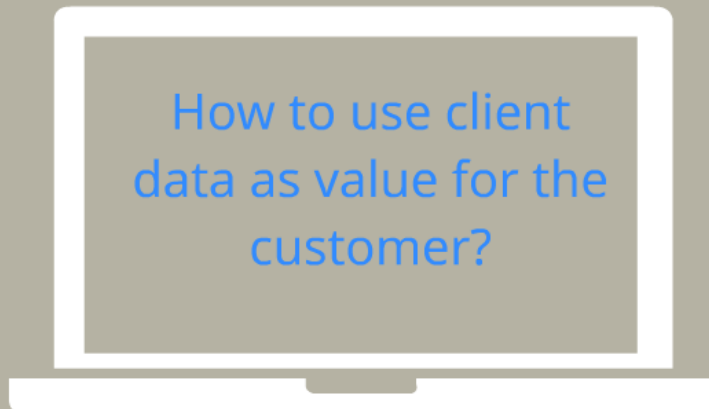
Digital Revolution: *New Strategies in Retail*



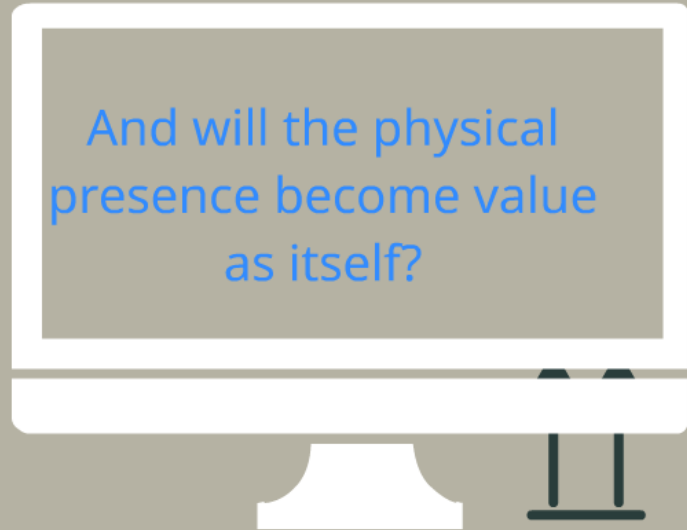
Zane Kaktiņa,
Head of Marketing, Maxima Latvija



Digital world comes into the retail market:
what will be the new habits and how it has changed the landscape of retail market?



How to use client data as value for the customer?



And will the physical presence become value as itself?



Food goes digital

A digital tablet with a dark grey bezel is shown from a top-down perspective. The tablet's screen displays a high-resolution image of a white ceramic plate centered on a wooden checkered tablecloth. To the left of the plate are two silver forks, and to the right are a silver knife and a silver spoon. The text "Food goes digital" is overlaid in the center of the screen in a blue, serif font.

Food goes digital

TIME REALLY IS MONEY



Ērti, ātri un izdevīgi!



e-maxima.lv
Grocery Store

Shop Now Like Message

Timeline About Photos Likes More

PEOPLE

Post Photo / Video

8,064 likes



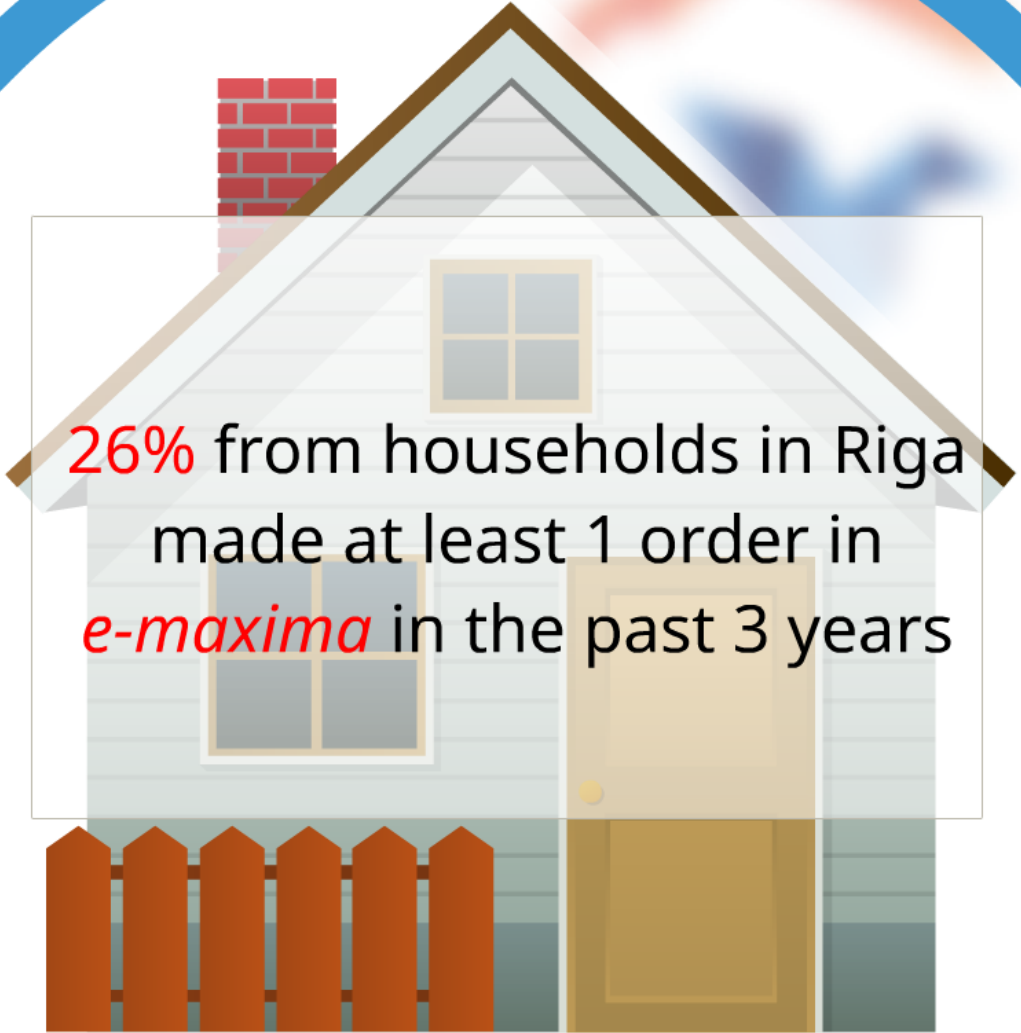


**IT TAKES TIME TO BUILD
TRUST.EVEN IN DIGITAL AGE.**





= at least 4 to 5 orders



26% from households in Riga
made at least 1 order in
e-maxima in the past 3 years



DIGITAL AGE DOESN'T FORGIVE MISTAKES



SO WHAT'S THE DREAM HERE?



**Order when
leaving the office**



**Enjoy the meal at
the evening**



**Big Data Of Client
Loyalty: how to use
it for the client's
value?**



WHICH DATA TO USE AND HOW
TO DO IT?



FOCUS AREAS TO KEEP IN SIGHT

Customer behavior



Tailored offers



CLUBS OF INTERESTS



CLUBS OF INTERESTS



Physical Presence As A Value



REAL LIFE EXPERIENCE - A FUTURE LUXURY?



WHERE ARE WE HEADING AT THEN?





Thank you!

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