

# Asso

Asso is an app, a **Personal Shopping Assistant (PSA)**, which drives the consumer into the local store, providing a better shopping experience.





# CONSUMER

- Better UX in store
- Saves time
- Saves money



# RETAILER

- Proximity and customizable marketing
- Reduces products' storage time
- Reduces products' purchase costs
- Reduces staff costs
- Increases revenues





# THE INNOVATION

## ITINERARY OPTIMIZATION

After the check-in in the store and thanks to AI, Asso makes an optimized itinerary based on: **shopping list**, **products location** and consumer's **purchasing behaviour**.

## GAMIFICATION

During the shopping session, Asso suggests **in target "missions"**, based on consumer preferences.