

# Passby Traffic and Capture Rate

## Identify. Analyze. Act.

Passby traffic is the number of shoppers who walk by the entrance of the store. Capture rate is the percentage of passby traffic who stop and enter the store.

How is it measured and calculated? Video sensors and computer vision are used to accurately and precisely measure the number of shoppers who passby the store and the percentage who enter the store.

- External video sensors measure passby traffic, i.e. the total shopper traffic outside of the store
- Internal video sensors measure the exact number of total shoppers who actually enter the storefront



Passby traffic is measured as shoppers cross the yellow line from either direction, which denotes they walk past the entrance



## Why is it useful?

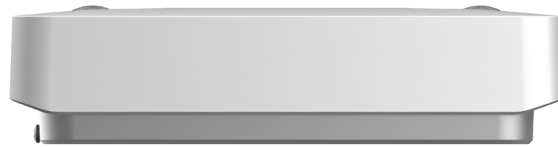
Measuring the outside shopper activity and the proportion of shoppers who are attracted in provides opportunities to develop strategies that drive more traffic into the stores.

Use this data for various teams in the organization, including Marketing and Merchandising. Passby traffic and capture rate offer insights into the effectiveness of marketing campaigns, including window displays, promotional signage and more. This translates into drawing shoppers to the store front, and into the store.

In addition, the data is valuable for malls as it compares passby traffic and capture rate across various stores. The metrics add context to the shoppers' journey through the mall, and into stores. By understanding the stores and areas in which shoppers are most engaged, you can curate better shopping experiences and optimize leasing decisions.

## 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.

See more industry resources at [www.retailnext.net/resources](http://www.retailnext.net/resources)

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