

# SmartTraffik<sup>®</sup>

## Web-to-store Solutions for Retailers

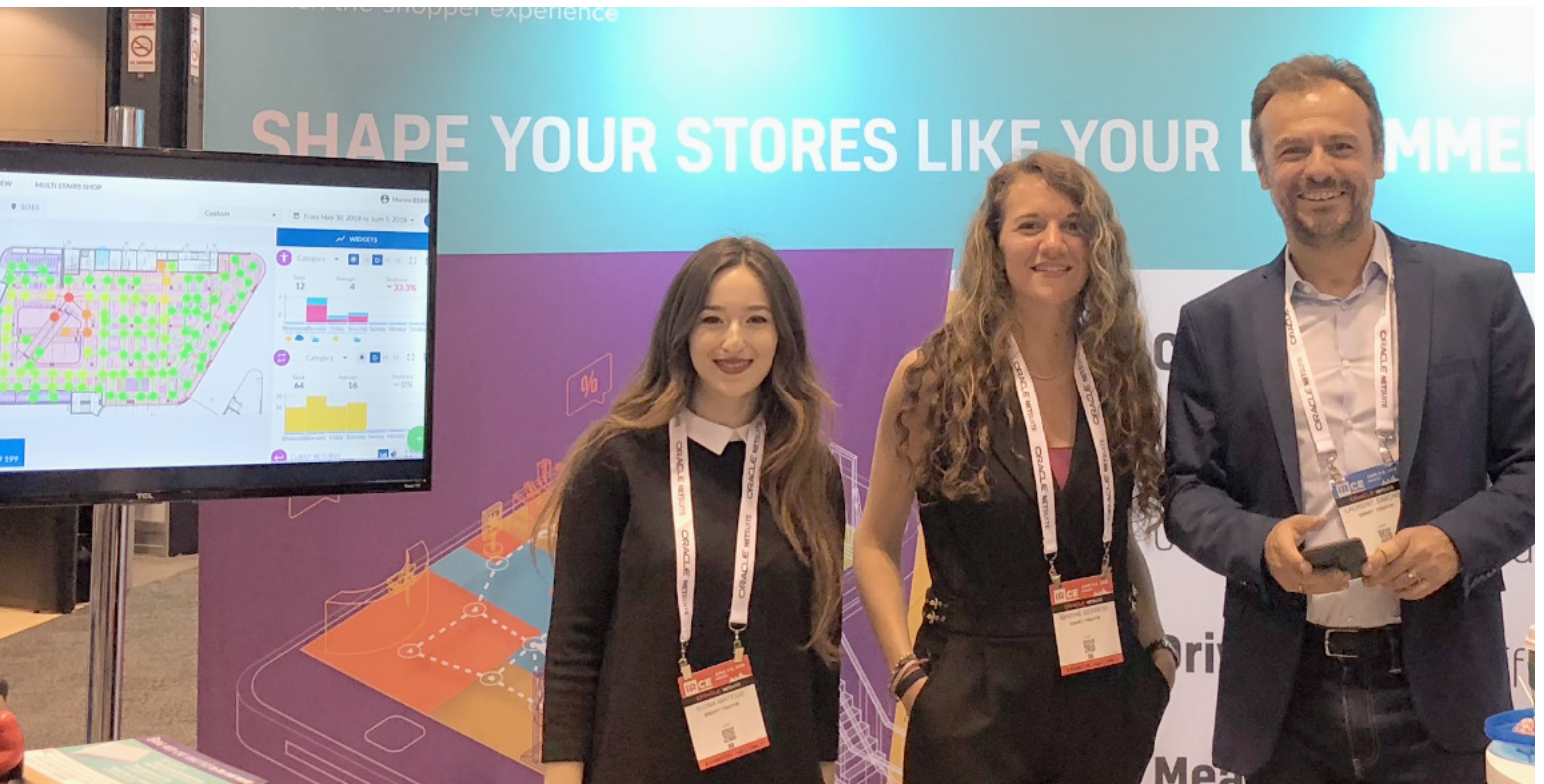
*Though most Tech companies tend to settle on the West or East coast, Smart Traffik picked the Midwest, and most precisely Chicago for its new office, because of the city's tech image rising in global ratings.*

Smart Traffik was created in France during 2012. A leader on the European market with their Web-to-store solutions for retailers, they decided to continue the expansion of the company abroad in the United States.

In addition to their web-to-store solution, they launched a new product: the SmartBox by Smart Traffik,

an in-store analytics solution well adapted to the American retail market where the customer experience is the core of successful companies.

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Laurent Simonin  
CEO, Smart Traffik



tech image rising in global ratings. Smart Traffik wanted to call Chicago home to be part of the development of a growing Tech Hub in Illinois.

Smart Traffik's client portfolio and the awareness around the company are rapidly growing in the US, but also in Canada and Central America. They discovered that Chicago is a hub attracting major US retailers as well as retailers from all around the world, eager to discover the latest trends in the retail business. Their strategy was to start small, partnering with local businesses. However they soon discovered that "small" can be big in America; a local partnership opened the doors to a cross-state business with hundreds of retail stores all over the country.

As a SaaS platform, Smart Traffik's technology constantly changes and evolves to satisfy their growing client portfolio but also to adapt to their expectations. The more clients they work with the more feedback, they get and they can adapt their strategy to satisfy their retailer's end consumer.

"Because in the end, our technology will benefit people like you and me, regular shoppers passing the doors of their favorite stores," says Laurent Simonin, CEO.

"Our latest innovation is the implementation of the LoRa network

to our Technology. By combining these two technologies and using the LoRa network we are able to reduce in-store analytics cost for retailers, making this technology available to all, not only the major stakeholders. Smart Traffik is changing the rules of the retail world and is making in-store analytics available to all."

The Illinois Chamber of Commerce is helping Smart Traffik grow its local presence and awareness by introducing them to key partners and contacts in the Midwest.

