

# INSIGHTS

Rethink the full  
shopper experience



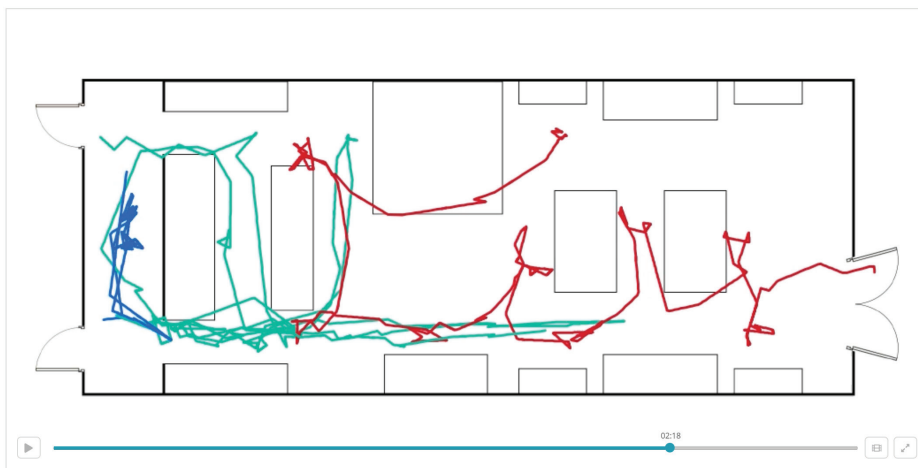
## Innovate. Measure. Test.

A tailored advanced analytics approach answers specific questions to help grow your business. Understand the shopping behaviors driving your performance metrics and test new initiatives prior to rollout.

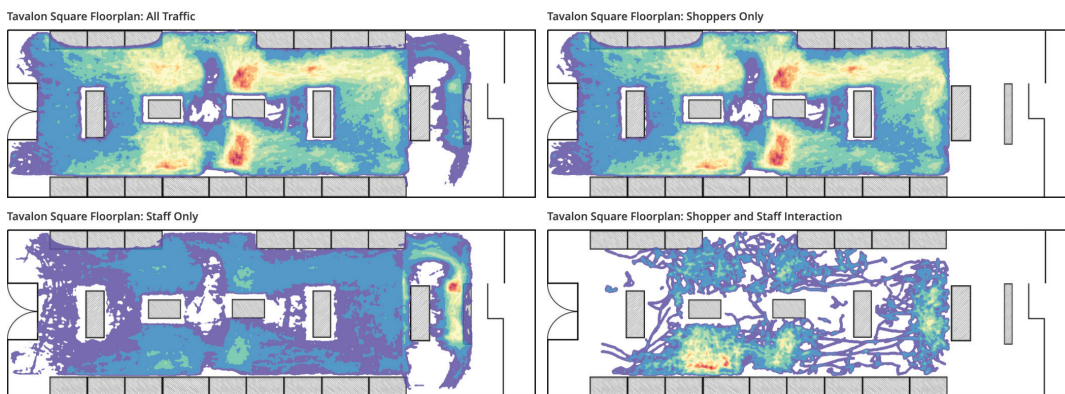
Go beyond traffic counting and conversion metrics and begin to understand the complete in-store shopper experience. Continue to keep your shopper constantly delighted with seamless and magical shopping experiences.

# YOUR QUESTIONS ANSWERED

- What is my traffic to individual displays and how long do shoppers engage with products?
- What routes do shoppers commonly take when navigating my store?
- What areas of the store are visited by shopper before they engage with a staff member?
- How are my marketing and product initiatives (window displays, signage and promotions) influencing the shopping journey?



Full path analysis identifies individual tracks, and also differentiates between shoppers and staff, in an animated video style



Kinetic maps display where shoppers and staff congregate the most, offering insights into their behavior and interactions



Dwell and engagement statistics show you which store areas are performing best

## UNDERSTAND THE FULL SHOPPER JOURNEY

Measure individual and aggregate shopper journeys with full path analysis. See how each shopper is navigating, engaging in the store, and for how long. Understand the context behind key business metrics as well as how shopper behavior drives them. For example, determine if a decline in conversion is caused by low inventory, improper merchandising or a lack of staffing.



## TEST NEW STORE CONCEPTS AND CUSTOMIZE FOR YOUR SHOPPERS

See the effect new initiatives by measuring how specific changes, such as store design, layout and merchandising alterations, impact shopper behavior and the bottom line. Use machine learning and AI in real time to unlock deeper insights into your retail operations. Dive below the surface and deliver personalized shopping experiences through automated data analyses and predictive models.

## STAFF AND SHOPPER INTERACTION ANALYSIS

Develop a deeper understanding of how and where store associates and shoppers interact throughout the store. Identify shortcomings in staff interactions with your shoppers so you can remedy them, and take advantage of key interaction areas to drive improving engagements.



## IDENTIFY GENDER AND MORE

Break down store visitors and their paths by AI-powered demographics to identify gender and more for each shopper journey. Segment shoppers vs. store associates, and determine how different groups are shopping and buying in-store.

## RETAIL THOUGHT LEADERSHIP

Engage in meaningful dialogue around the current state of the shopper-led retail revolution and where the industry is headed.

## TRAINING INSTITUTE

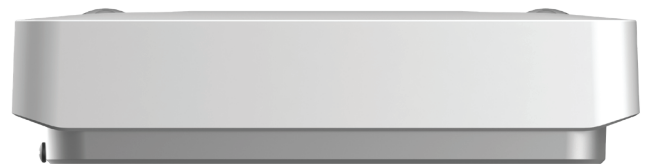
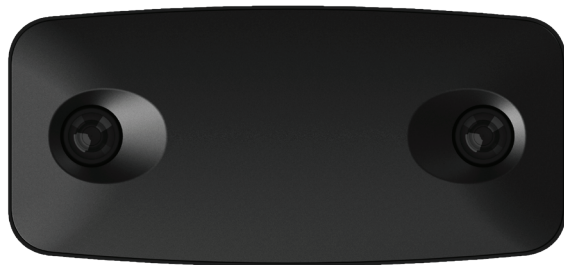
Transform shopper experience by understanding how best to use data and analytics through the RetailNext solution.

## RETAIL EXPERTISE

RetailNext's dedicated team of retail experts are at your service, to ensure learnings are applied across your entire organization.

## AURORA

The all-in-one IoT sensor with the industry's widest field of view and integrated AI



With unparalleled accuracy and onboard deep learning, Aurora simplifies shopper behavior measurement. The sensor includes stereo video analytics, Wi-Fi, Bluetooth and a beacon all in a single device.

Built for retail's revolution, Aurora reduces your hardware and requires minimal IT resources for setup and management.

## WHY RETAILNEXT

**Founded**  
**2008**

**Brands**  
**560+**

**Employees**  
**230+**

**Countries**  
**100+**