



**Visitor Analytics
for the Physical World**

THE PROBLEM

Online World



Rich Visitor Activity Data

+

Extensive Set of Tools

=

Optimized Outcome

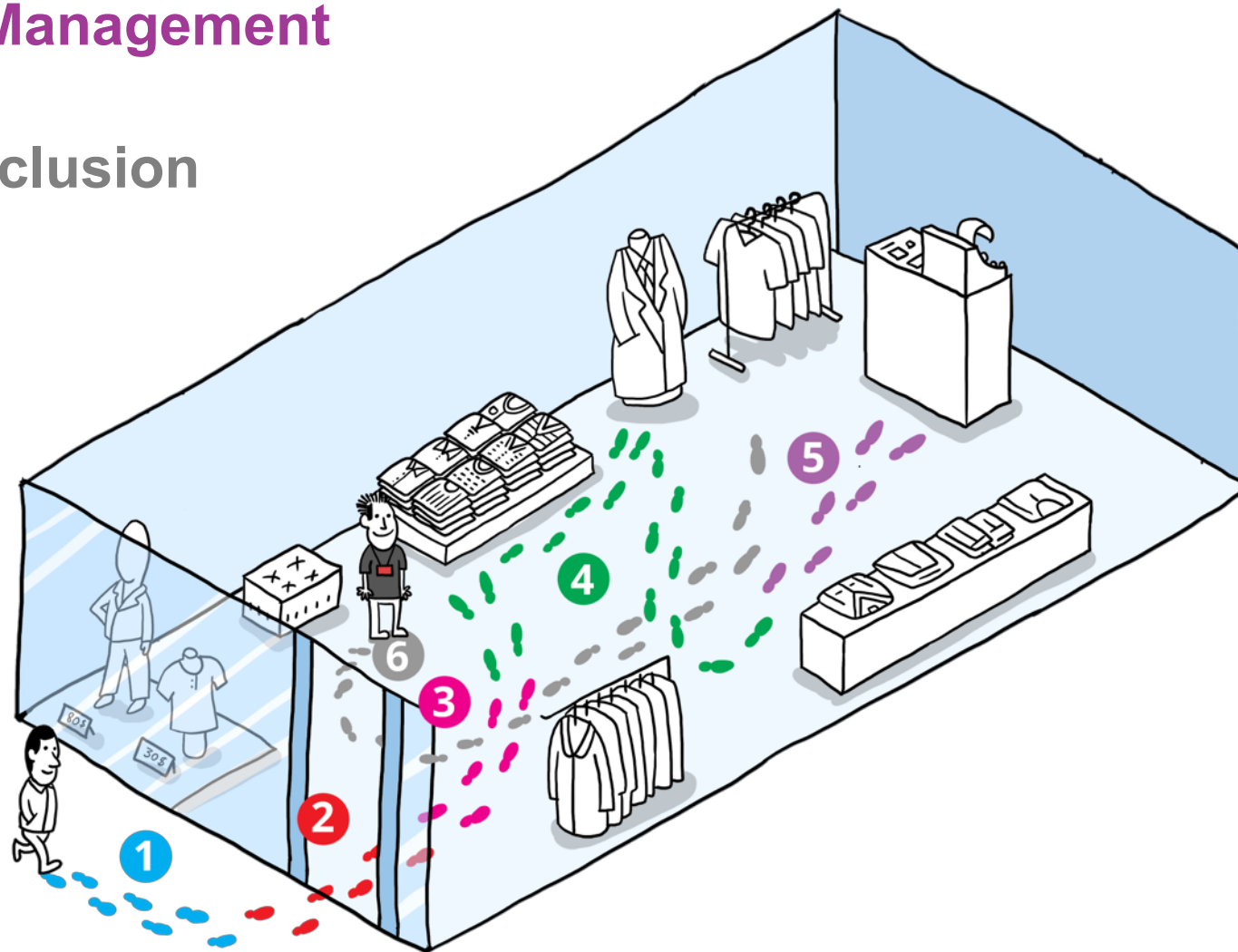
Physical World



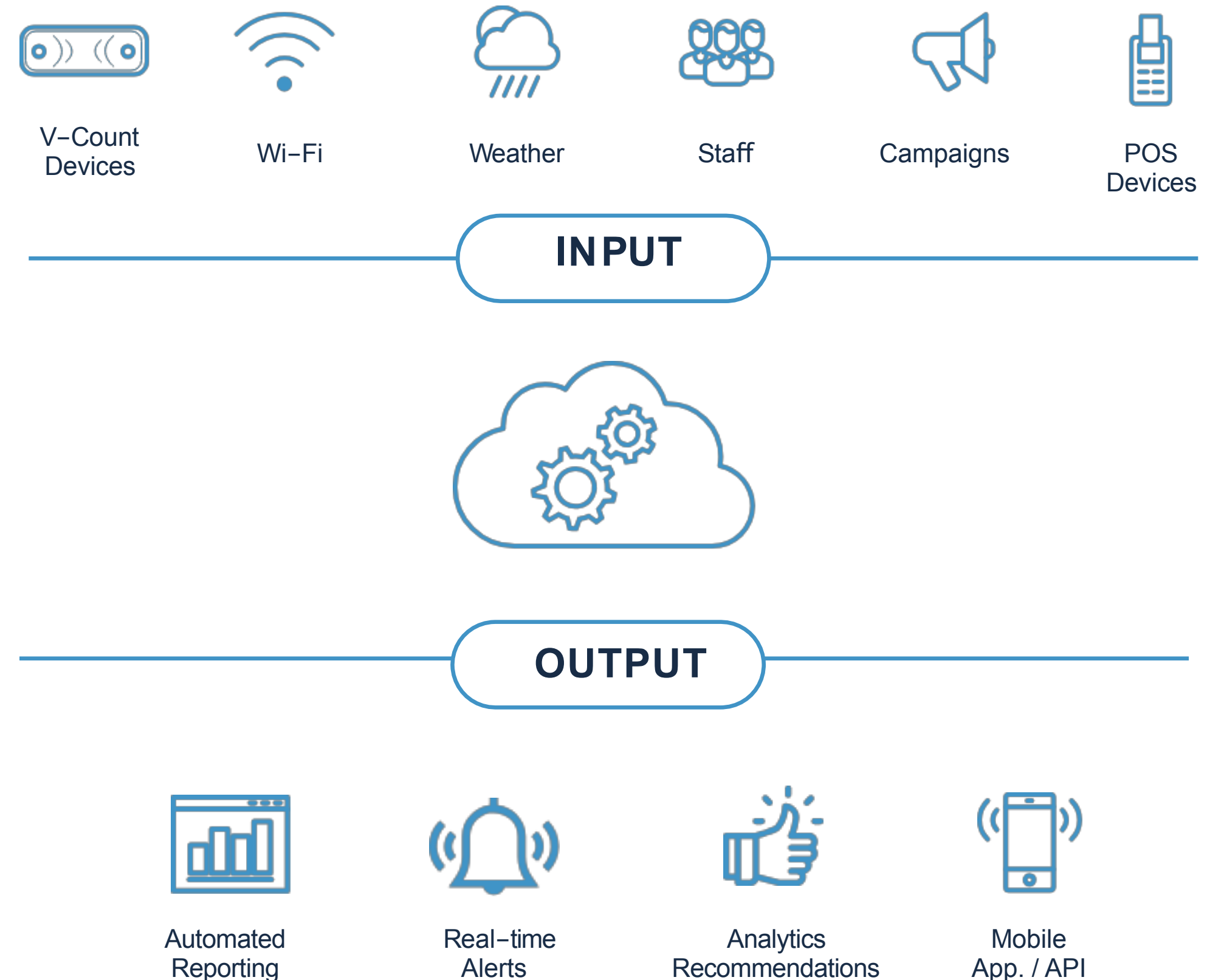
THE SOLUTION

Measuring the Customer Journey

- 1 - Street Counting
- 2 - People Counting at the door
- 3 - MAG (Mood, Age, Gender) Analysis
- 4 - In Store Heatmap Analytics
- 5 - Queue Management
- 6 - Staff Exclusion



Analysis and Optimization



OUR SOLUTIONS

We help our customers drive their business growth through visitor analytics with people counting, multicamera heatmap, MAG (mood,age, gender) analysis, queue management technologies.



People
Counting



MultiCamera
Heatmap



Queue
Management



MAG
(Mood, Age, Gender)
Analysis



Staff
Exclusion



Business
Intelligence
Platform



Stores



Airports



Supermarkets



Shopping
Malls



Casinos



Events



Theme
Parks



Museums



Restaurants



Gyms



Libraries



Transportation



Smart
Buildings

BOOST CONVERSION RATES

$$\begin{array}{c} \text{Traffic} \\ 7000 \text{ ppl} \end{array} \times \begin{array}{c} \text{Conversion} \\ \%10 \end{array} \times \begin{array}{c} \text{Avrg. Transaction Value} \\ \$50 \end{array} = \begin{array}{c} \text{Revenue} \\ \$35.000 \end{array}$$

1% increase in conversions

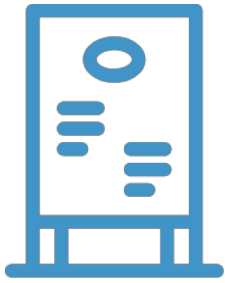
equals

$$\begin{array}{c} \text{Traffic} \\ 7000 \text{ ppl} \end{array} \times \begin{array}{c} \text{Conversion} \\ \%11 \\ +\%1 \end{array} \times \begin{array}{c} \text{Avrg. Transaction Value} \\ \$50 \end{array} = \begin{array}{c} \text{Revenue} \\ \$38.500 \\ +\%10 \\ \$3.500 \end{array}$$

10% increase in revenues!

1

STREET COUNTING



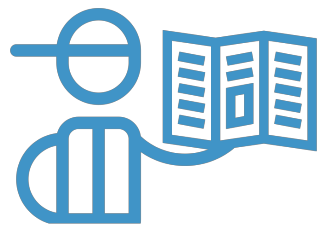
Window Displays

Measure the effectiveness of window displays and take immediate action to improve visuals to attract more customers



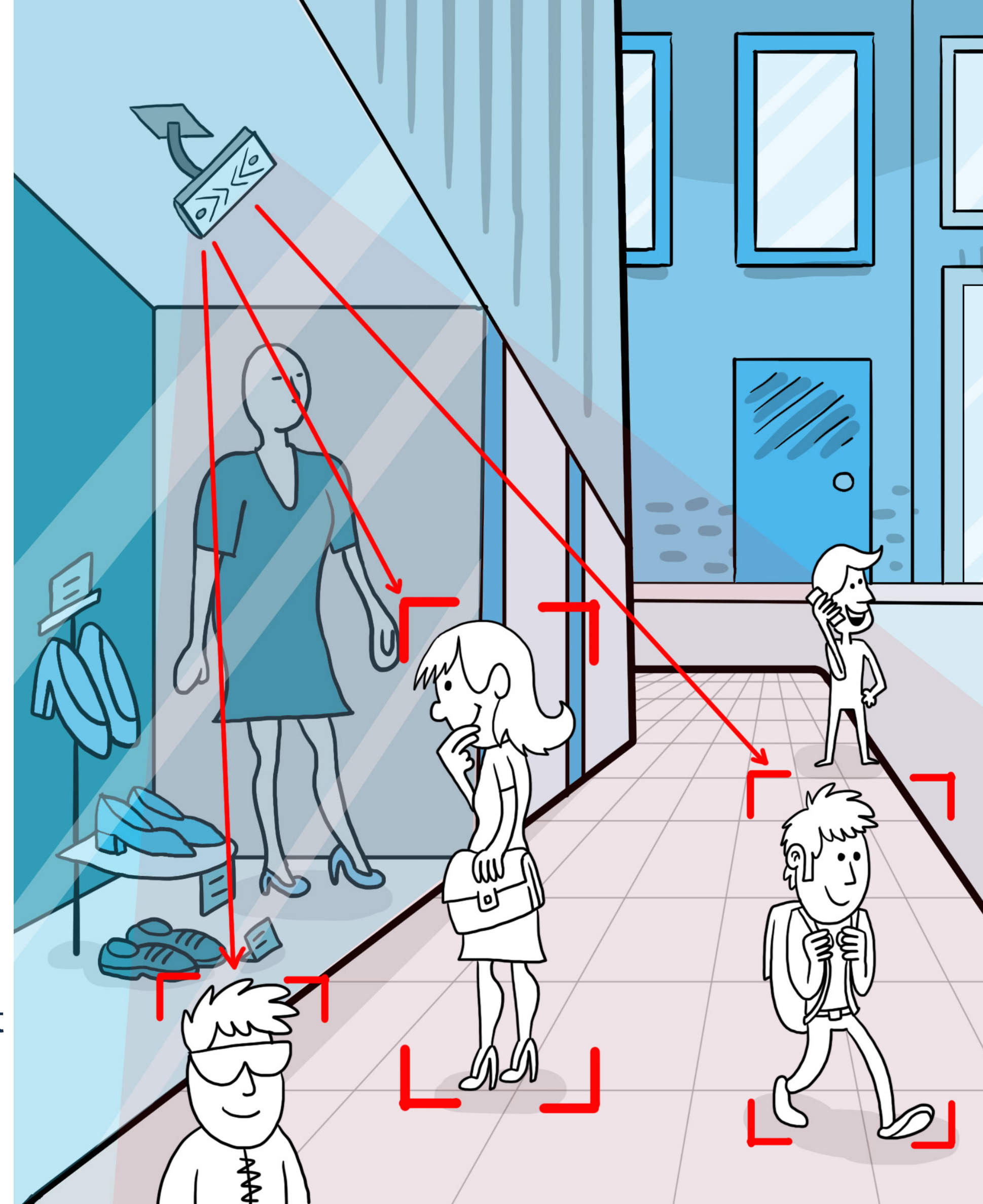
Leasing/Rent Optimization

Measure the traffic passing by vs coming into your location, benchmark the rent for all your locations, negotiate better deals and close underperforming ones



Effective Marketing Campaigns

Determine how successful are your marketing campaigns such as handouts and brochures in front of the store as well as posters on window displays



2

PEOPLE COUNTING



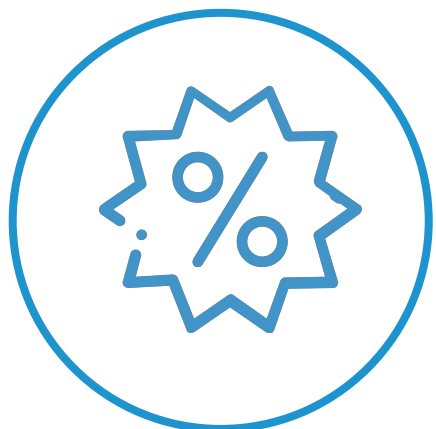
Staff Allocation

Optimize staff operations according to your peak days and hours, equal to the number of visitors and their needs



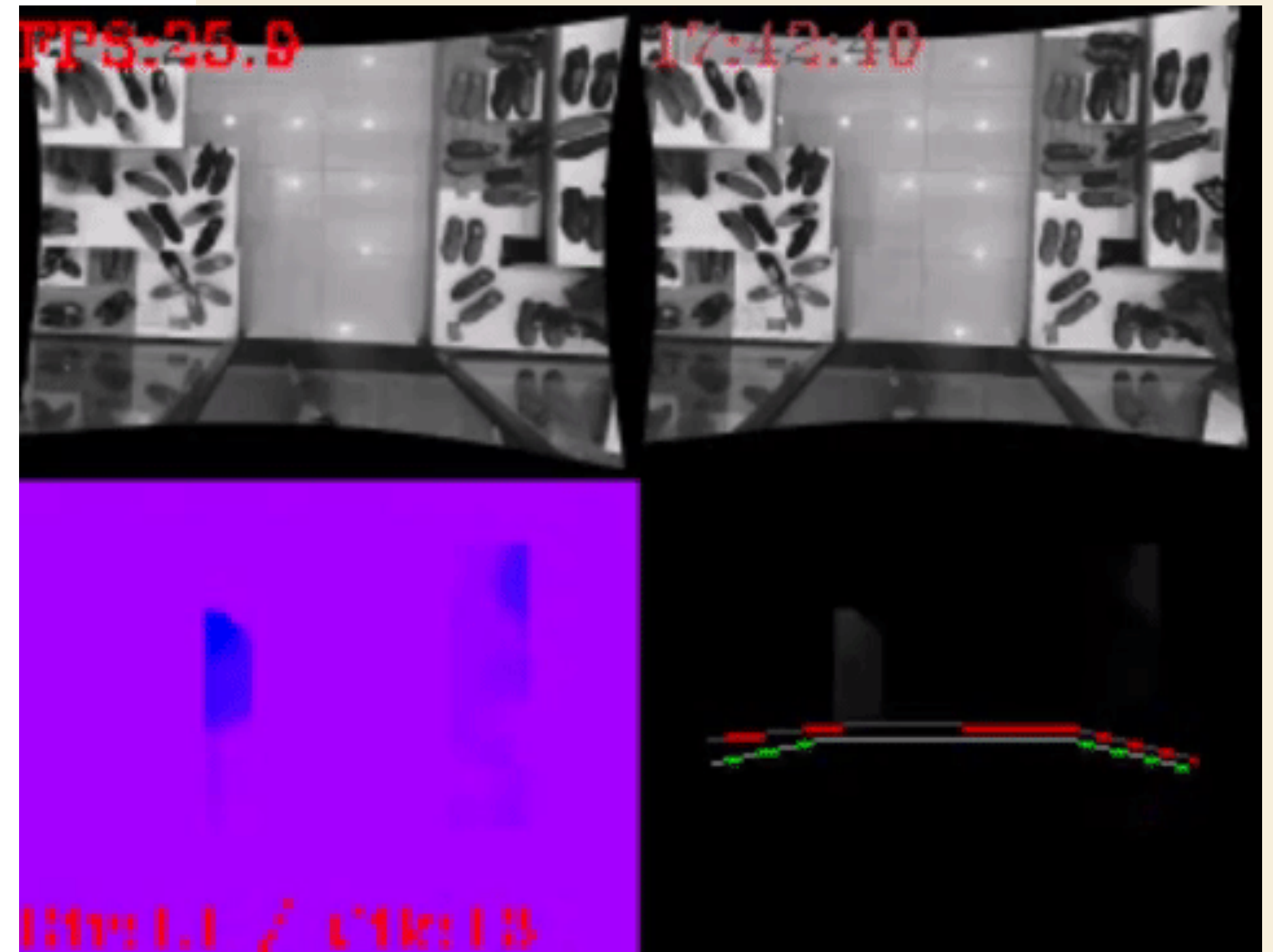
Real-Time Action

Count the number of people entering and exiting your store, take real-time actions to cater your visitors needs



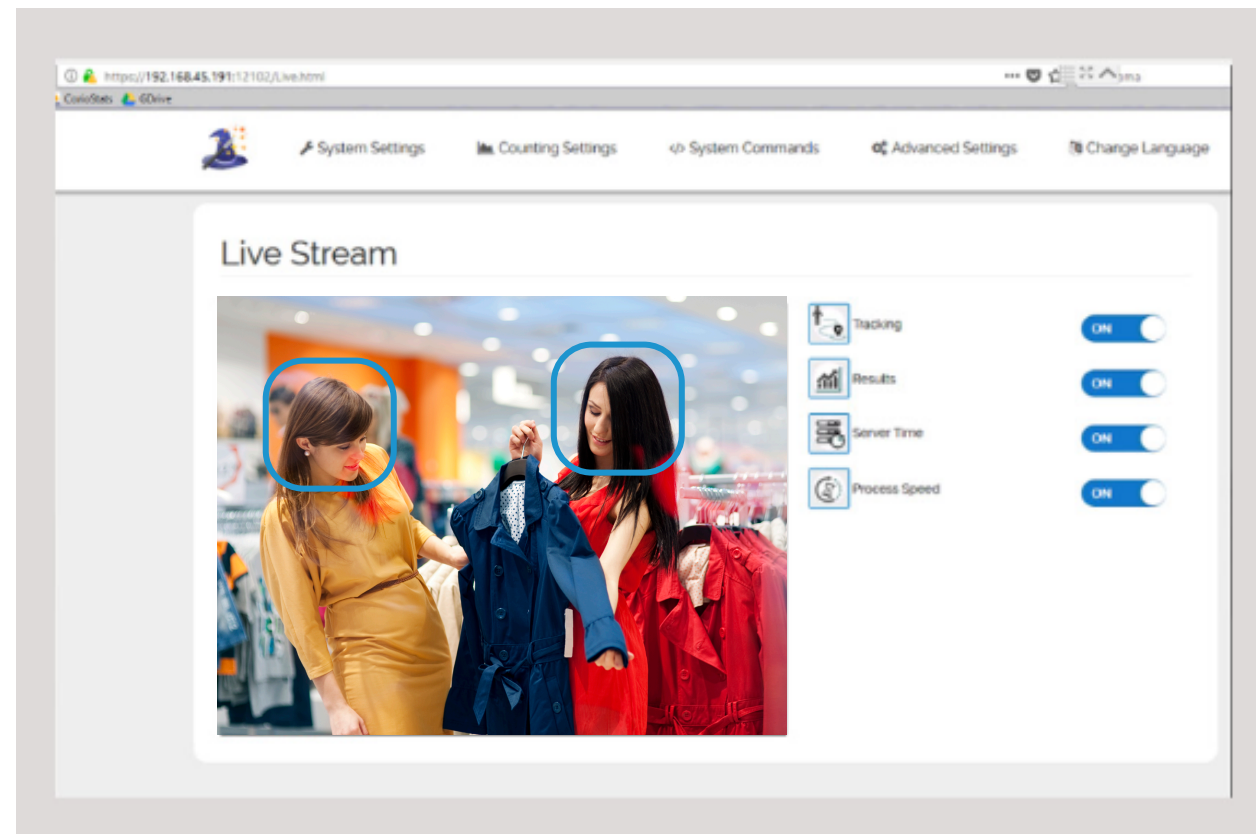
Conversion & Benchmarking

Compare your in-store conversion rates for benchmarking, locate your highest and lowest performing stores to optimize operations



3

MAG (MOOD/AGE/GENDER) ANALYSIS



	Gender female	Age 26	Emotion 😐 neutral
	Gender female	Age 26	Emotion 😊 happiness



Real-Time Marketing

Change digital signage in real-time according to the moods, ages and genders of your visitors to boost conversions



In-Store Optimization

Optimize the design of your store according to the demographics of your visitors



Merchandising Effectiveness

Choose assortments according to your visitors gender and age groups and increase business results

4

MULTICAMERA HEATMAP ANALYSIS



Dwell Time

Compare the time spent in specific zones and compare the sales rate of different products for placement optimization



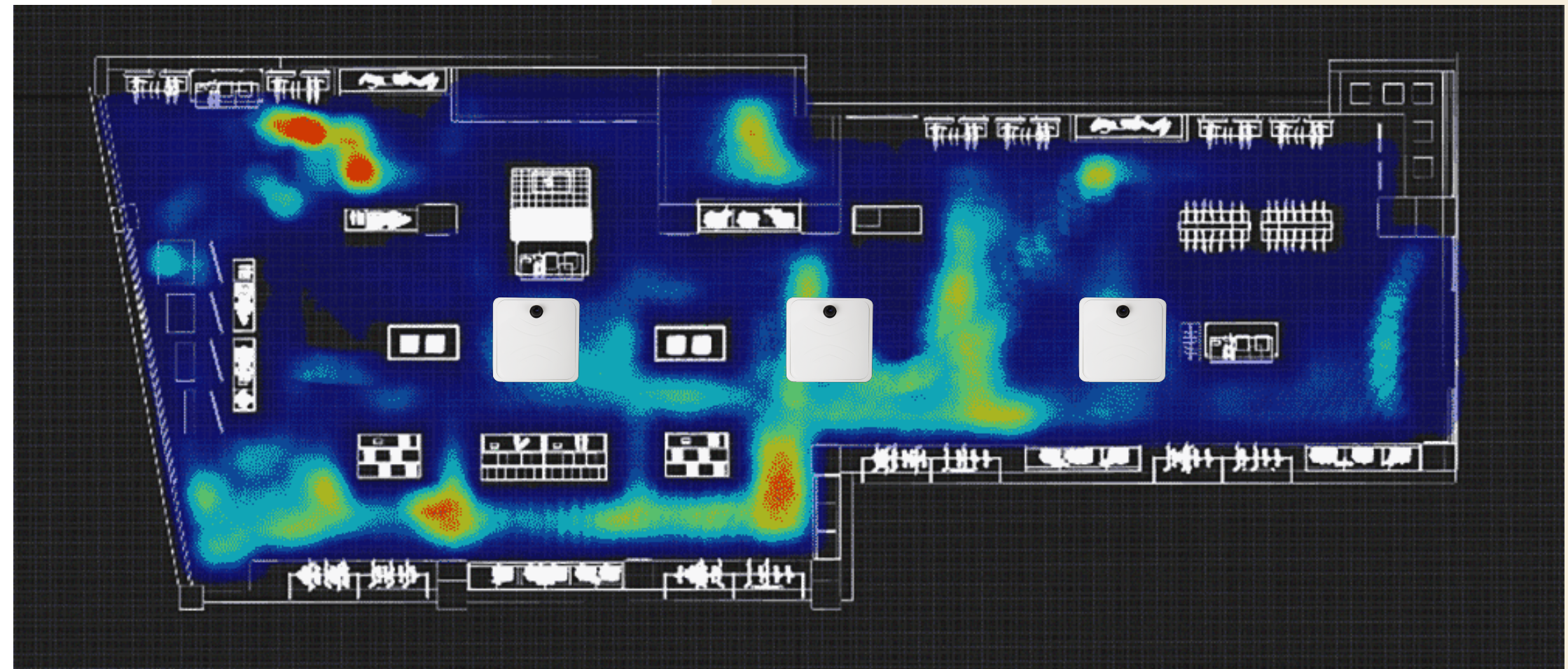
Pricing Optimization

Change the pricing and placement of the products according to hot zones



Merchandising Effectiveness

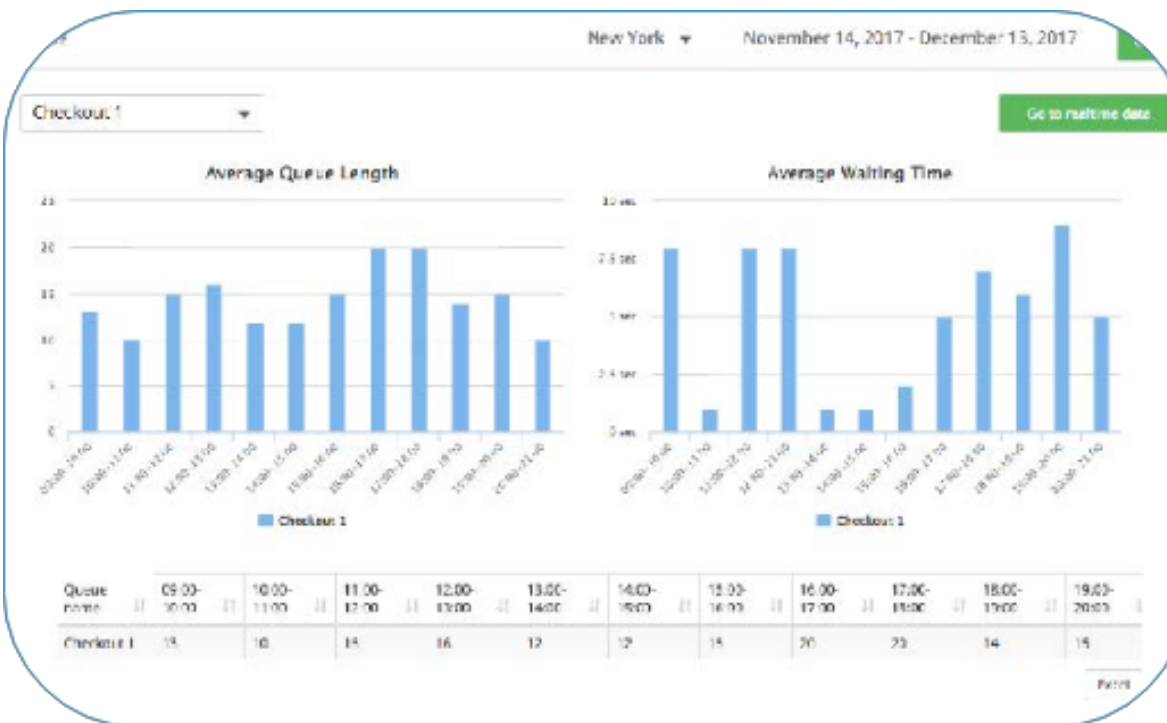
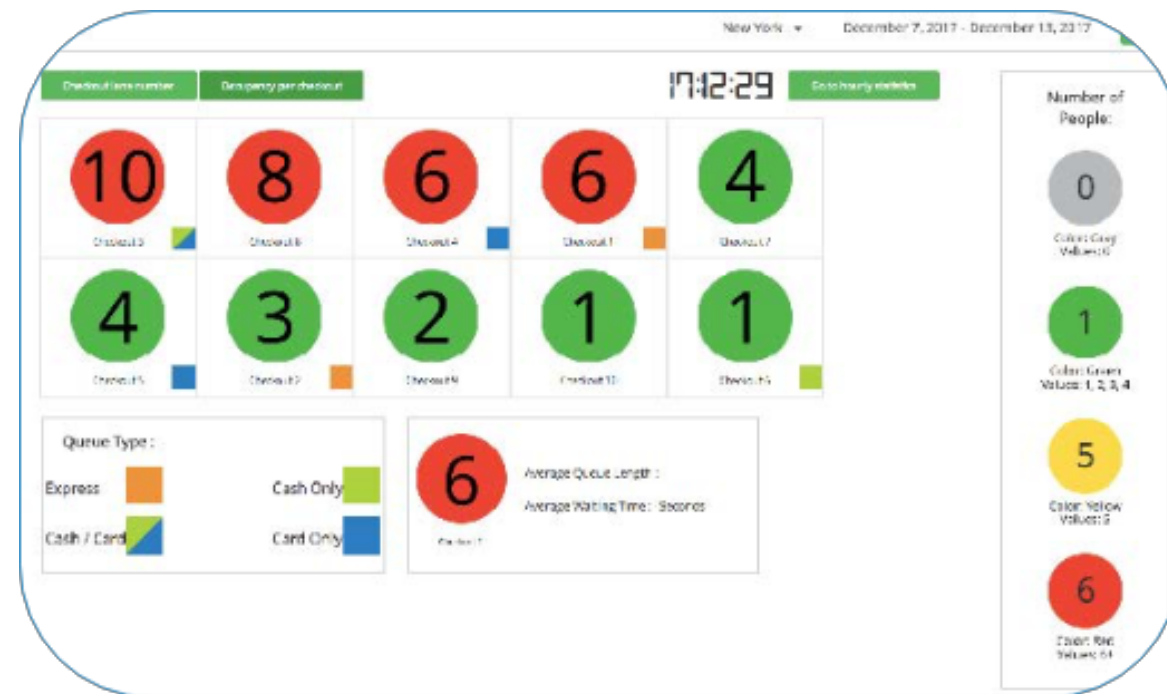
Place slow moving products in popular zones for better business results



5

QUEUE MANAGEMENT

Real-time data



Historical data



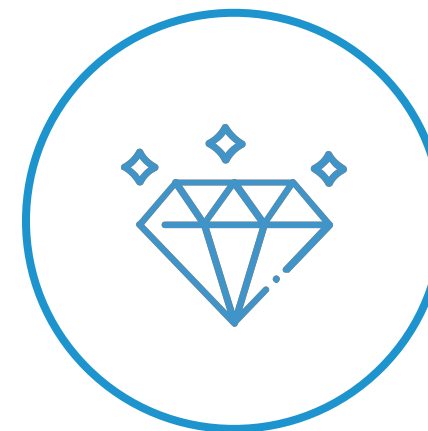
Realtime - Notification

Measure queue lengths and act real-time with the help of notifications



Staff Allocation

Allocate staff to decrease queue lengths and minimize basket abandonment



Optimize Service

Determine service times of the staff and increase the quality of service in-store

6

STAFF EXCLUSION



True visitor count,
excluding the
movement of staff

Staff Exclusion



BLE Tag

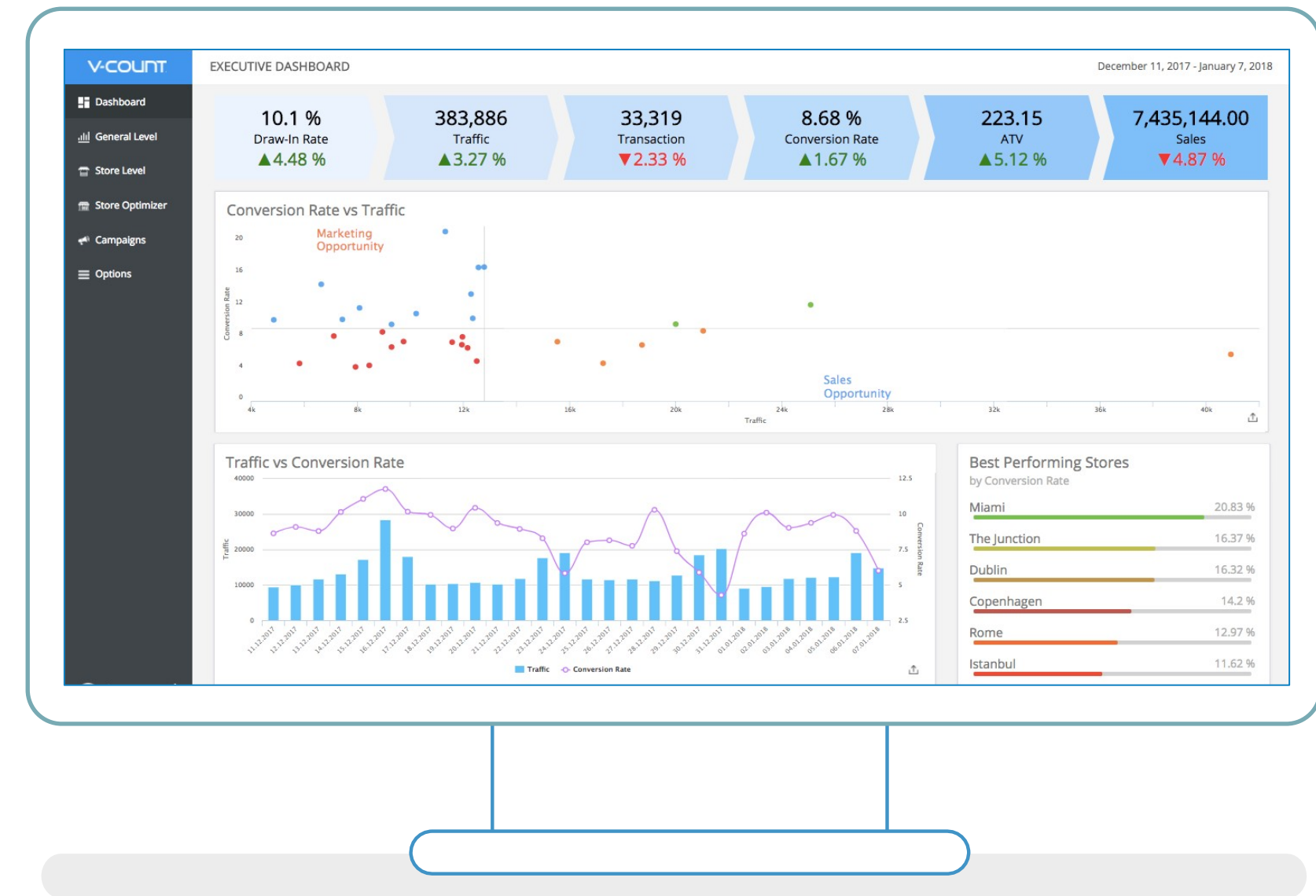


- Low energy Bluetooth device
- BLE tags are provided for each employee exclude them from the total visitor count data.



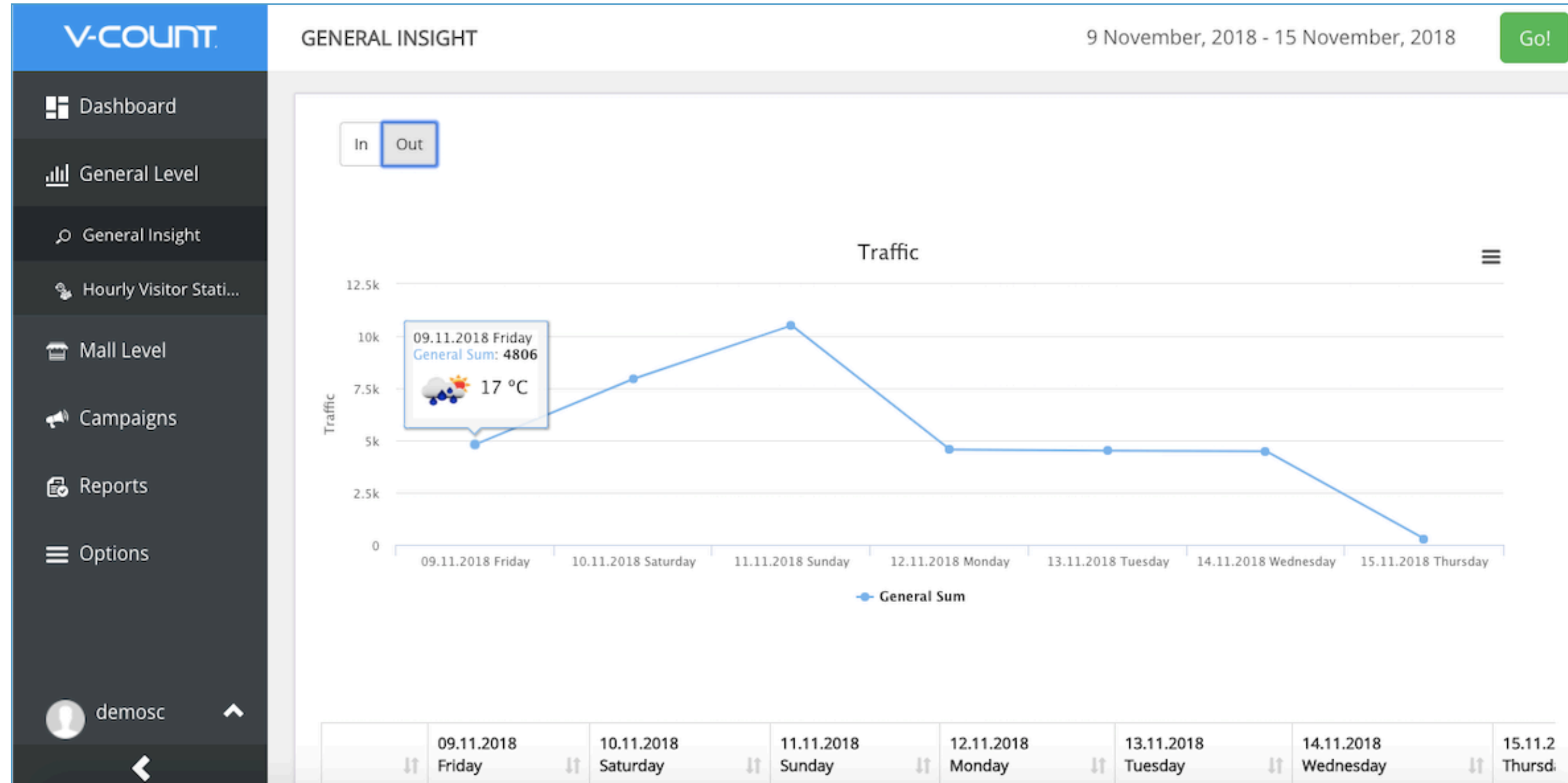
OUR SOFTWARE SOLUTION: 360-DEGREE VISITOR ANALYTICS SUITE

- Cloud Based
- High integration functionality
- **Supports other vendors' hardware**
- Hosted on Microsoft Azure Platform
- Includes all retail metrics
- Online health check
- **Can integrate w/ online store data and compare online vs offline data side by side**
- Specialized interfaces for Retail, Duty Free & Mall
- Fully customizable
- Auto email reports in pdf, excel and API formats
- Available in app for iOS & Android
- Available in 12 languages



Hardware Agnostic Platform

TRAFFIC DATA



Count the number of people entering, exiting and passing by your location **with +98% accuracy in real time.**

First metric that should be considered is the traffic as it is the single most important KPI.

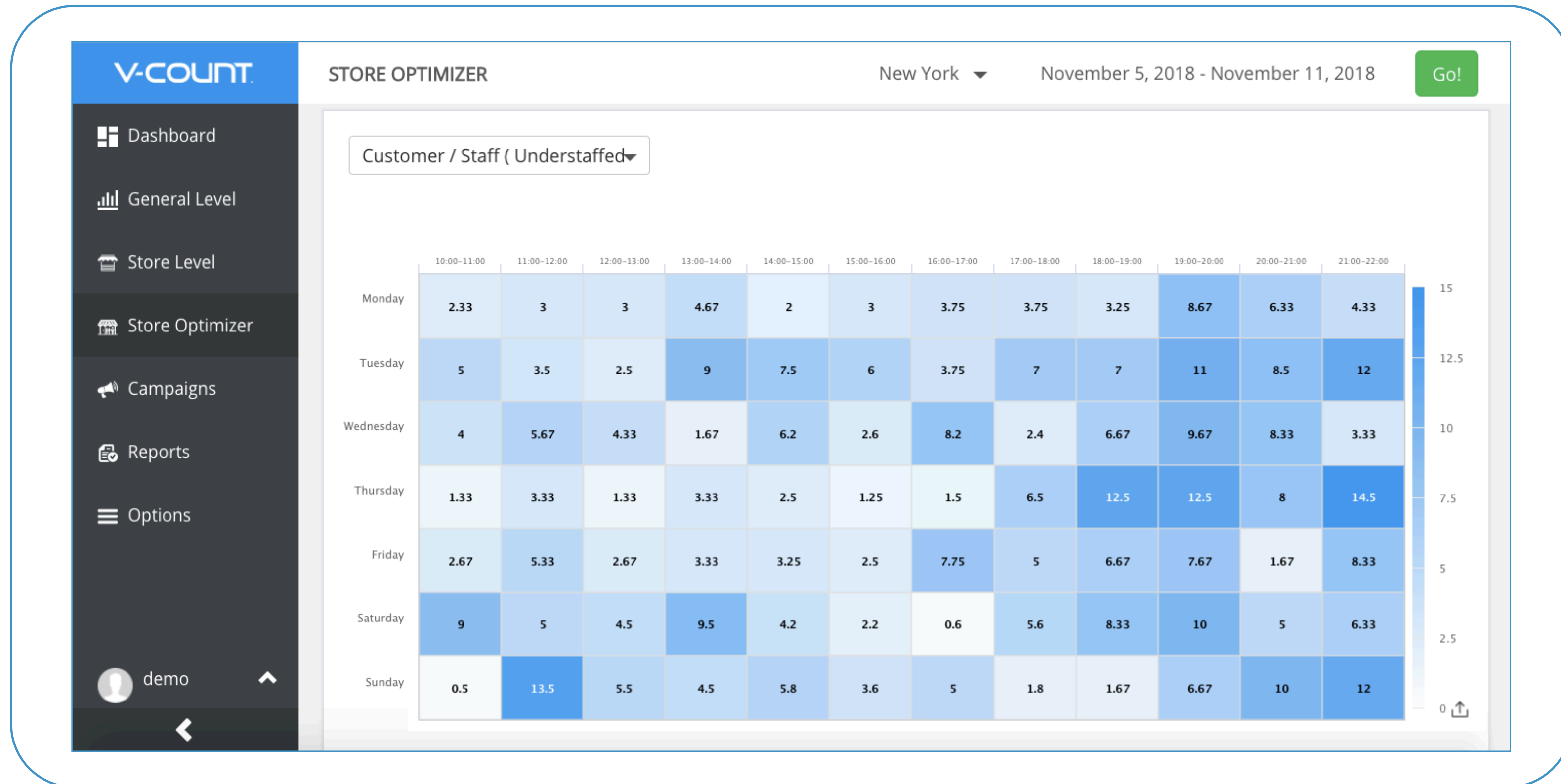
CONVERSION DATA



To understand the effectiveness of your stores, you need to know not just your sales volume, but also how many customers generated those sales!

Traffic alone does not translate into sales. **Converting visitors into buying customers is the real opportunity.** This is where the in-store experience gets involved.

STORE OPTIMIZER



Overview of customer/staff data reported to you on an hourly basis, highlighting the total number of customers catered to by your staff across the week.

Dark colors highlight the hours and shifts during which your stores are understaffed, which can be used to **re evaluate weekly staff allocations** and **ensure optimum customer service and experience**.

COMPUTER GENERATED RECOMMENDATIONS

V-COUNT

Dashboard

General Level

Store Level

Store Optimizer

Campaigns

Reports

Options

demo

STORE OPTIMIZER

New York

November 5, 2018 - November 11, 2018

Go!

Name	ID	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday			Total hours
		In	Out	Sum	In	Out	Sum	In	Out	Sum	In	Out	Sum	In	Out	Sum	In	Out	Sum	In	Out	Sum	
ROBBY M****	25631200	10:00	18:00	8	10:00	18:00	8	10:00	18:00	8	10:00	18:00	8	18:00	22:00	4	10:00	18:00	8	00:00	00:00	0	44
BRYAN W****	25631201	14:00	22:00	8	10:00	22:00	12	00:00	00:00	0	10:00	18:00	8	14:00	18:00	4	14:00	18:00	4	14:00	22:00	8	44
ADDISON N****	25631202	10:00	18:00	8	00:00	00:00	0	10:00	22:00	12	14:00	22:00	8	14:00	18:00	4	14:00	22:00	8	18:00	21:00	3	43
LINETTE Q****	25631203	00:00	00:00	0	10:00	18:00	8	14:00	22:00	8	10:00	22:00	12	10:00	14:00	4	10:00	18:00	8	10:00	22:00	12	52
ETNA M****	25631204	10:00	22:00	12	14:00	22:00	8	10:00	18:00	8	00:00	00:00	0	00:00	00:00	0	14:00	22:00	8	18:00	22:00	4	40
ALEX D****	25631205	10:00	22:00	12	14:00	22:00	8	10:00	18:00	8	00:00	00:00	0	15:00	18:00	3	00:00	00:00	0	00:00	00:00	0	31

Export All Branches' Shifts

We have detected you were understaffed on the date.

Friday: 17:00-21:00

Sunday: 13:00-17:00

Please consider scheduling accordingly for operational efficiency.

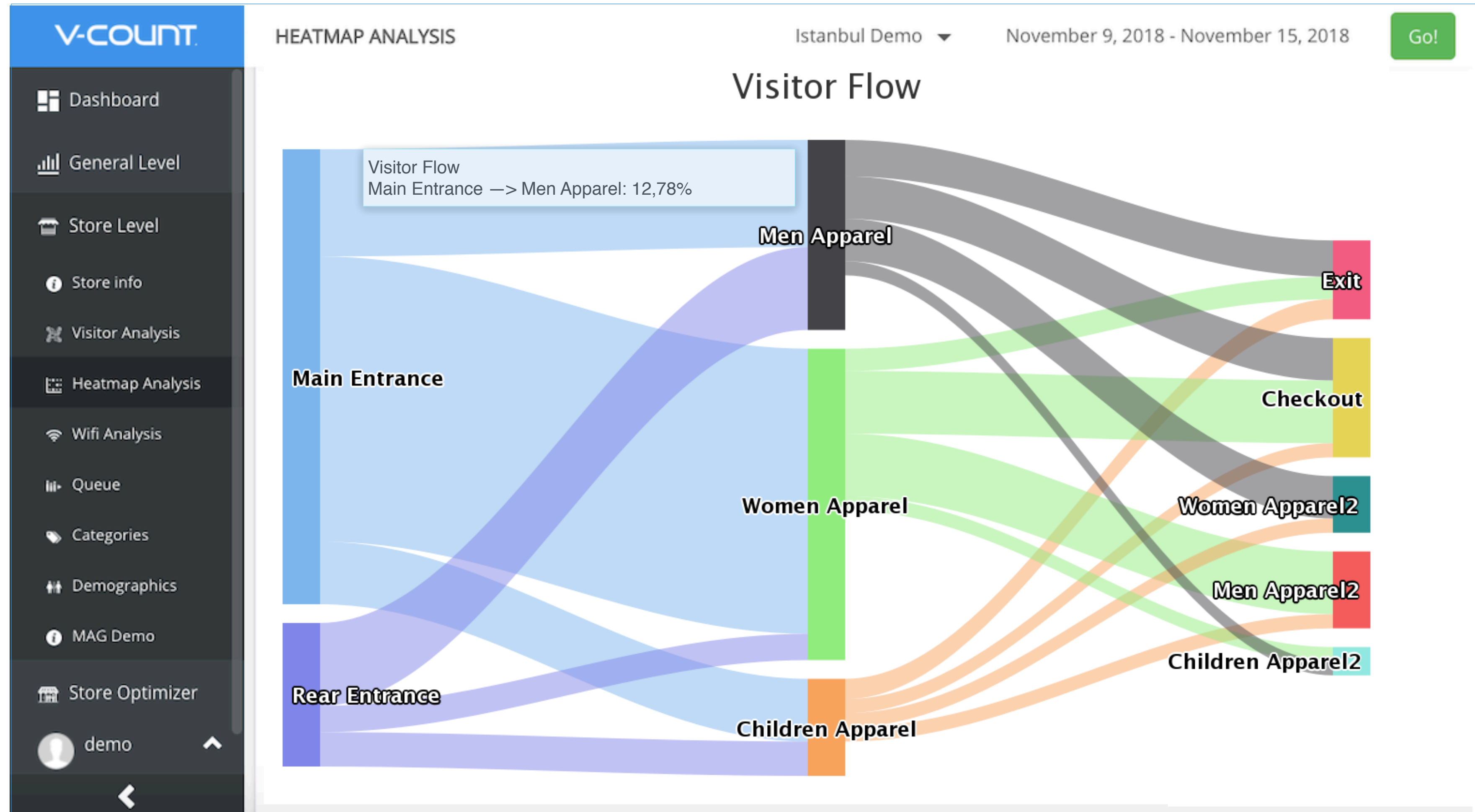
REAL-TIME OCCUPANCY



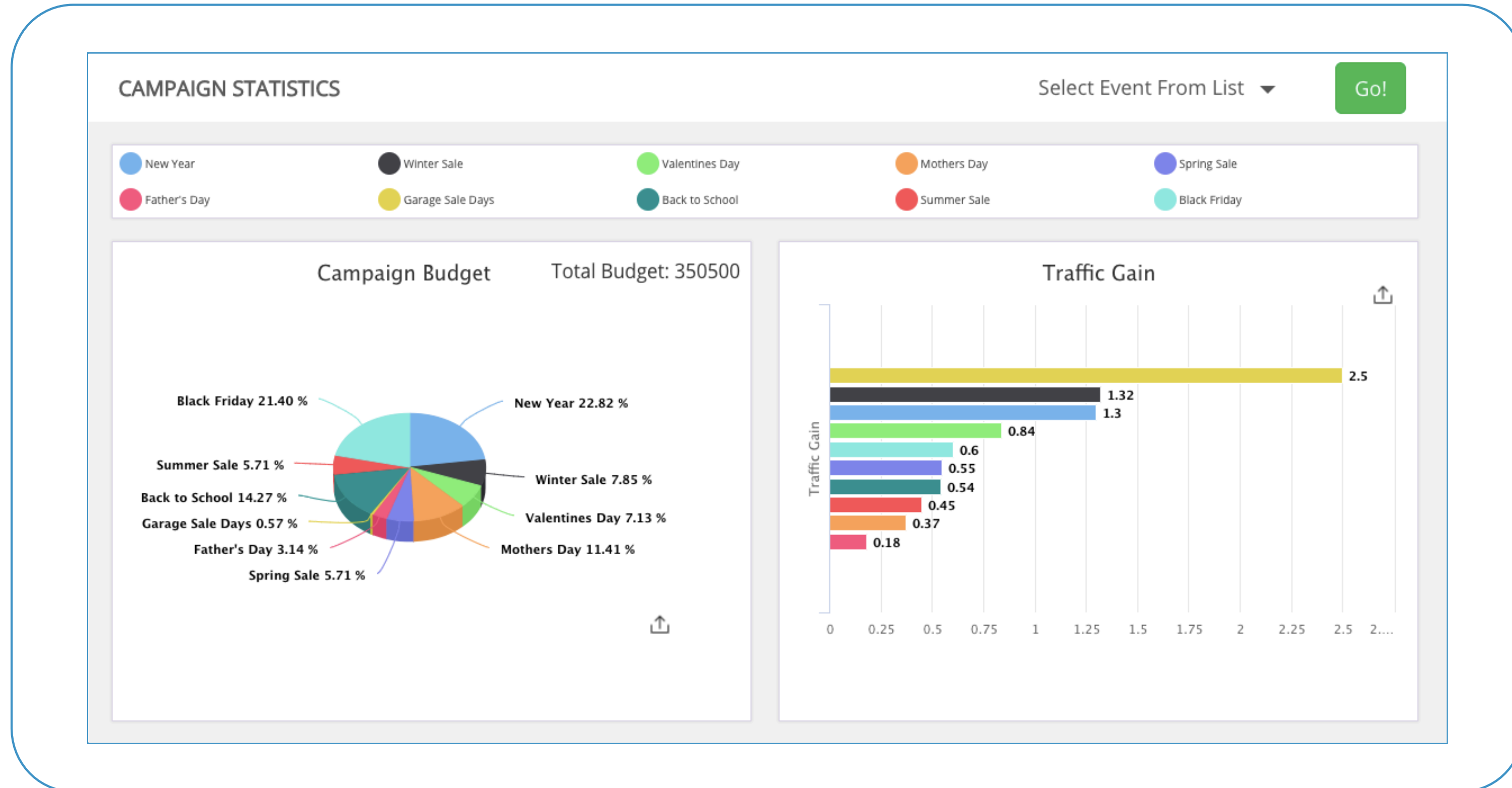
V-Count's new, revolutionary realtime occupancy feature enables you to know **how many people are in a certain area at any given time.**

Alerting system can be activated if the occupancy exceeds a predetermined threshold that allows you to take immediate actions.

VISITOR FLOW



MARKETING EFFECTIVENESS

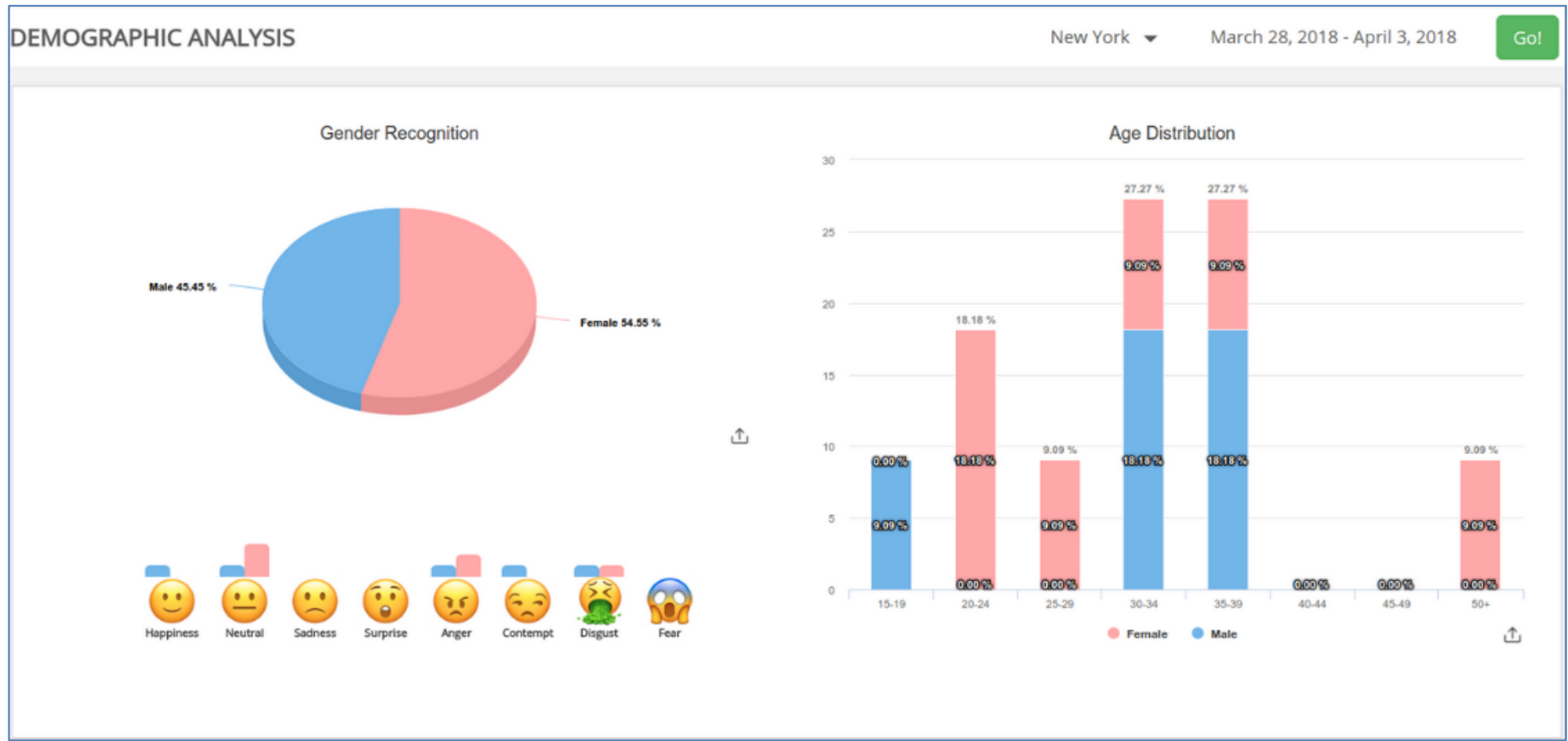


Marketing effectiveness feature helps you **to review all your marketing efforts on a single dashboard**. You can compare marketing campaigns and events with different budgets.

The system automatically shows successful and unsuccessful events to help optimize the campaign budget.

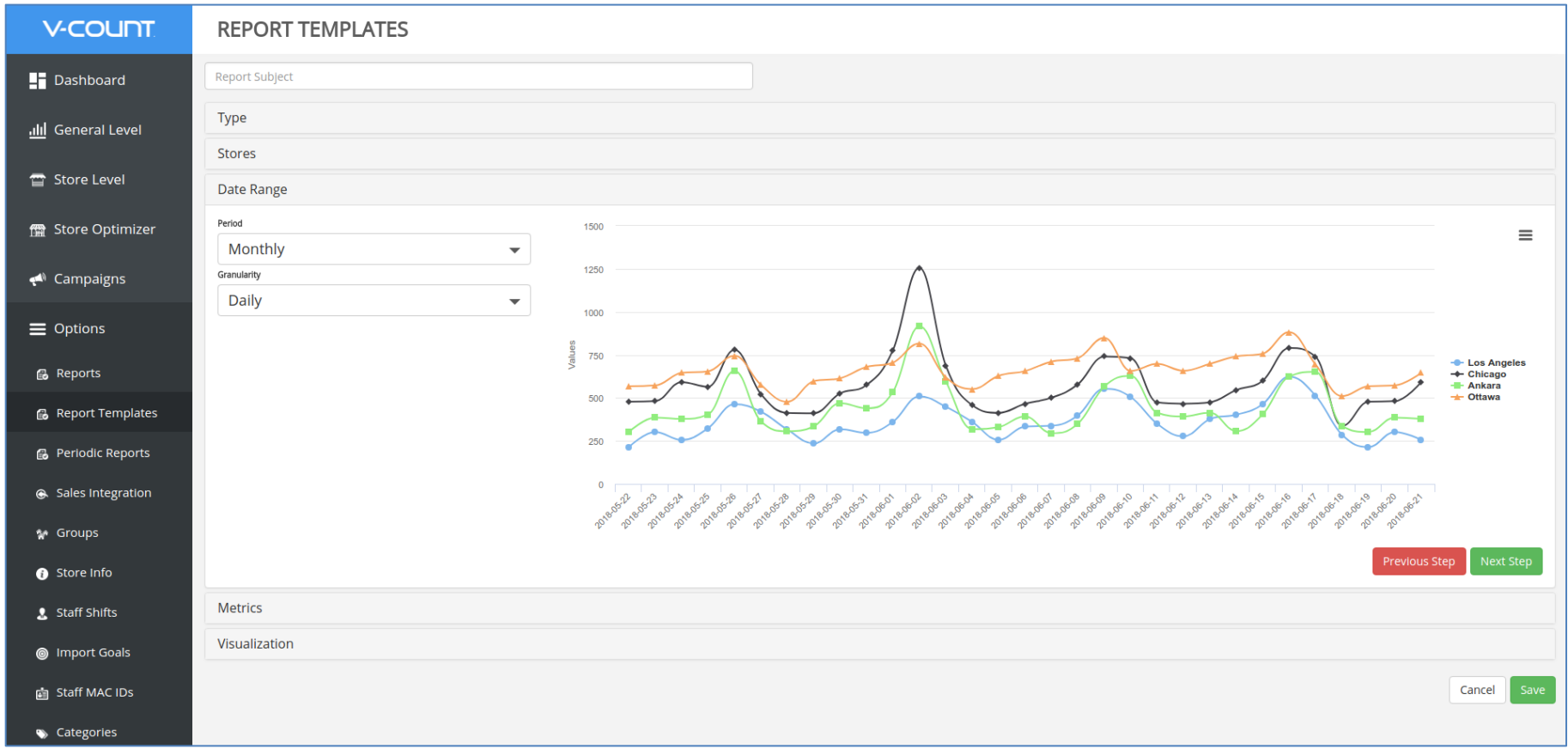
OTHER BIP FEATURES

MAG



Transform your business with the power of gathering unique real time insights about visitors by demographic analysis which provides gender, age and emotion data.

AUTOMATED REPORTING



Automated reports are easy to use, customizable reports that is delivered to each employee according to their job function and level in the organization.

INSTALLATION & SUPPORT



PLUG & PLAY
MINIMUM 30 LUX
API



24/7 SUPPORT



ONLINE
HEALTH CHECK



LOCAL INSTALLERS
AND SERVICE
WORLD WIDE



APPENDIX

WE ARE...

A global **360-degree visitor analytics suite** for physical locations with products installed in more than **110 countries** and **32,000 points** for our **700+ customers** including **Samsonite, Samsung, Marks & Spencer, Swatch** and **Swarovski**. We have a dynamic **team of 70+** in our **Miami, Istanbul, Dubai, London and Hong Kong** offices.

700+

Happy Customers

Samsonite

SAMSUNG

M&S
EST. 1884

SWAROVSKI

swatch+

SEPHORA

32,000+

Products Installed



\$3.5M

Funding to date

70+

Team

5

Offices

110+

Countries

WHY V-COUNT?



Leading all-in-one sensor technology

Camera based stereo vision and bluetooth tracking Cameras w/ counting distance of 10m+



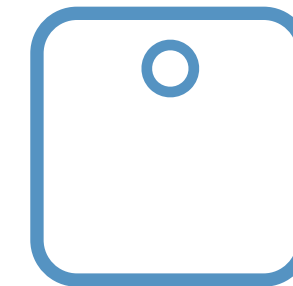
360 degree visitor analytics

Following each customer starting from the street all the way to check-out with 5 different solutions: street counting, people counting at the door, queue management, heatmap and MAG



Computer generated recommendations

Providing real time recommendations to store managers for staff scheduling, stocking levels and product placement in the store



State of the art heatmap camera technology

Ability to track individual customers as they move from the field of view of one camera to another camera (only solution like this in the market)



Hardware agnostic

Third party cameras can be integrated into V-Count analytics suite as well



Patent pending staff exclusion system

Eliminating staff movements (i.e. counts) from the store data by leveraging bluetooth technology.

BEST PRACTICE



Bora Yücel - Head of Retail Marketing

V-Count is a trusted partner. We have been using V-Count's people counting and retail analytics technology since 2016 in our 70+ stores. We have been continually improving our customer services and profitability in Turkey with the support of the reports provided by their system.



Beyhan Figen - CEO Sephora TR

V-count is a reliable partner for sephora turkey. They have demonstrated significant agility and flexibility during our store renovations which impacted half of our network and scheduled within a very limited time table. We believe that the business intelligence provided with their solutions provide us a reliable visibility for our business cycles. Their solid and solution oriented customer services ensure that we are well understood with our needs & requests, furthermore, secure our long-term relationship with them as a Partner.



Bart Carbonnelle - IT Support Supervisor

We have recently started working with V-Count for many of our stores across Europe. The installation process was smooth, painless and easy to manage across a wide network like ours. Their support team was quick to respond during the installation period and I strongly believe V-Count solutions will help us increase our business results in a short time frame.



Muhammed Özhan - Business & Solution Development Director

After working with V-Count over 3 continuous years in 1000+ stores, they have proven to be a trusted partner, providing us with reliable retail analytics to improve our store operations and performance. We recommend their services and expertise.

BEST PRACTICE



Hotpoint

Whirlpool

Irem Yurttepe - Retail Development Manager

V-Count is an esteemed business partner thanks to their excellent solutions which allow us to obtain reliable traffic data and valuable customer insight. It is important for us to make critical decisions and test their efficacy when planning the activities that we need to perform on a daily basis. Based on the key metrics provided by V-Count, we are able to optimize our staff scheduling and increase the effectiveness of our window displays and in-store campaigns. V-Count is our partner of choice in retail sector due to their customer and result oriented approach.



INTERSPORT

Ufuk Alpoğlu - IT Supervisor

Visitor traffic data is highly critical. V-Count has an agile approach and provided us the flexibility we needed during the deployment of the system. Now it works with 95% accuracy on all our locations and the data is transferred into our ERP system via V-Count web services. We include traffic data in all our reports and employ visitor analytics data for entire sales decisions. We are pleased with the service V-Count provides and seldom experience problems which gets fixed really quickly.



arçelik

beko

Erhan Akdoğan - Retail Development Director

We have been working with V-Count for the past 2 and a half years, and we consider them as the foundation block of our business. V-Count's solutions provide the basis for all our distributor investment processes as well as retail development plans. V-Count has also helped us increase our store traffic, efficiency and profits. We are assured that our investment with V-Count is on point, as we have also seen that our average basket size has increased throughout these years.

OUR REFERENCES





THANK YOU



v-count.com



twitter.com/socialvcount



linkedin.com/company/v-count



facebook.com/VCountsocial