

TRAFFIC ANALYTICS

The Definitive Traffic
Counting Experience

TRAFFIC ANALYTICS

Interior Dwell ML Accurate Counts Occupancy On-Demand Video

Pulse AI Assistant

Benchmarks Dashboard

High Resolution Images

Passby

Heat Maps

Predicted Traffic

Group Counting

Smartphone Analytics and MDD

Direction Maps

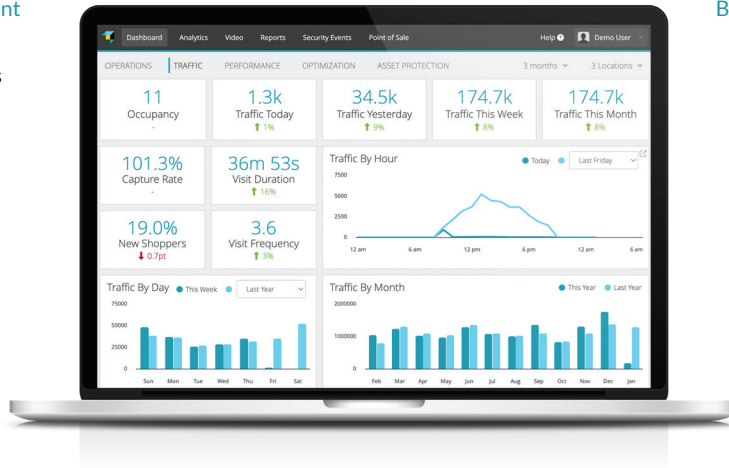
Staffing Recommendations and Scheduling

BLE Beacon

Staff Exclusion

ML-Based Demographics

Time Machine



PULSE AI

AI assistant that helps you unlock insights from your data, answer business questions and empower faster, smarter decision-making



ULTRA-WIDEBAND STAFF EXCLUSION

Leverage ultra-wideband technology for precise staff exclusion, surpassing current BLE solutions with fewer constraints.



BENCHMARKS DASHBOARD

Access to market performance data to enable competitive positioning and identify improvement opportunities

ML-BASED DEMOGRAPHICS

Gain customer insights and align marketing with store visitor demographics to improve targeting and engagement.

BLE BEACON

Send targeted real-time messages to customers' smartphones through your app, enhancing in-store engagement.

DIRECTION MAPS

Optimize store fixtures for the first steps.

GROUP COUNTING

Accurate group identification and tracking as a single traffic event, leading to improved conversion rates and customer understanding.

HEAT MAP

Identify high-traffic areas and cold spots within the store to optimize layout and product placement.

HIGH RESOLUTION IMAGES

Drive remote compliance with visual merchandising and ensure brand-consistency across stores.

INTERIOR DWELL

Measure dwells at in-store fixtures and displays.

ML ACCURATE COUNTS

Utilize advanced deep learning techniques for superior accuracy in foot traffic counting.

OCCUPANCY

Manage safety and measure, control, and communicate store occupancy levels

ON-DEMAND VIDEO

Quickly verify accuracy and view past activity.

PASSBY

Measure capture rates, window display conversions, and greeter conversions to analyze external engagement and attract more foot traffic.

PREDICTED TRAFFIC

Predicted traffic for up to 45 days ahead helps you optimize your operations.

SMARTPHONE ANALYTICS (MDD)

Evaluate Engagement on the go, and analyze digital signage effectiveness, customer experience, and marketing ROI through mobile device data.

STAFFING RECOMMENDATIONS AND SCHEDULING

Optimize and align staffing levels with traffic patterns to maximize service quality and efficiency.

TIME MACHINE

Reprocess historical traffic data to produce accurate insights in case of store layout changes or other modifications.

THE BENEFITS



Better Business Intelligence For Informed Decision Making

- **Real-time Data Availability and Customizable Reporting:** Access live traffic data and tailor reports to meet your specific needs.
- **Immediate Data Processing:** Transform raw data into actionable insights instantly.
- **Detailed Analytics:** Plan with comprehensive analytics to enhance operational efficiency.



Optimized Productivity, Lowered Costs

- **Accurate Traffic Data:** Increase sales and reduce salary expenses with precise traffic information.
- **AI-Driven Predictions:** Utilize powerful AI to forecast traffic trends and provide actionable recommendations.
- **Real-time Benchmarking:** Compare store performance against KPI goals across all locations in real-time.



Best Shopper Experience

- **Improved Staffing Schedules:** Ensure optimal customer satisfaction by aligning staffing with traffic patterns.
- **Enhanced Store Layout and Merchandising:** Adjust store layouts and merchandising strategies based on traffic insights to boost performance.
- **Live Monitoring and Occupancy Tracking:** Maintain safe and compliant premises with live traffic monitoring.



Better Data

- **Traffic Metric:** Traffic, Group Counting, Conversion Rate.
- **Engagement Metrics:** Exposure Rate, Passby Traffic, Capture Rate, Direction Maps.
- **Customer Metrics:** New Shoppers, Repeat Shoppers, Visit Duration.
- **Sales Metrics:** Sales, Average Transaction Value, Shopper Yield.
- **Customer Metrics:** Staff Per Hour, Labor Hours, Staff Productivity.

ALL-IN-ONE SOLUTION FOR INDOOR TRAFFIC COUNTING

Cover Any Location: Ideal for retail outlets, shopping centers, restaurants, and various other facilities.



RETAIL OUTLETS

Enhance operations, marketing, store design, and merchandising efforts.



SHOPPING CENTERS

Optimize leasing strategies to maximize tenant yields.



RESTAURANTS

Maintain safe and enjoyable environments for customers.

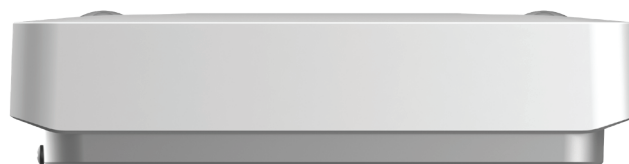


BUILDINGS AND OTHER VENUES

Utilize advanced analytics to design and operate efficient, productive spaces.

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+