



TARTLE™

Retail - Use Case



Have you ever wondered what's going on in the minds of your customers, retailers, and society-at-large?

Now you have access to the world's two most valuable resources. *Information and Intention*. Everyone wants to know them, but no one has found the divining rod of truth to really make strong business decisions. Even worse is trying to make sense of all the immense noise in today's data-centric world.

The best decisions can be made on real-time data and real-time intentions of people. TARTLE™ offers direct access to individuals and their data across the globe. Buy it once, or rent data streams right from the source, people. Real time, and ready to analyze in clean, noise-free data sets designed ahead of time by you. This unprecedented ease of access is found nowhere else, but TARTLE™.



Always the most important data - always at the right time.



What makes them rebuy? What products do they prefer? What is their brand loyalty? What color? What texture?



Where do they look in a store? Where will they keep their possessions? Where do they find need versus want?



When will they buy? When will they change suppliers? When do they switch brands? When are they price sensitive?



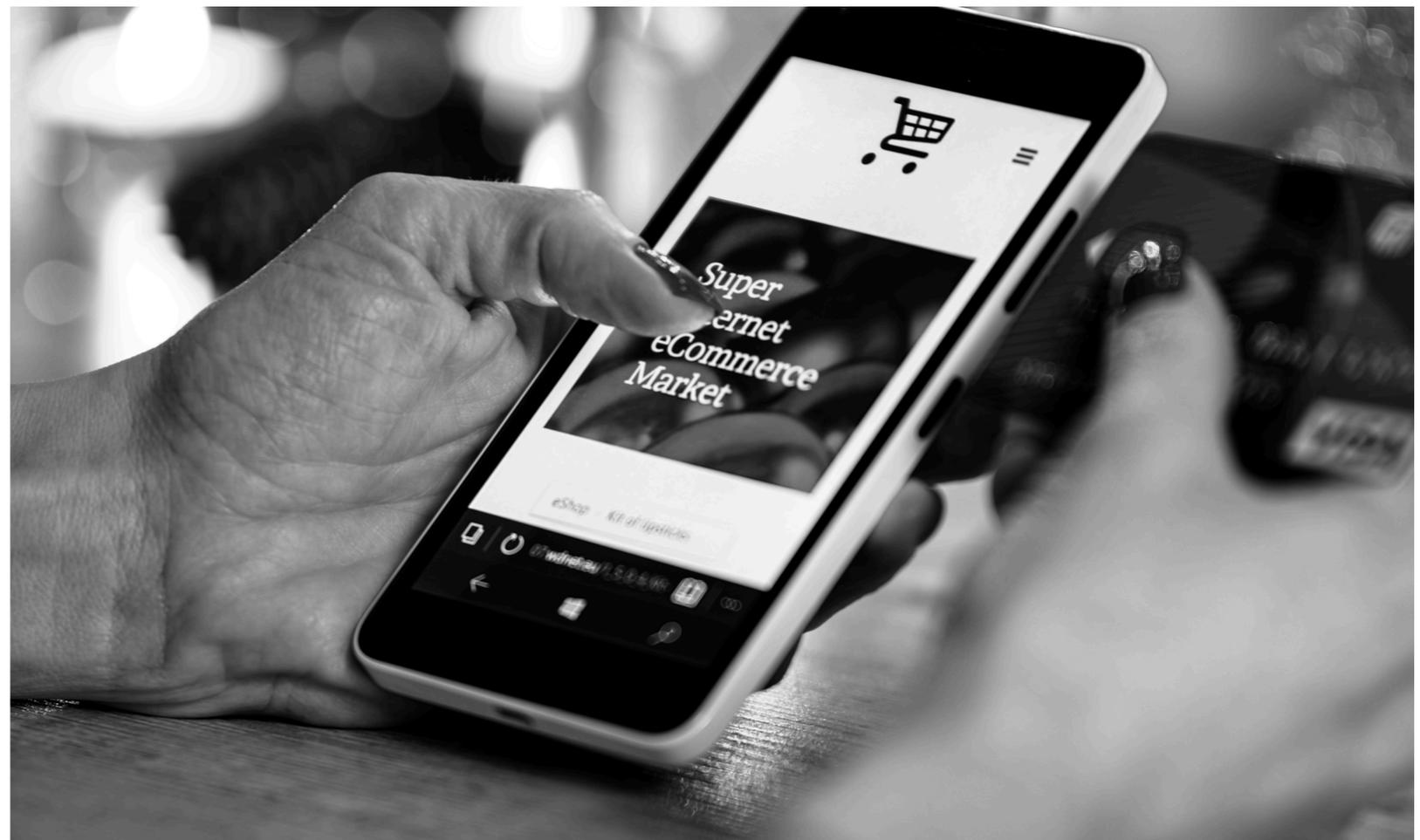
Why do they trust your product? Why do they choose your brand? Why are my products failing? Why my competitor?



You no longer have to keep guessing with the best statistical models on borrowed information and borrowed time. Not only are middle man data brokers costly, they can only offer data within certain reaches of regulation, and your stuck buying old news, to make new decisions. That just doesn't add up.

You hired a team of scientists to figure out how your customers and prospects think by analyzing click stream data and browser information? 15 clicks on your website and a 7 min browsing time is not going to tell you what Jane Smith or John Doe is thinking. Better yet, what food or clothing product they want to buy or why they won't buy it. You're left to guessing and making costly decisions on low quality information.

High quality information comes from one place and that's the source. TARTLE™ allows the design of data sets that will give you the truth of the matter on how people are going to spend their money, who they are going to spend it with, on what retail products, and when they are planning on doing so. When the world is



Know ahead of time that your customers don't want to buy your products in-store anymore, and are waiting for a new means to purchase from the comfort and ease of their homes.

shopping, you'll be able to truly give them what they want and need.

Here is a *quick example* to show how powerful TARTLE™ really is: A major food manufacturer is going to release a new line of frozen products. Not only can you create a data set to see if the public is really going to buy in to this new food brand, you can also subscribe to their data as frequently as you want

to find out if organic, non-gmo is really as top of mind today as it was yesterday. This sort of insight can get you out of a failing brand, and into a thriving one in the right shopping ecosystem.

Why search for a needle in a haystack, when you could just have a stack of needles? TARTLE™ now, TARTLE™ forever.





Empowering and Protecting the Digital
Identity
#NCWR



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[Athena.tartle.co](https://athena.tartle.co)

