

# Benefits

Getting a better sense of foot traffic to attract new retail businesses

Knowing which retail spots are popular and which are not appealing to the masses is vital for revitalization

With real-time analytics, retailers can increase sales and conversion rates by 10% – 15%

Place your products where your customers spend the most time to increase sales by 15%.

Know how your customers interact with your product and identify dead zones

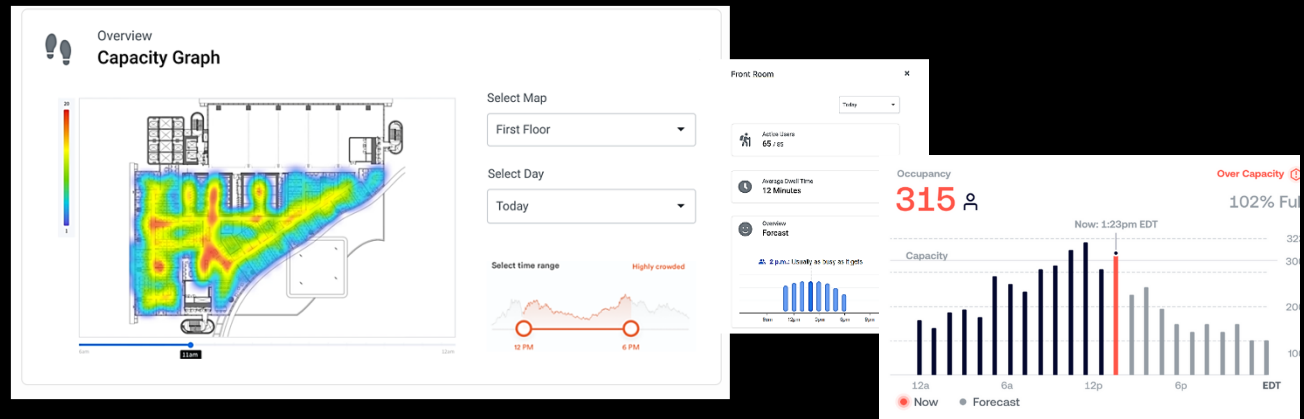
Plan staffing needs according to traffic flow forecasts and send staff to customers' hot spots

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# Retail



## Plug-n-Play

Our Plug Sensors and our cloud infrastructure measure traffic flow, customer engagement, and dwell time within a retail store without compromising privacy.

24/7 occupancy monitoring using heatmaps across a building.

Put density alerts in place to direct people to less congested areas. Get notified of un-wanted access violations when density alerts are in place.

Data analytics can improve operational efficiency, drive sales, and maximize return on assets.

