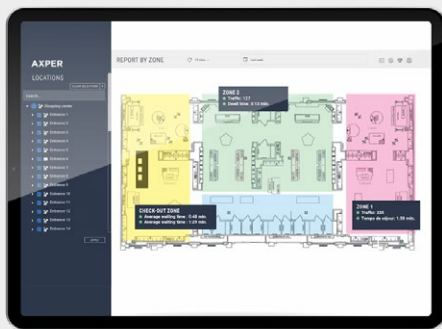


# Customer behavior analysis

# AXPER

**The Axper analysis tool offers a custom dashboard, multiple types of reports and different views of your store showing the movement of the clientele.**

- Easy to integrate and user-friendly
- Customizable by user
- Flexible reports by attributes such as by banner, by region/territory/country, by sales volume, by real estate – street locations, mall locations, outlets and more
- Planning of clear and measurable strategies
- Highlight the potential and identify actionable opportunities
- Facilitate the planning of in-store operational activities
- Accessible from most mobile platforms



## Analysis per zone

- Identify the busiest zones of your stores (heat zones)
- Know the average dwell time per designated area
- Improve product positioning, marketing strategies and customer service
- Define stops per zone



## Path to purchase

- Follow your customers from A to Z
- Identify which aisles are most used
- Improve store layout to optimize customer's experience
- Place advertisements and product discounts more efficiently
- Differentiate staff from customers
- Plan your in-store operational activities



## Customizable reports

- Quickly understand the metrics behind your traffic counts
- Compare between stores, periods, regions, banners, etc.
- Analyze your performance based on the real numbers
- Set a benchmark and realistic performance objectives



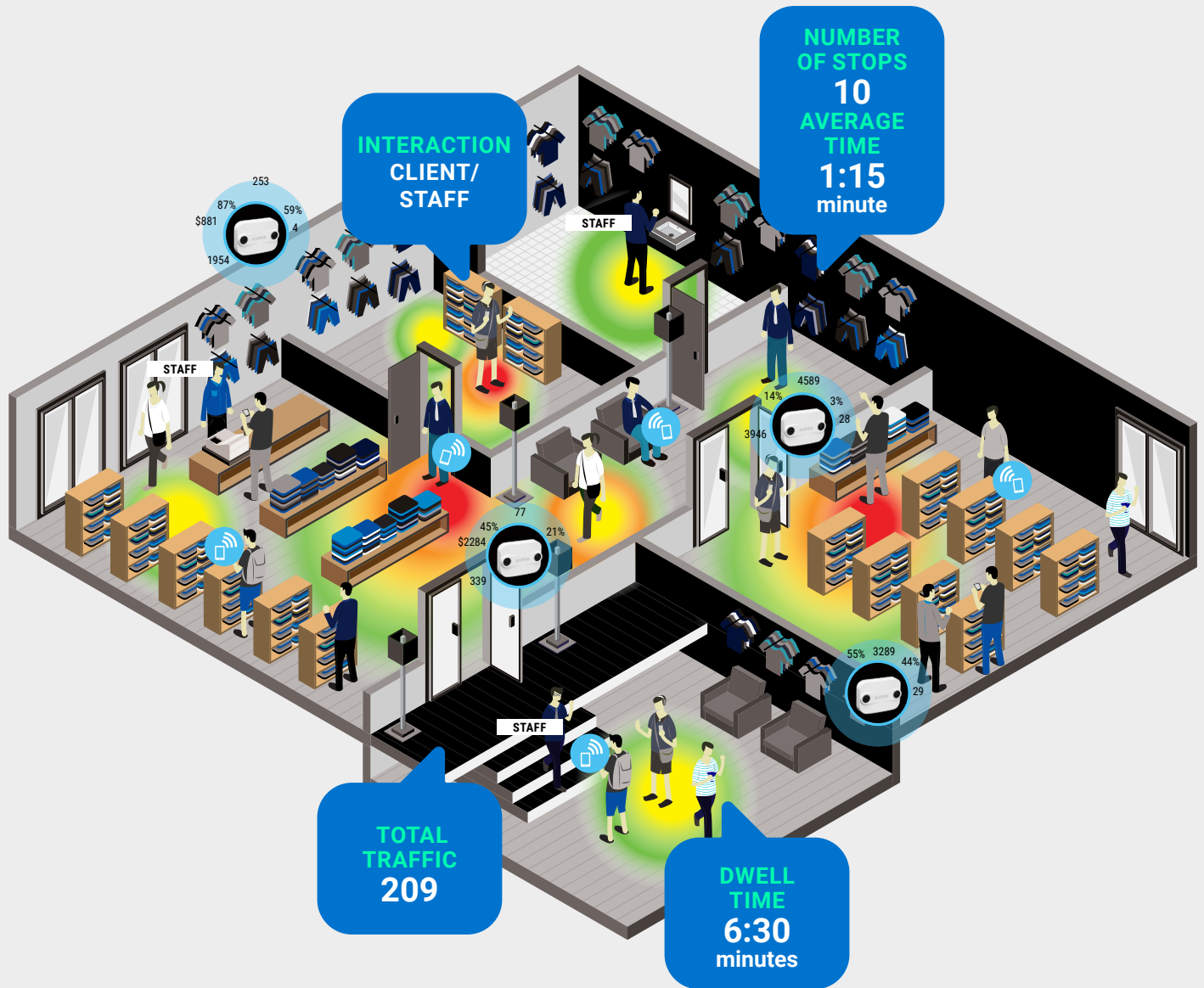
**Would you like to know more about our solutions?**

Contact us, we will be happy to answer your questions.

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# Customer behavior analysis

# AXPER



## Features

- Customization of metrics
- Production of historical reports
- Configuration of metrics thresholds
- E-mail alerts at specified metrics thresholds
- Real-time version compatible with mobile devices
- Automatic or manual resetting of metrics
- Manual adjustment of customized metrics
- Real time widget for Windows stations



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