

# YETI Selects RetailNext for Smart Store Analytics Solutions at New Flagship Store

*Built for Wild Brand Launches Flagship Store in Historic Early Twentieth Century Building*

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– Mar. 20, 2017 – Today at Shoptalk, [RetailNext](#) Inc., the worldwide expert and market leader in IoT smart store retail analytics for optimizing shopper experiences, announced it has entered into a multi-year contract to be the in-store analytics solution provider for [YETI](#)®, the leading premium cooler and drinkware brand. The comprehensive RetailNext platform is being deployed at the [YETI flagship store](#) in Austin, Texas.



"The new YETI Flagship is designed to offer consumers a fully immersive brand experience," said Tony Kaplan, director of consumer experience at YETI. "By integrating RetailNext's SaaS platform, we're able to better understand the core elements that make up the shopping journey, in turn creating a memorable and best-in-class experience for our customers."

YETI was founded by brothers Roy and Ryan Seiders around the simple mission of producing a cooler that could withstand the adventures of hunting, fishing and outdoor enthusiasts. With product innovation coming from necessity, firsthand experience, and even frustration, YETI today is the cooler of choice for outdoor enthusiasts, pros, and backyard barbecue kings, and its "built for the wild" products are available online, at authorized dealers around the globe, and now at their Flagship store.

YETI joins RetailNext's rapidly growing global customer list of over 300 retail brands, and represents a growing segment of new, best-in-class retailers – including large online retailers, right-sized stores and small- and medium-sized enterprises (SMEs) – who have entered or expanded physical footprints in the brick-and-mortar channel of today's omnichannel retail industry.

"RetailNext is proud to be selected by YETI as its smart store solution provider as it enters the brick-and-mortar format," said Alexei Agratchev, co-founder and chief executive officer of RetailNext. "Over the last several years, there has been an exponential growth in the deployment of IoT retail analytics platforms, with innovative and creative brands like YETI recognizing the value associated with deep insights into today's shoppers and their values, behaviors and preferences, and in turn developing extraordinary shopping experiences, both online and offline, as a means to showcase their brands."

## About RetailNext

The first retail vertical IoT platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience real time.

More than 300 retailers in over 70 countries have adopted RetailNext's analytics software and retail expertise to better understand the shopper journey in order to increase same-store sales, reduce theft and eliminate unnecessary costs. RetailNext is headquartered in San Jose, Calif. Learn more at [www.retailnext.net](http://www.retailnext.net).

#### About YETI

Founded in Austin, Texas in 2006, YETI is a leading premium cooler and drinkware brand. The world's top hunters, anglers, outdoor adventurers, BBQ pitmasters, and ranch and rodeo professionals trust YETI to stand up to the world's harshest conditions. For more on the company and its full line of products and accessories, visit [yeti.com](http://yeti.com).

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