

STORE METRICS

SHOPPER INTELLIGENCE



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instoresecurity.com.au

It's as easy as 1 2 3



Cameras/Sensors

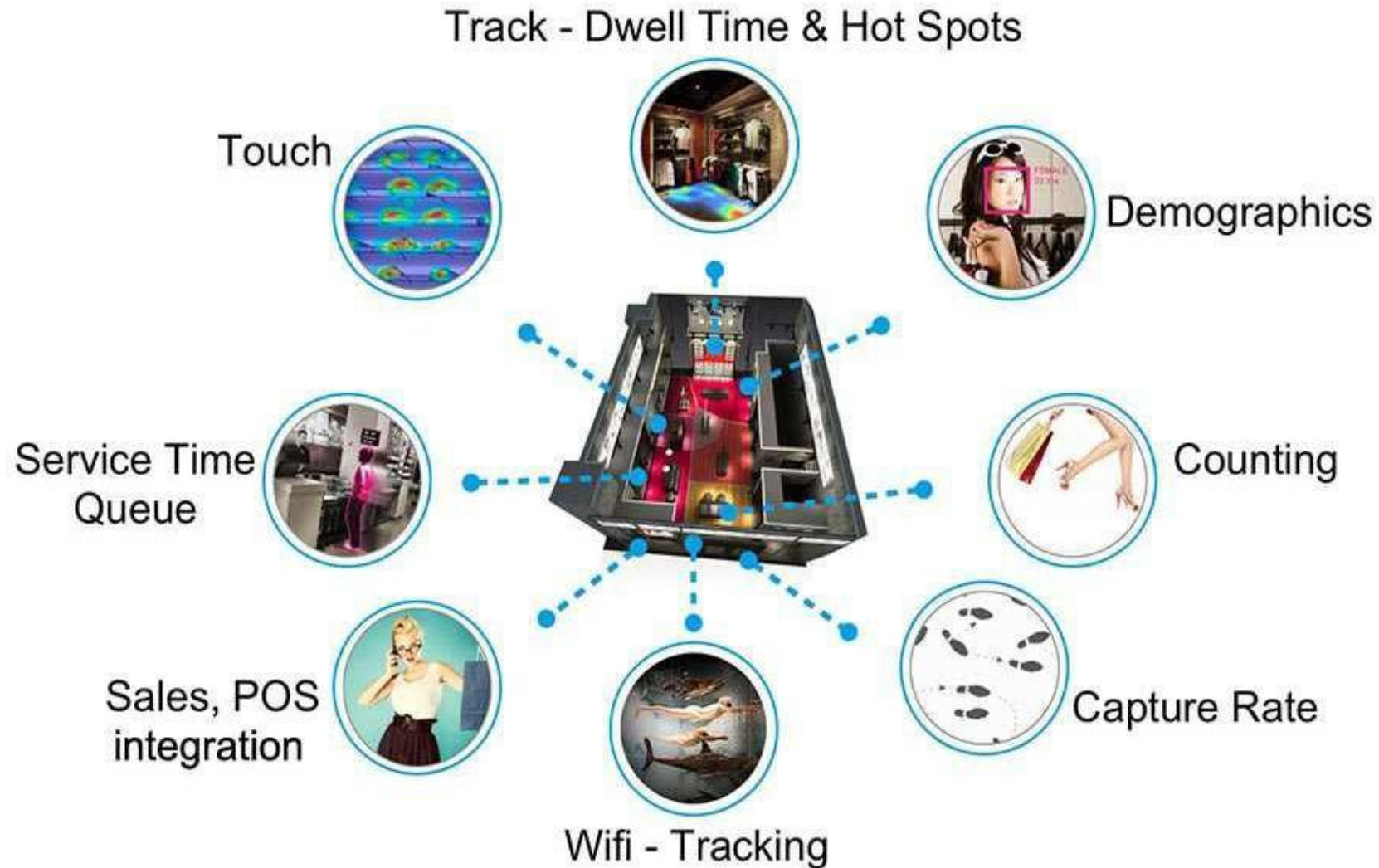


The Cloud



Any Device

One Sensor, Multiple Analytics

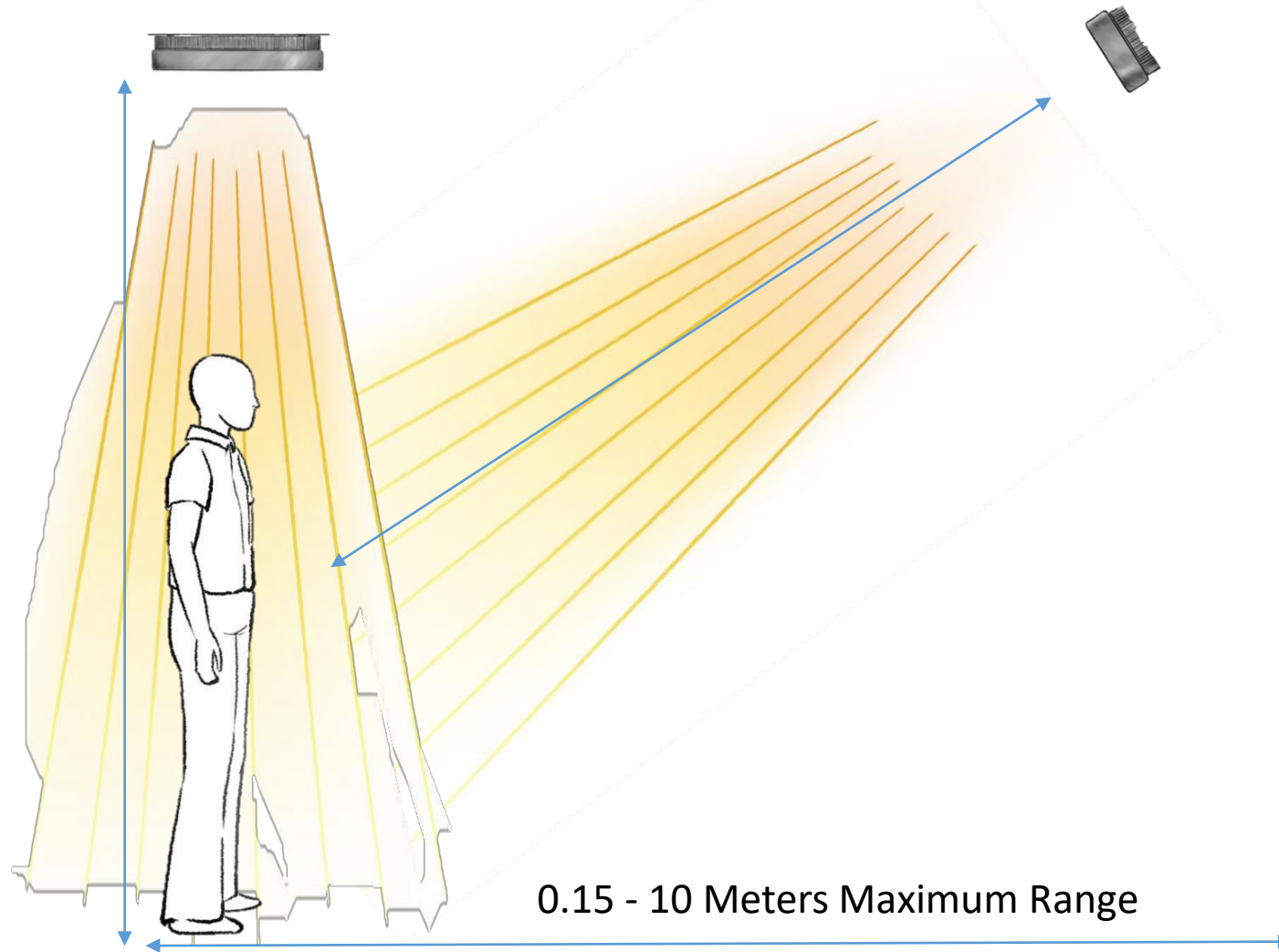


TRAFFIC

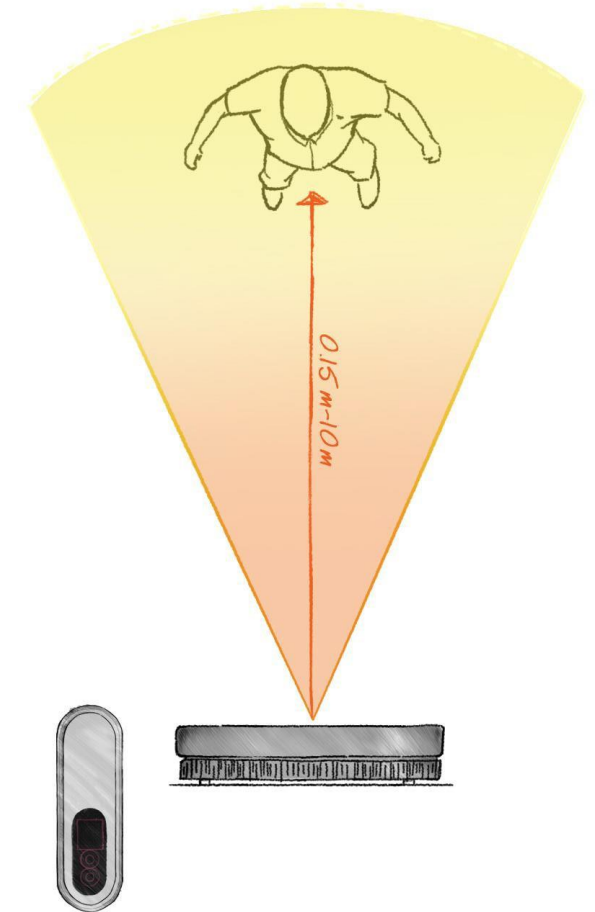


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Angled or Top Down – The Most Flexible Sensor Available



90 degree Field of View – Wide Coverage



Industry leading range and coverage!

instore.



The Athlete's Foot

Our 98% +
Accuracy
Is Industry
Leading



Capture Rate & Traffic Count

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98% Accurate 3D People Counting



- Setup and validate online (Scalable)
- Easy to audit
- Privacy masks - simple to use
- Separate staff from shoppers
- Count only people (no trolleys strollers etc)
- Filter out children
- Constellation/group counts
- Deals with difficult lighting - bright and dark
- >98% accuracy
- Counts on an angle allowing greater coverage

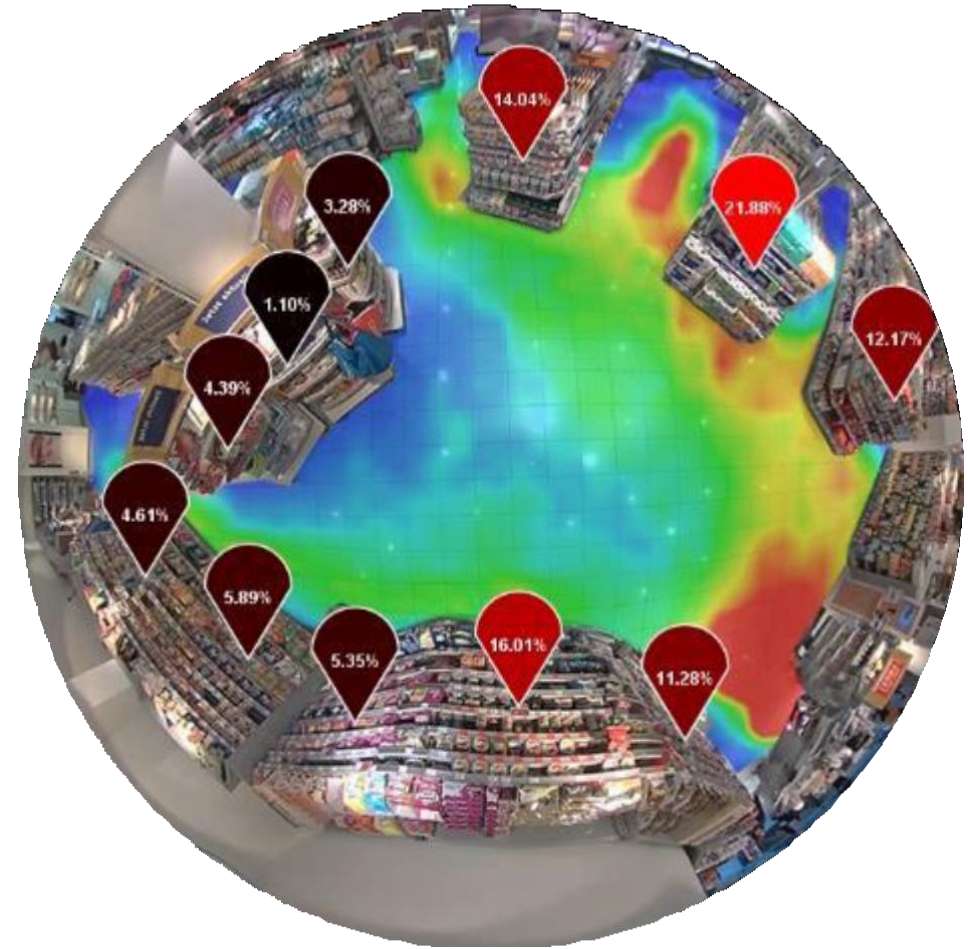
EXPOSURE





Follow the Complete Shopper Journey

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Shopper Track Technology – Record Dwell Time Hotspots

ENGAGEMENT



Video Interaction – Engagement Detail



SHARE OF ENGAGEMENT



Store Map : Vitamin Touch

Apr 14, 2015 - Apr 27, 2015

Profile: Default Zone Profile

Apr 14-27,2015



Touch	Touch Time	Sales	Tx	Qty
5,211	9,964	\$0	0	0

	Touch	Touch Time	Sales	Tx	Qty
V1	1,354	2,633	\$0	0	0
V2	2,549	4,720	\$0	0	0
V3	173	199	\$0	0	0
V4	89	100	\$0	0	0
V5	33	212	\$0	0	0
V6	296	191	\$0	0	0

Activity Maps – Fixture or Item Level

PROFILES



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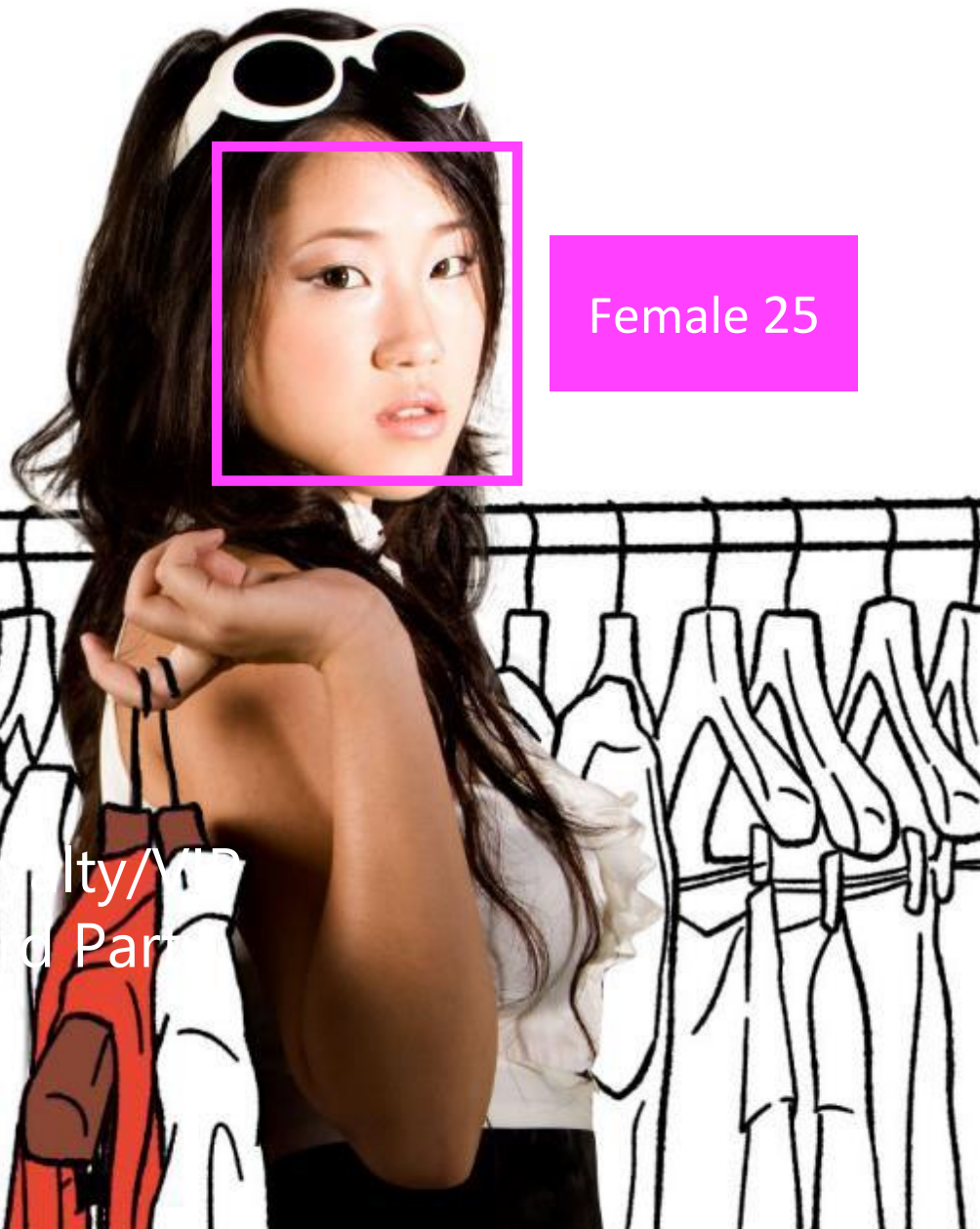
Emerging Technology



Viewer Attributes



- Dark Hair
- Wearing Glasses
- VIP
- Happy
- 6th Visit this Month



Female 25

Gender Estimation

Age Group Estimation

Quality/Value and Part

SERVICE





THE AVERAGE TIME A
PERSON SPENDS IN QUEUE

1 Year
OF THEIR LIFE !

Queue Time - Fact

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Queue Length

Queue Time

Time to Serve

Abandonment

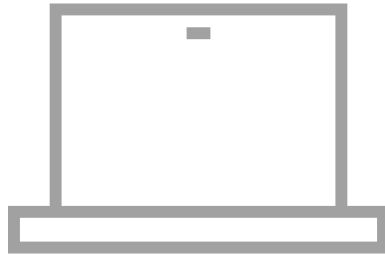


METRICS



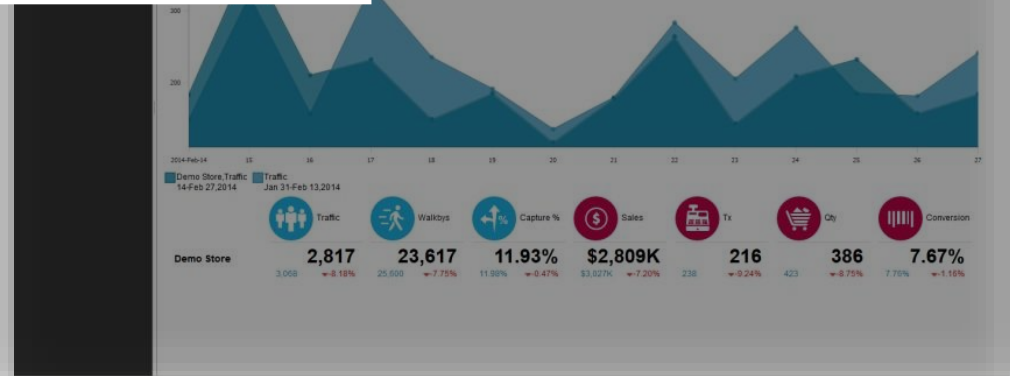
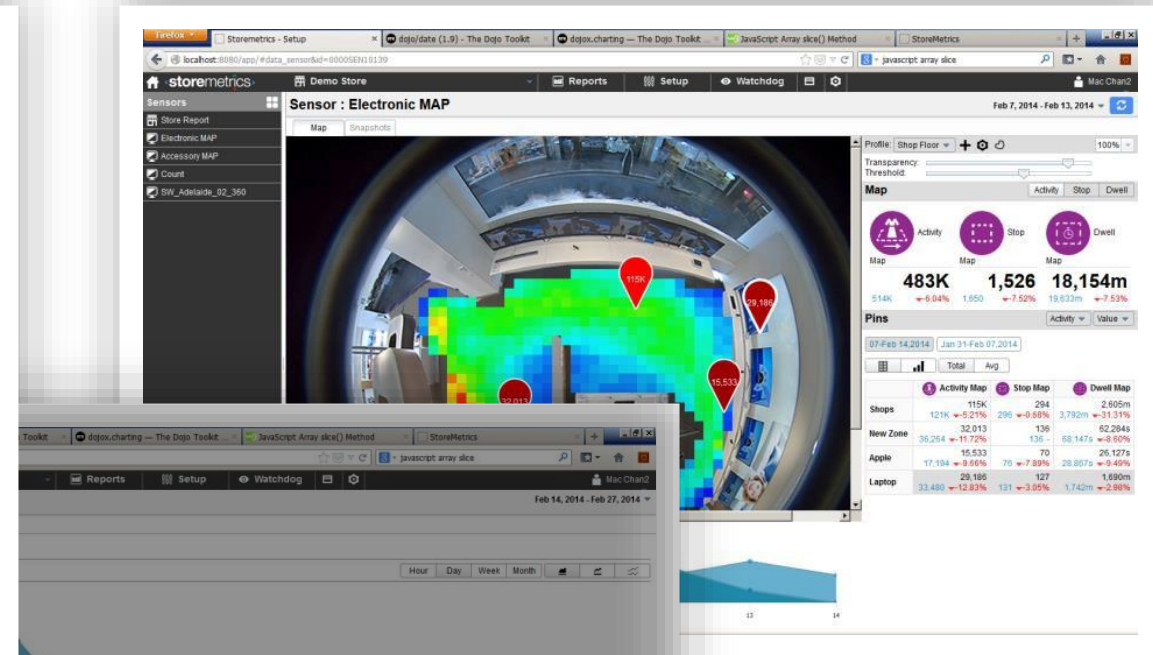
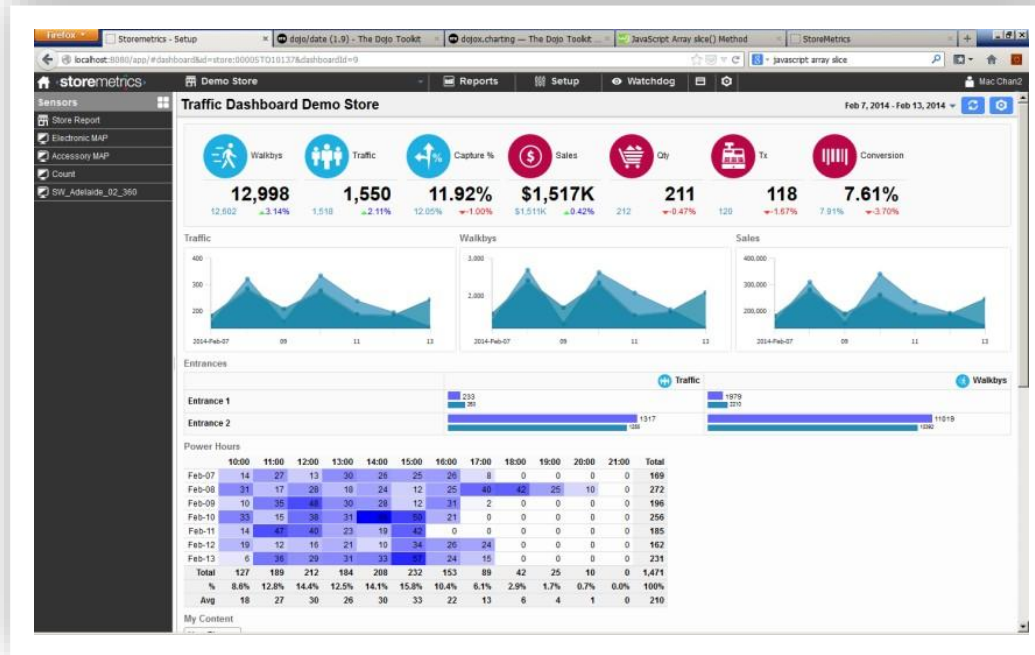
You can access anywhere, on any device

Use our responsive HTML 5 web application to access you real time analytics from anywhere.



STOREMETRICS

METRICS TAILORED FOR RETAILERS





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