

# RetailNext

## Company Fact Sheet

### ABOUT RETAILNEXT

RetailNext is the leading retail intelligence platform for brick-and-mortar retail. Founded in 2007 and headquartered in San Jose, California, the company brings e-commerce-style analytics to physical stores, giving operations, merchandising, loss prevention, and marketing teams the data they need to make faster, more confident decisions. With approximately 250 employees and a global footprint spanning more than 100 countries, RetailNext serves over 560 retail brands, from global luxury and specialty apparel to department stores and multi-brand shopping centers.

<b>560+</b> Retail brands worldwide	<b>100+</b> Countries with active deployments	<b>19+</b> Years of retail-only innovation	<b>10+</b> Year average customer partnership
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### QUICK FACTS

<b>Founded</b>	2007
<b>Headquarters</b>	San Jose, California
<b>Employees</b>	Approximately 250
<b>Website</b>	retailnext.net
<b>Investor</b>	Battery Ventures (majority investment, 2025)
<b>Compliance</b>	SOC2 Type II, GDPR-compliant

### THE PLATFORM

## One platform. Every insight your store needs.

Traffic Analytics, Shopper Insights, and Asset Protection all run from the same data source, the same sensor, and the same cloud-native infrastructure. All three products are powered by the Aurora sensor, a proprietary AI-powered IoT device designed and manufactured by RetailNext, delivering 95-99% people counting accuracy.

<b>Traffic Analytics</b> Accurate foot traffic, conversion metrics, AI-powered staffing recommendations, and benchmarking across your store network.	<b>Shopper Insights</b> Full shopper journey mapping, heat mapping, dwell analysis, and zone-level behavioral intelligence for merchandising and store design.	<b>Asset Protection</b> AI-powered behavioral analytics and POS exception reporting that identifies threats before they become losses.
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### NOTABLE CUSTOMERS

Macy's, Calvin Klein, The Container Store, Boggi Milano, The Vitamin Shoppe, Camper, Sharaf DG, Foot Locker, UNTUCKit, and hundreds more leading retailers across six continents.

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## Boilerplate and Media Contact

### ABOUT RETAILNEXT

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#### About RetailNext

RetailNext is the leading retail intelligence platform for brick-and-mortar retail. Founded in 2007 and headquartered in San Jose, California, the company delivers e-commerce-style analytics to physical stores through a single, unified platform covering traffic analytics, shopper insights, and asset protection. Powered by the proprietary Aurora sensor, the platform serves over 560 retail brands across more than 100 countries, with an average customer partnership exceeding ten years.

The RetailNext platform gives retail operations, merchandising, loss prevention, and marketing teams a complete picture of what happens on the store floor, and the tools to act on it. With 95-99% people counting accuracy, the industry's largest in-store benchmark dataset, and deployments completed in an average of four to six weeks from contract signing, RetailNext delivers measurable results at enterprise scale. Backed by Battery Ventures, RetailNext continues to invest in AI-powered innovation, including Pulse AI, a conversational interface that allows any team member to query store performance in plain language.

For more information, visit [retailnext.net](https://retailnext.net).

### MEDIA CONTACT

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#### Press Inquiries

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*Editorial note: All media inquiries, interview requests, and asset needs should be directed to the contact above. High-resolution brand assets and executive photography are available on request.*