

URBAN STUDIES SHOPPER REVIEW (USSR)





Gen AI

- ❑ Generative AI (Gen AI) users in USA increased from 7,8m in 2022 to >100m in 2024
- ❑ Former Google CEO, Eric Schmidt, expects that AI will double everyone's productivity
- ❑ AI is fundamentally changing the way we work
- ❑ 60% of USA centres and retailers started using AI
- ❑ One of the most important consumer trends that retail marketers worldwide are watching is Gen AI (55%)

Google Reviews

Google Reviews are becoming a trusted tool, offering valuable feedback, increasing the awareness of a centre/retailer and influencing future support levels.

Google is the dominant search engine with 85% market share.

Urban Studies Shopper Review (USSR) is a Gen AI tool that aggregates and analyses Google Reviews.

This is 40% more effective than a manual process.

Provide ratings and sentiment insights.

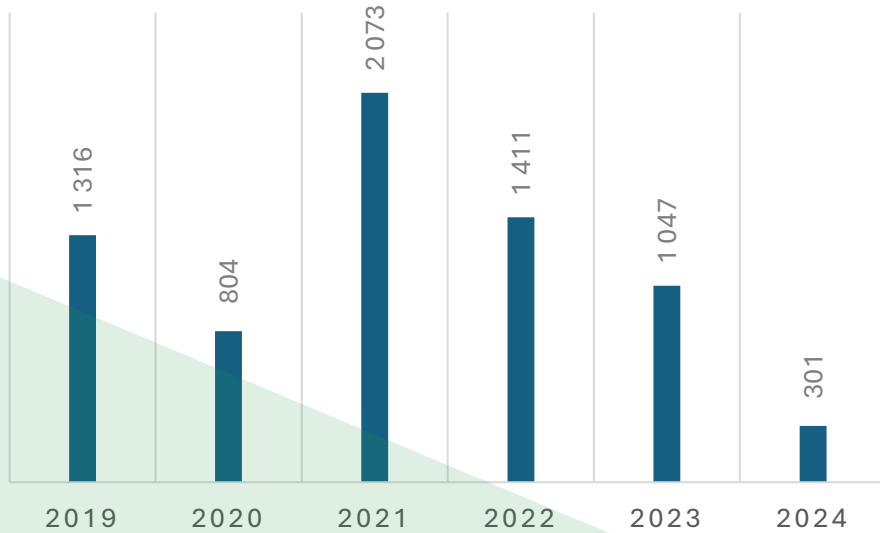
Allow for benchmarking, tracking and assisting in training and marketing.

Improve service levels and overall performance.

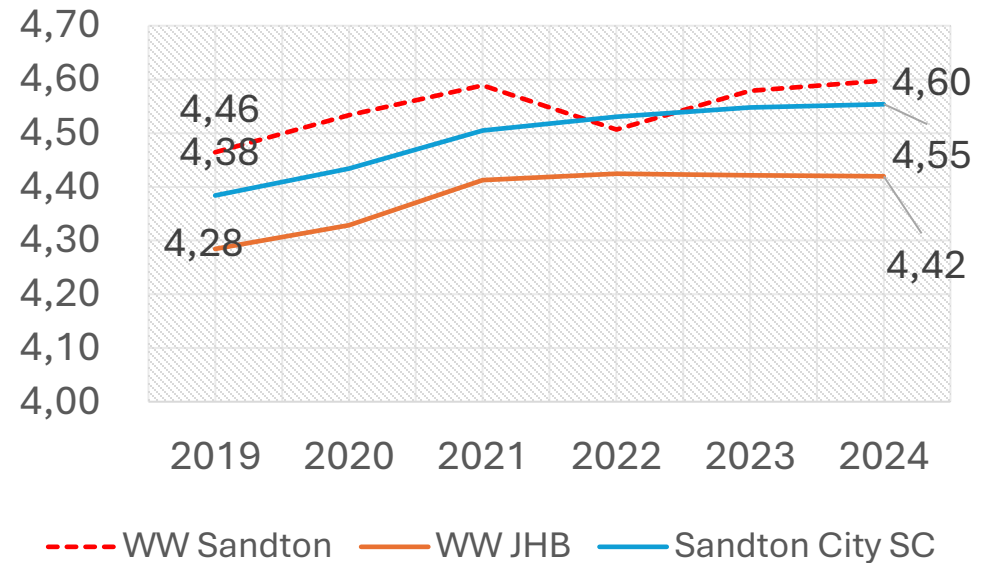


Woolworths Sandton Case Study

NUMBER OF REVIEWS 2019-2024
WOOLWORTHS SANDTON



AVERAGE RATING 2019-2024
WOOLWORTHS SANDTON





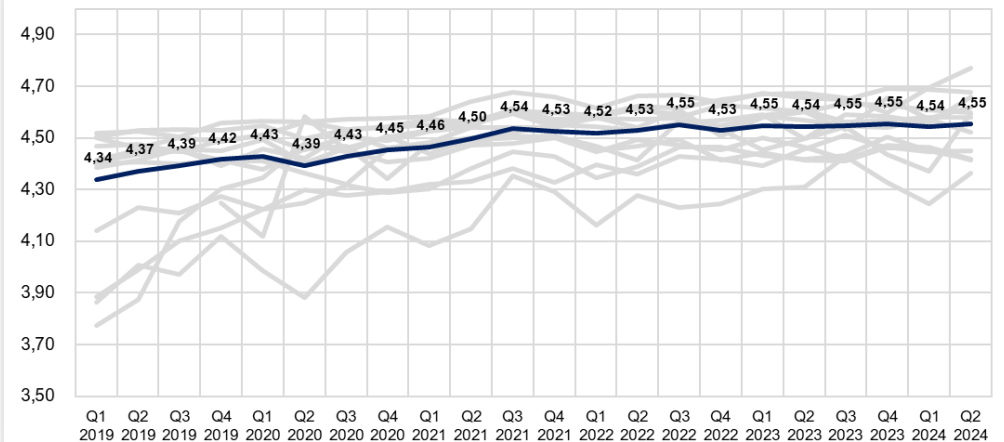
Why Urban Studies & Why USSR?

- ❑ Urban Studies established in 1990
- ❑ Almost 5 000 market research studies
- ❑ Primarily market research at >350 shopping centres
- ❑ Understand shoppers and shopping behaviour
- ❑ Make sense of big data and apply Gen AI
- ❑ More than 1 million Google Reviews through Gen AI
- ❑ More than 300 retailers analysed
- ❑ Number of large shopping centres already using Urban Studies Shopper Reviews (USSR)
- ❑ Numerous Publications focusing on the new Urban Studies Shopper Index (USSI)

Urban Studies Shopper Index (USSI) New Product Development

- ❑ Based on USSR the Urban Studies Shopper Index (USSI) was developed.
- ❑ Urban Studies Shopper Index is a Gen AI tool that aggregates and analyses Google Reviews.
- ❑ By focusing on the consumer's voice, the USSI provides insights, and tracking of performance as well as service levels over time for shopping centres, retailers, marketing managers and investors.
- ❑ USSI is available for Super Regional Centres while USSI for Regional-, Community- and Township Centres as well as Retailer Tracking are in progress.

Urban Studies Shopper Index for Super Regional Centres - Q2 2024



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