

Introduction to shopin platform

[Business](#), [Marketing](#)



Retail marketing has gone through a series of changes, in time past, getting to know what consumers actually want was based on things like the number of pages visited by the customer, as at then, this method was rudiment at best as it was used to decipher what a customer might be interested in. However, such method is not very accurate and or specific. Is more like trying to guess what kind of picture a puzzle might make when one has a couple of pieces.

Today, a new method which no doubt offers a more literally accurate and precise data is widely in use and known as Behavioral marketing. This however is more advanced compared to the rather traditional method of guessing what a customer might want and throwing a bunch of ads at them. Behavioral marketing makes use of customers browsing and search history, IPs and cookies in building a more definitive user's profile. These information gathered are then tailored accordingly as marketing message. Although Behavioral marketing is effective in gathering marketing data for retailers, it has numerous shortcomings which includes, but not limited to the following;

- It is purely based on assumption
- It is a violation of customers right as it is a pure infringement of customers privacy
- There is no flexibility in the way customers data is handled

From the foregoing, it is not an understatement to say that retail isn't working as it should. There are still a lot of pace to be covered to bring about an effective retailing. Should there be a platform where marketing data can

be collected with the consent of shoppers, then, the problem associated with behavioral marketing will be solved.

Although Amazon acts as a platform where retailers shares purchases data of customers, thereby bringing about a universal shoppers profile, but there are still some lacking in that methodology of data collection because customers consent and even a reward system is not available. As a result, Shopin is out to act as an open web amazon in this respect by bringing out a system that will be fair and just to both shoppers, retailers and the retailing market in general.

Shopin platform in view

Shopin is a platform that is blockchain-based that will finally bridge the gap in the retail and ecommerce industry by providing a universal shoppers profile and crypto currency. It will act as a stand alone but verified source of all personal shopping data, in other words, shopping is an incentive management platform for ecommerce and retailers.

Unique qualities of Shopin platform

- It acts as a verified identity source which provide full time specific data of individual shoppers
- It is free from theft and frauds as it is based on the block chain. This is a plus because no longer shall there be cases of credit card information of shoppers escaping and being used to the detriment of the shopper.
- Shopin gives users control over their information

- Shopin gives users the chance of being rewarded with cryptocurrency which they can use to make purchases.

Benefits of using the shopin platform

The shopin platform proves beneficial to both customers and retailers alike.

To the customers, shopin offers them;

- Product recommendations of great value and that meets their demands
- Control of their data in a secure manner that can not be tampered with
- Share their profile for rewards
- Speedy transaction in purchasing through a one click checkout on all retail sites, etc

On the other hand, Shopin proves beneficial to the retailers in the following ways;

- Shopin offers retailers a full and accurate review of shoppers profile
- A more customer-retailer interaction
- Reduction in marketing losses
- Increase in returns and profit maximization

How the shopin platform works

The professionals behind the shopin platform has developed an application with an integrated wallet where shoppers can through a single-sign-on be recognized across the retail web through their historical transactional data.