

shoppermotion  
Advanced In-Store Analytics



massive behavior analysis  
*turned into actionable insights*

Accurately track the **complete journey** of every visitor **passively** and **anonymously**

Transform collected data into actionable analytics to optimise **operational** and **strategic** decisions



Product  
*designed for BI teams*

*ROI-oriented: Deliver actionable insights to make **business** decisions*

*Accurate tracking: Advanced retail insights and predictive analysis*

*Market validation:*



*Awards:*



*accurate data collected without shopper interaction*



1

TOKENS ARE ATTACHED TO BASKETS OR HANDED AT THE STORE ENTRANCE

DATA IS ENRICHED WITH ADDITIONAL SOURCES (e.g. WI-FI)



2

SCANNERS PROCESS THE INFORMATION IN REAL-TIME

3

ACCESS TO DASHBOARD AND WEEKLY REPORTS



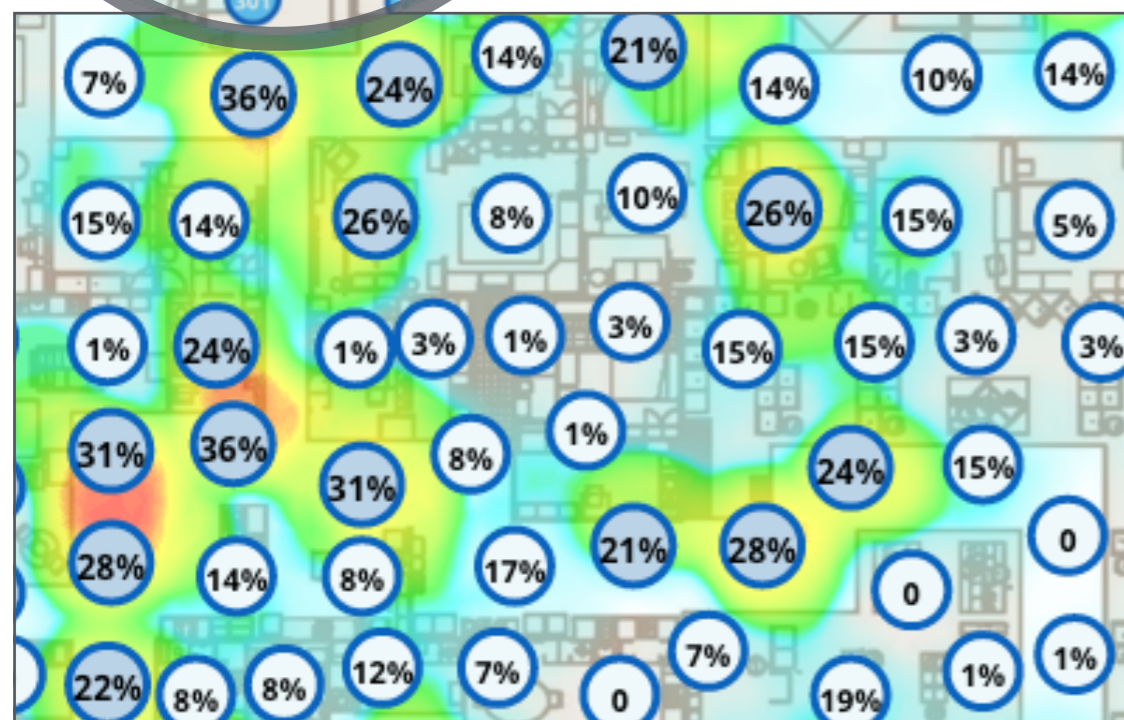
*Shoppermotion doesn't track customers it tracks tokens installed in shopping tools or handed*



*Encrypted and compliant using SHA-1 following EU recommendations*



Case study  
using proprietary tracking tech



Solution to replace actual **manual** tracking tasks to analyze journeys

Deployment in an EU flagship store

Reported **↑9,3% in sales** in the suggested areas after 6 months of data analysis

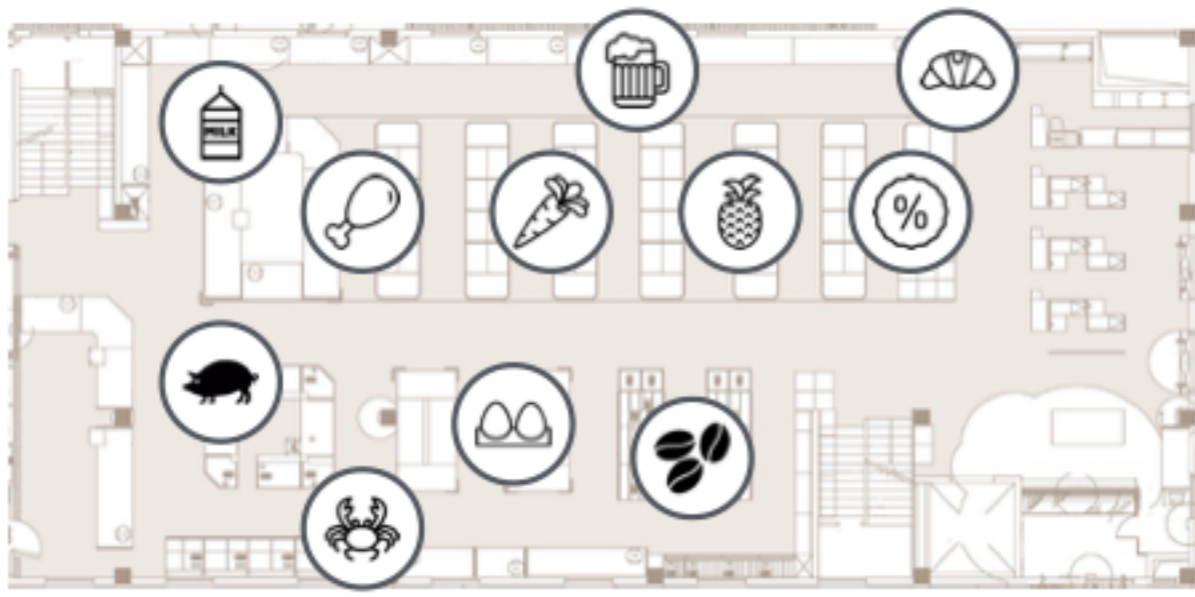
Accessed by CRM, Sales Mngrs., Store Mngrs. and Country Mngrs. for product optimization, marketing and sales on daily basis



# Global vision

shopper flow and store performance per category

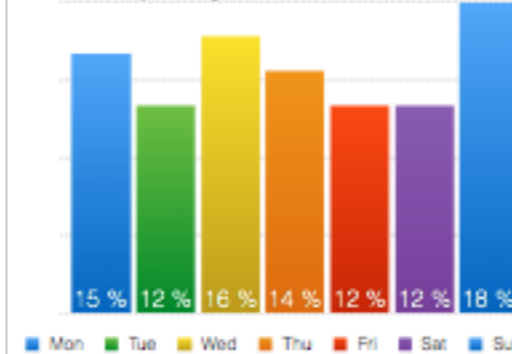
## Sections layout



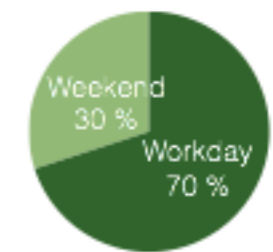
## Global KPIs

# JOURNEYS	VISIT DURATION	SECTIONS VISITED
13.447	15m 18s	6.75

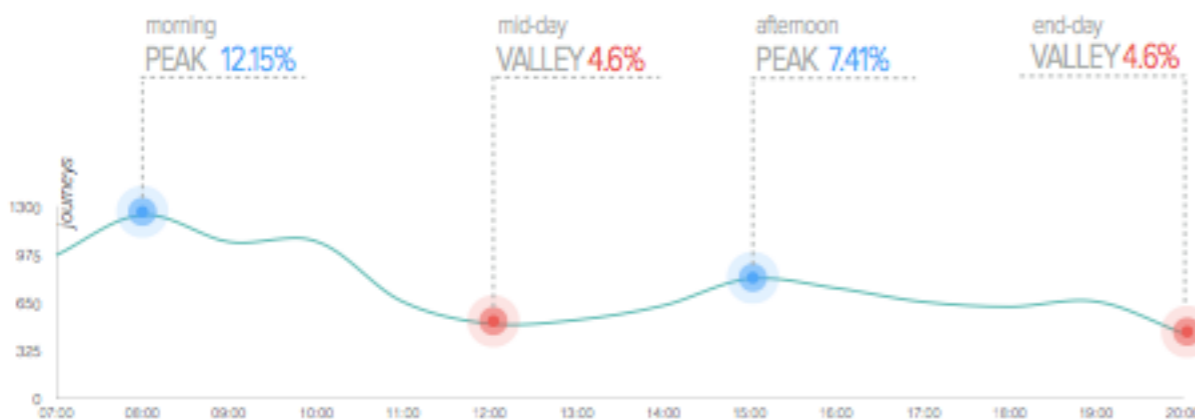
Traffic per day of the week



Opening during the weekends is a good decision but not decisive. Saturdays and Sundays attract 30% of the traffic for the whole week



## Traffic per hour



Aggregated number of journeys registered per hour of the day

## Visit Duration

REGULAR STOCK-UP

30m22s  
visit time  
16.76  
sections

DAILY SHOP

11m38s  
visit time  
5.4  
sections

URGENT ITEM

4m48s  
visit time  
3.8  
sections

FILL-IN

15m18s  
visit time  
8.0  
sections

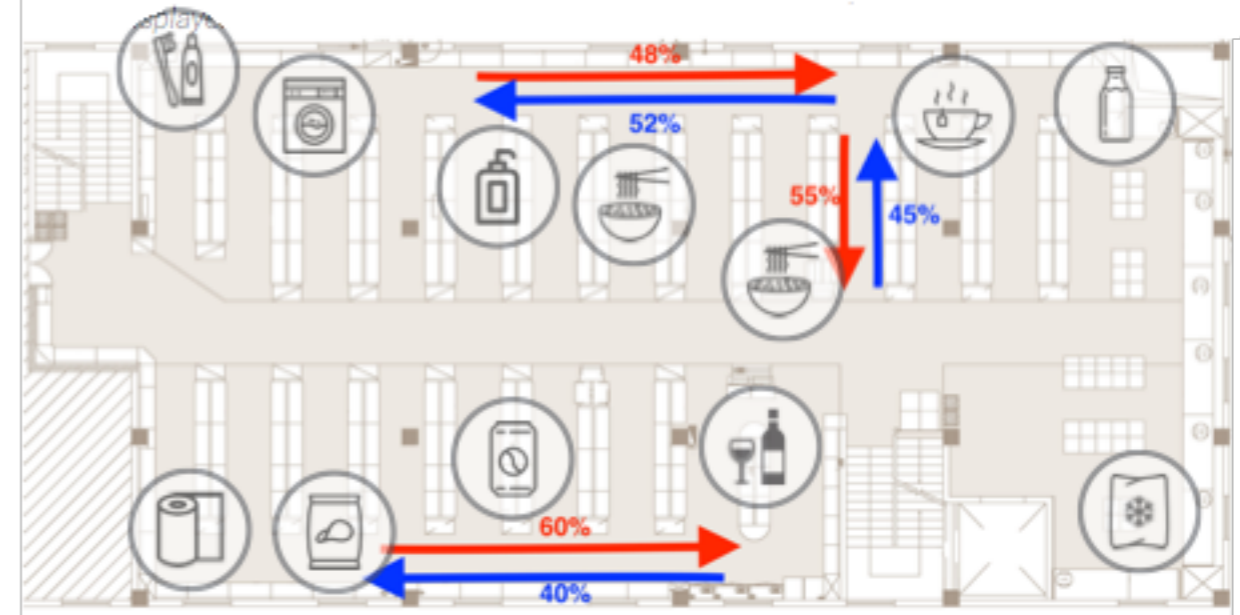
# Global vision

shopper flow and store performance per category

## Dwell time



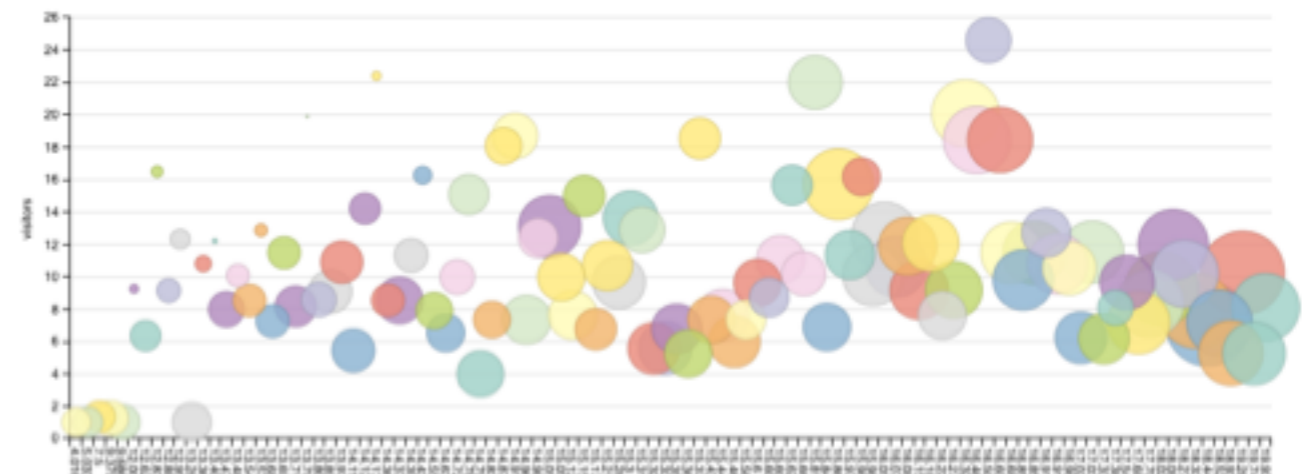
## Flow map



## Sections distribution



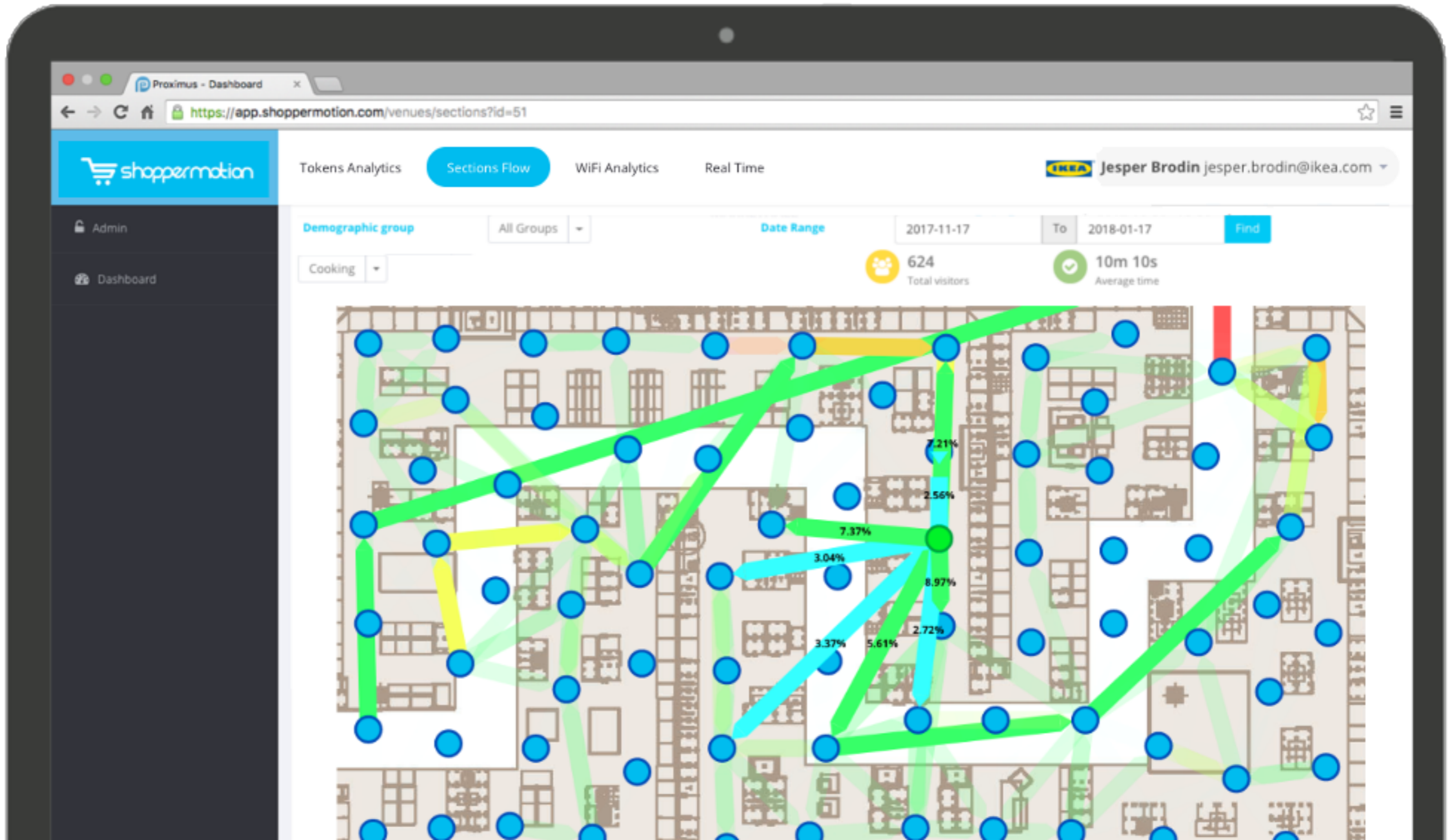
## Best Windows





# Interactive flow maps

*A/B tests are done comparing the movement inside each category*





technology

top-notch Big Data architecture

*Top performance: 50 scanners need vs. 150 WiFi APs for 300k+ sqft.  
Proprietary accurate fingerprinting location and tracking engine  
Super Cost efficient cloud-based solution*

