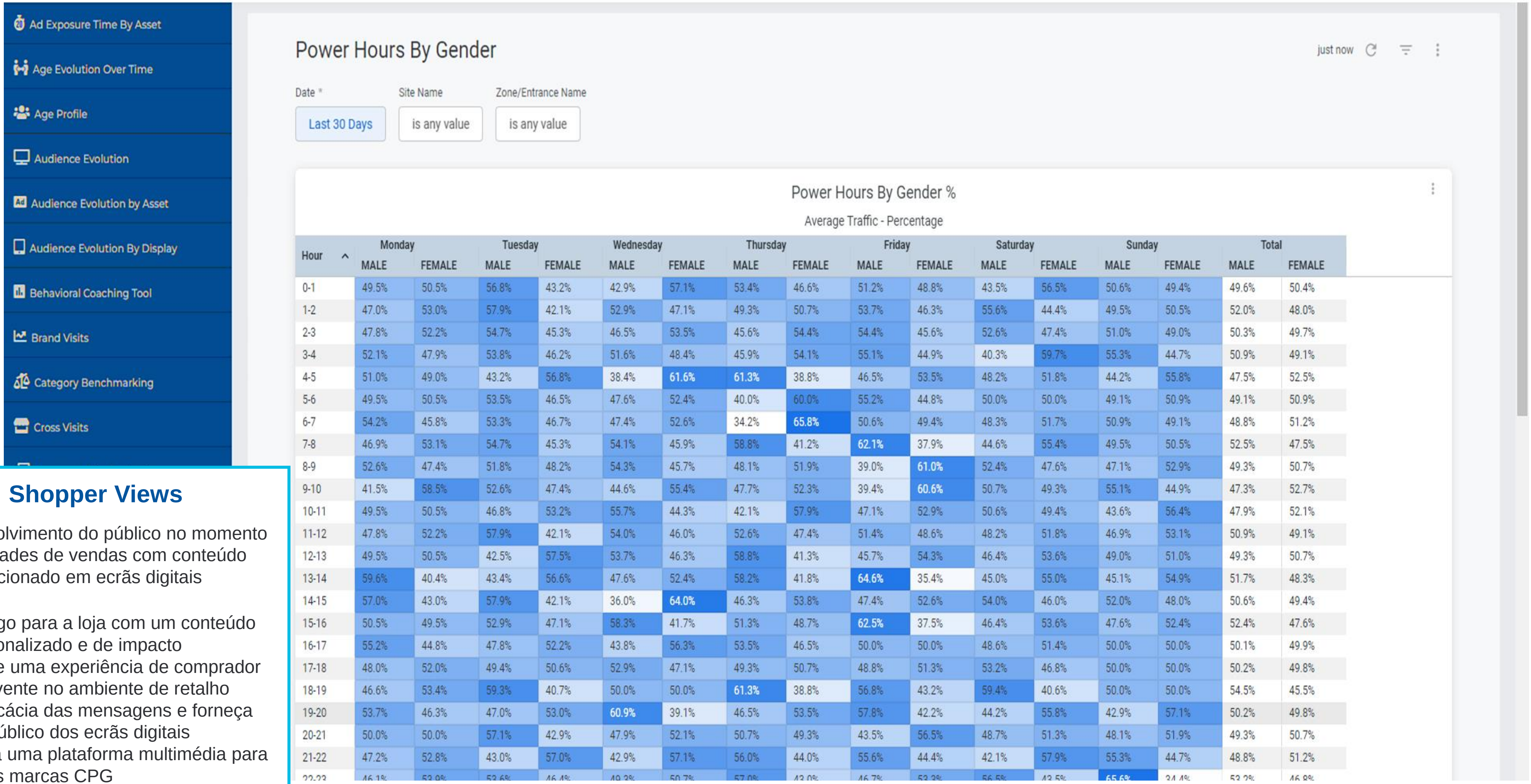
Sensormatic IQ
by Johnson Controls



Power Hours By Gender

Date * Last 30 Days
Site Name is any value
Zone/Entrance Name is any value

Power Hours By Gender %

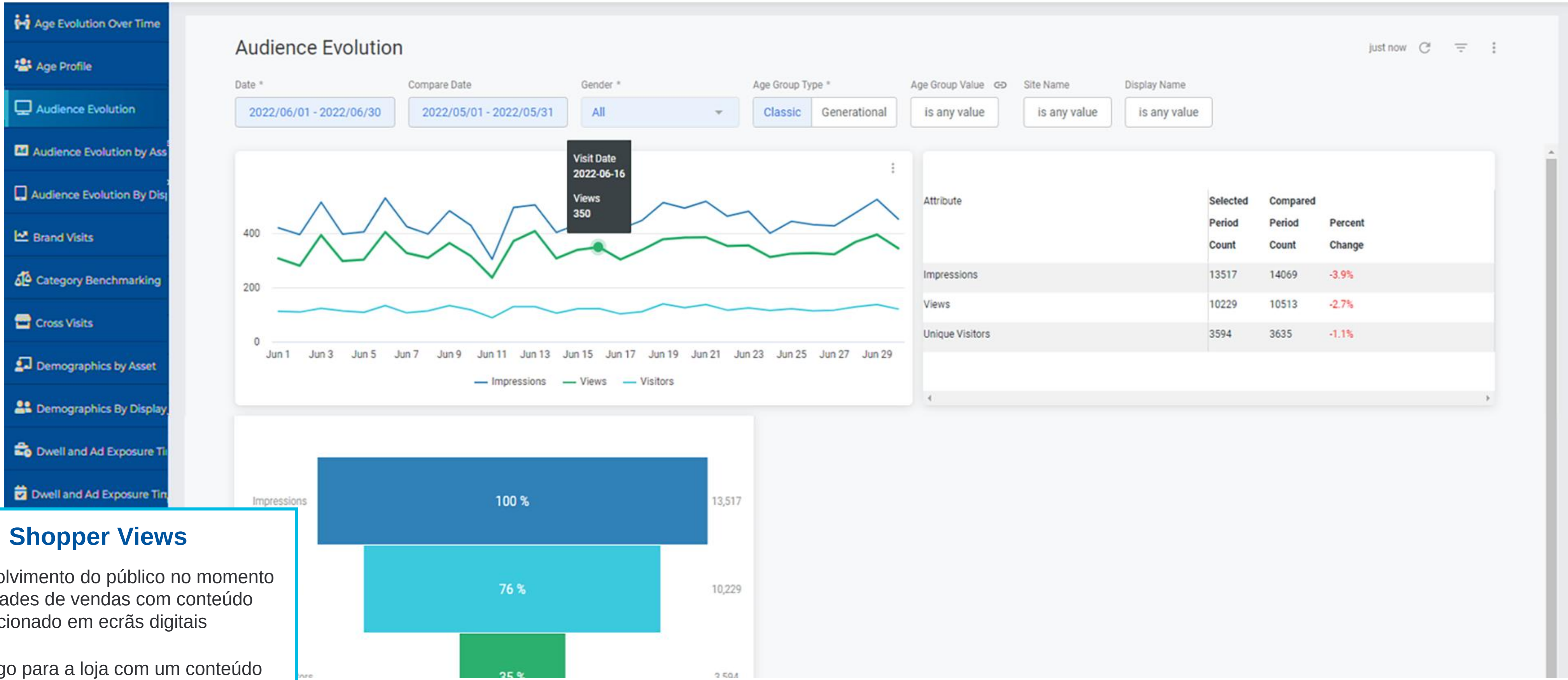
Average Traffic - Percentage

Hour	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday		Total	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
0-1	49.5%	50.5%	56.8%	43.2%	42.9%	57.1%	53.4%	46.6%	51.2%	48.8%	43.5%	56.5%	50.6%	49.4%	49.6%	50.4%
1-2	47.0%	53.0%	57.9%	42.1%	52.9%	47.1%	49.3%	50.7%	53.7%	46.3%	55.6%	44.4%	49.5%	50.5%	52.0%	48.0%
2-3	47.8%	52.2%	54.7%	45.3%	46.5%	53.5%	45.6%	54.4%	54.4%	45.6%	52.6%	47.4%	51.0%	49.0%	50.3%	49.7%
3-4	52.1%	47.9%	53.8%	46.2%	51.6%	48.4%	45.9%	54.1%	55.1%	44.9%	40.3%	59.7%	55.3%	44.7%	50.9%	49.1%
4-5	51.0%	49.0%	43.2%	56.8%	38.4%	61.6%	61.3%	38.8%	46.5%	53.5%	48.2%	51.8%	44.2%	55.8%	47.5%	52.5%
5-6	49.5%	50.5%	53.5%	46.5%	47.6%	52.4%	40.0%	60.0%	55.2%	44.8%	50.0%	50.0%	49.1%	50.9%	49.1%	50.9%
6-7	54.2%	45.8%	53.3%	46.7%	47.4%	52.6%	34.2%	65.8%	50.6%	49.4%	48.3%	51.7%	50.9%	49.1%	48.8%	51.2%
7-8	46.9%	53.1%	54.7%	45.3%	54.1%	45.9%	58.8%	41.2%	62.1%	37.9%	44.6%	55.4%	49.5%	50.5%	52.5%	47.5%
8-9	52.6%	47.4%	51.8%	48.2%	54.3%	45.7%	48.1%	51.9%	39.0%	61.0%	52.4%	47.6%	47.1%	52.9%	49.3%	50.7%
9-10	41.5%	58.5%	52.6%	47.4%	44.6%	55.4%	47.7%	52.3%	39.4%	60.6%	50.7%	49.3%	55.1%	44.9%	47.3%	52.7%
10-11	49.5%	50.5%	46.8%	53.2%	55.7%	44.3%	42.1%	57.9%	47.1%	52.9%	50.6%	49.4%	43.6%	56.4%	47.9%	52.1%
11-12	47.8%	52.2%	57.9%	42.1%	54.0%	46.0%	52.6%	47.4%	51.4%	48.6%	48.2%	51.8%	46.9%	53.1%	50.9%	49.1%
12-13	49.5%	50.5%	42.5%	57.5%	53.7%	46.3%	58.8%	41.3%	45.7%	54.3%	46.4%	53.6%	49.0%	51.0%	49.3%	50.7%
13-14	59.6%	40.4%	43.4%	56.6%	47.6%	52.4%	58.2%	41.8%	64.6%	35.4%	45.0%	55.0%	45.1%	54.9%	51.7%	48.3%
14-15	57.0%	43.0%	57.9%	42.1%	36.0%	64.0%	46.3%	53.8%	47.4%	52.6%	54.0%	46.0%	52.0%	48.0%	50.6%	49.4%
15-16	50.5%	49.5%	52.9%	47.1%	58.3%	41.7%	51.3%	48.7%	62.5%	37.5%	46.4%	53.6%	47.6%	52.4%	52.4%	47.6%
16-17	55.2%	44.8%	47.8%	52.2%	43.8%	56.3%	53.5%	46.5%	50.0%	50.0%	48.6%	51.4%	50.0%	50.0%	50.1%	49.9%
17-18	48.0%	52.0%	49.4%	50.6%	52.9%	47.1%	49.3%	50.7%	48.8%	51.3%	53.2%	46.8%	50.0%	50.0%	50.2%	49.8%
18-19	46.6%	53.4%	59.3%	40.7%	50.0%	50.0%	61.3%	38.8%	56.8%	43.2%	59.4%	40.6%	50.0%	50.0%	54.5%	45.5%
19-20	53.7%	46.3%	47.0%	53.0%	60.9%	39.1%	46.5%	53.5%	57.8%	42.2%	44.2%	55.8%	42.9%	57.1%	50.2%	49.8%
20-21	50.0%	50.0%	57.1%	42.9%	47.9%	52.1%	50.7%	49.3%	43.5%	56.5%	48.7%	51.3%	48.1%	51.9%	49.3%	50.7%
21-22	47.2%	52.8%	43.0%	57.0%	42.9%	57.1%	56.0%	44.0%	55.6%	44.4%	42.1%	57.9%	55.3%	44.7%	48.8%	51.2%
22-23	46.1%	53.9%	53.6%	46.4%	49.3%	50.7%	57.0%	43.0%	46.7%	53.3%	56.5%	43.5%	65.6%	34.4%	53.2%	46.8%

Shopper Views

Meça o envolvimento do público no momento das atividades de vendas com conteúdo direcionado em ecrãs digitais

- Atraia tráfego para a loja com um conteúdo digital personalizado e de impacto
- Proporcione uma experiência de comprador mais envolvente no ambiente de retalho
- Avalie a eficácia das mensagens e forneça dados de público dos ecrãs digitais
- Desenvolva uma plataforma multimédia para publicitar as marcas CPG


Age Evolution Over Time
Age Profile
Audience Evolution
Audience Evolution by Ass
Audience Evolution By Dis
Brand Visits
Category Benchmarking
Cross Visits
Demographics by Asset
Demographics By Display
Dwell and Ad Exposure Ti
Dwell and Ad Exposure Tin
just now
Visit Date
2022-06-16
Views
350
400
200
0
Jun 1
Jun 3
Jun 5
Jun 7
Jun 9
Jun 11
Jun 13
Jun 15
Jun 17
Jun 19
Jun 21
Jun 23
Jun 25
Jun 27
Jun 29
Impressions
Views
Visitors
Impressions
100 %
13,517
76 %
10,229

Audience Evolution

Date *: 2022/06/01 - 2022/06/30
Compare Date: 2022/05/01 - 2022/05/31
Gender *: All
Age Group Type *: Classic | Generational
Age Group Value: is any value
Site Name: is any value
Display Name: is any value

Attribute	Selected Period Count	Compared Period Count	Percent Change
Impressions	13517	14069	-3.9%
Views	10229	10513	-2.7%
Unique Visitors	3594	3635	-1.1%

Shopper Views

Meça o envolvimento do público no momento das atividades de vendas com conteúdo direcionado em ecrãs digitais

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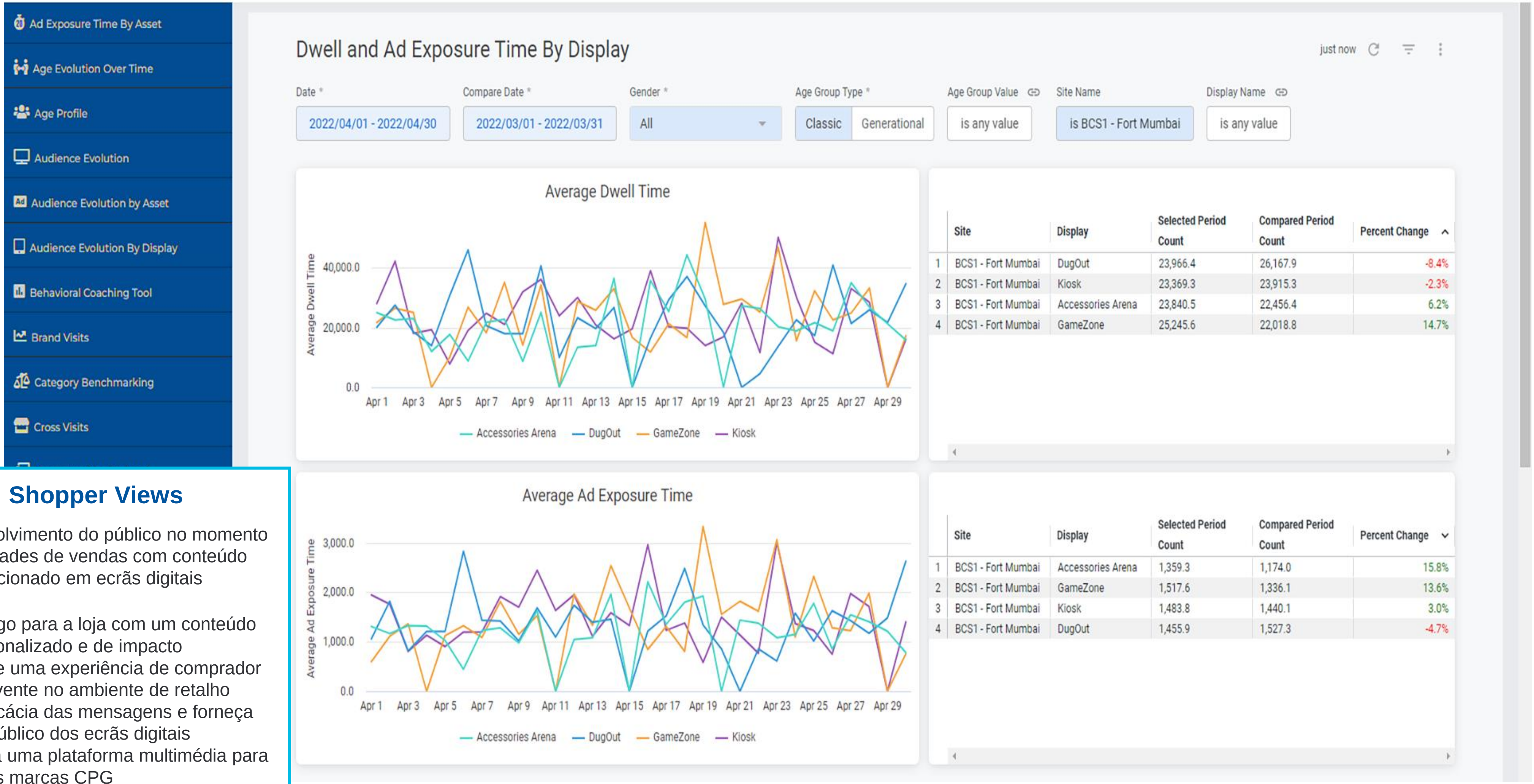
Sensormatic IQ
by Johnson Controls


Ad Exposure Time By Asset
Age Evolution Over Time
Age Profile
Audience Evolution
Audience Evolution by Asset
Audience Evolution By Display
Behavioral Coaching Tool
Brand Visits
Category Benchmarking
Cross Visits
just now
Average Dwell Time
Average Dwell Time
40,000.0
20,000.0
0.0
Apr 1
Apr 3
Apr 5
Apr 7
Apr 9
Apr 11
Apr 13
Apr 15
Apr 17
Apr 19
Apr 21
Apr 23
Apr 25
Apr 27
Apr 29
Accessories Arena
DugOut
GameZone
Kiosk
Average Ad Exposure Time
Average Ad Exposure Time
3,000.0
2,000.0
1,000.0
0.0
Apr 1
Apr 3
Apr 5
Apr 7
Apr 9
Apr 11
Apr 13
Apr 15
Apr 17
Apr 19
Apr 21
Apr 23
Apr 25
Apr 27
Apr 29
Accessories Arena
DugOut
GameZone
Kiosk

Dwell and Ad Exposure Time By Display

Date * 2022/04/01 - 2022/04/30
Compare Date * 2022/03/01 - 2022/03/31
Gender * All
Age Group Type * Classic Generational
Age Group Value is any value
Site Name is BCS1 - Fort Mumbai
Display Name is any value

	Site	Display	Selected Period Count	Compared Period Count	Percent Change
1	BCS1 - Fort Mumbai	DugOut	23,966.4	26,167.9	-8.4%
2	BCS1 - Fort Mumbai	Kiosk	23,369.3	23,915.3	-2.3%
3	BCS1 - Fort Mumbai	Accessories Arena	23,840.5	22,456.4	6.2%
4	BCS1 - Fort Mumbai	GameZone	25,245.6	22,018.8	14.7%

	Site	Display	Selected Period Count	Compared Period Count	Percent Change
1	BCS1 - Fort Mumbai	Accessories Arena	1,359.3	1,174.0	15.8%
2	BCS1 - Fort Mumbai	GameZone	1,517.6	1,336.1	13.6%
3	BCS1 - Fort Mumbai	Kiosk	1,483.8	1,440.1	3.0%
4	BCS1 - Fort Mumbai	DugOut	1,455.9	1,527.3	-4.7%

Shopper Views

Meça o envolvimento do público no momento das atividades de vendas com conteúdo direcionado em ecrãs digitais

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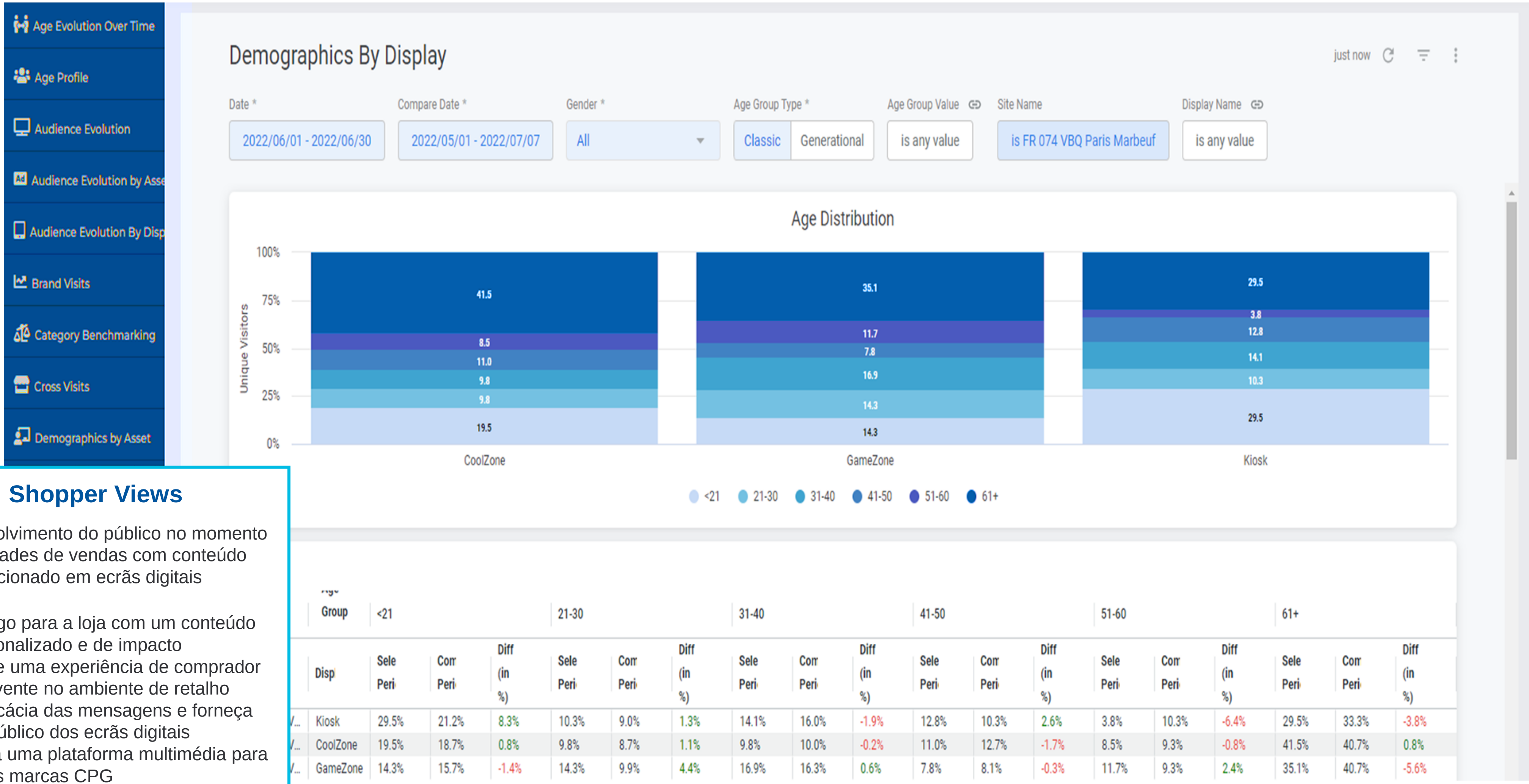
Sensormatic IQ
by Johnson Controls

SensorMatic IQ
by Johnson Controls


Age Evolution Over Time
Age Profile
Audience Evolution
Audience Evolution by Asse
Audience Evolution By Disp
Brand Visits
Category Benchmarking
Cross Visits
Demographics by Asset
just now
Age Distribution
Unique Visitors
100%
75%
50%
25%
0%
41.5
8.5
11.0
9.8
9.8
19.5
35.1
11.7
7.8
16.9
14.3
14.3
29.5
3.8
12.8
14.1
10.3
29.5
CoolZone
GameZone
Kiosk
<21
21-30
31-40
41-50
51-60
61+

Demographics By Display

Date *: 2022/06/01 - 2022/06/30
Compare Date *: 2022/05/01 - 2022/07/07
Gender *: All
Age Group Type *: Classic | Generational
Age Group Value: is any value
Site Name: is FR 074 VBQ Paris Marbeuf
Display Name: is any value

	Age Group	<21			21-30			31-40			41-50			51-60			61+		
	Disp	Sele Peri	Com Peri	Diff (in %)	Sele Peri	Com Peri	Diff (in %)	Sele Peri	Com Peri	Diff (in %)	Sele Peri	Com Peri	Diff (in %)	Sele Peri	Com Peri	Diff (in %)	Sele Peri	Com Peri	Diff (in %)
V...	Kiosk	29.5%	21.2%	8.3%	10.3%	9.0%	1.3%	14.1%	16.0%	-1.9%	12.8%	10.3%	2.6%	3.8%	10.3%	-6.4%	29.5%	33.3%	-3.8%
V...	CoolZone	19.5%	18.7%	0.8%	9.8%	8.7%	1.1%	9.8%	10.0%	-0.2%	11.0%	12.7%	-1.7%	8.5%	9.3%	-0.8%	41.5%	40.7%	0.8%
V...	GameZone	14.3%	15.7%	-1.4%	14.3%	9.9%	4.4%	16.9%	16.3%	0.6%	7.8%	8.1%	-0.3%	11.7%	9.3%	2.4%	35.1%	40.7%	-5.6%

Shopper Views

Meça o envolvimento do público no momento das atividades de vendas com conteúdo direcionado em ecrãs digitais

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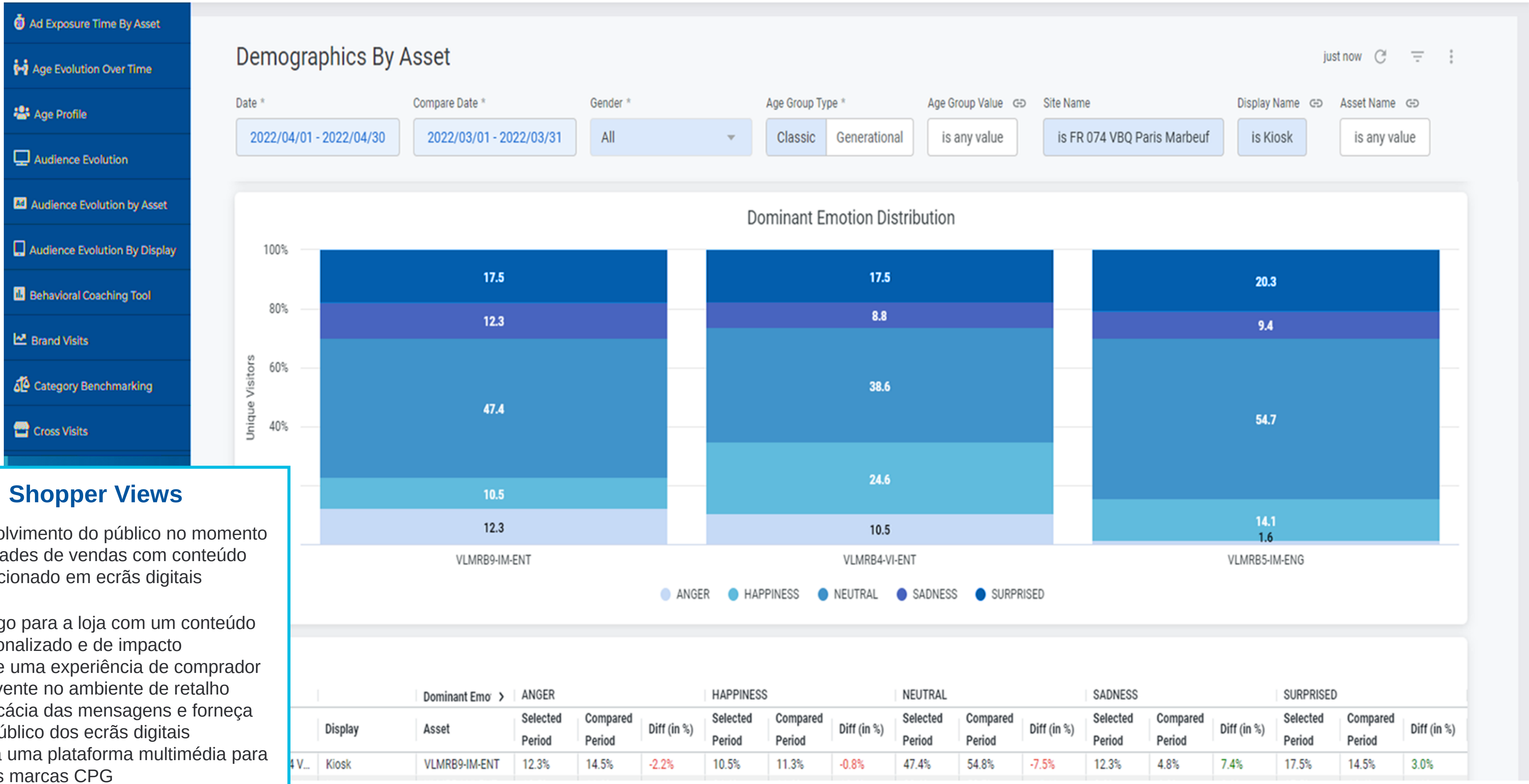
Sensormatic IQ
by Johnson Controls


Ad Exposure Time By Asset
Age Evolution Over Time
Age Profile
Audience Evolution
Audience Evolution by Asset
Audience Evolution By Display
Behavioral Coaching Tool
Brand Visits
Category Benchmarking
Cross Visits
just now
Dominant Emotion Distribution
100%
80%
60%
40%
Unique Visitors
17.5
12.3
47.4
10.5
12.3
17.5
8.8
38.6
24.6
10.5
20.3
9.4
54.7
14.1
1.6
VLMRB9-IM-ENT
VLMRB4-VI-ENT
VLMRB5-IM-ENG
● ANGER
● HAPPINESS
● NEUTRAL
● SADNESS
● SURPRISED

Demographics By Asset

Date *: 2022/04/01 - 2022/04/30

Compare Date *: 2022/03/01 - 2022/03/31

Gender *: All

Age Group Type *: Classic | Generational

Age Group Value: is any value

Site Name: is FR 074 VBQ Paris Marbeuf

Display Name: is Kiosk

Asset Name: is any value

		Dominant Emo ›	ANGER			HAPPINESS			NEUTRAL			SADNESS			SURPRISED		
	Display	Asset	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)
4 V...	Kiosk	VLMRB9-IM-ENT	12.3%	14.5%	-2.2%	10.5%	11.3%	-0.8%	47.4%	54.8%	-7.5%	12.3%	4.8%	7.4%	17.5%	14.5%	3.0%

Shopper Views

Meça o envolvimento do público no momento das atividades de vendas com conteúdo direcionado em ecrãs digitais

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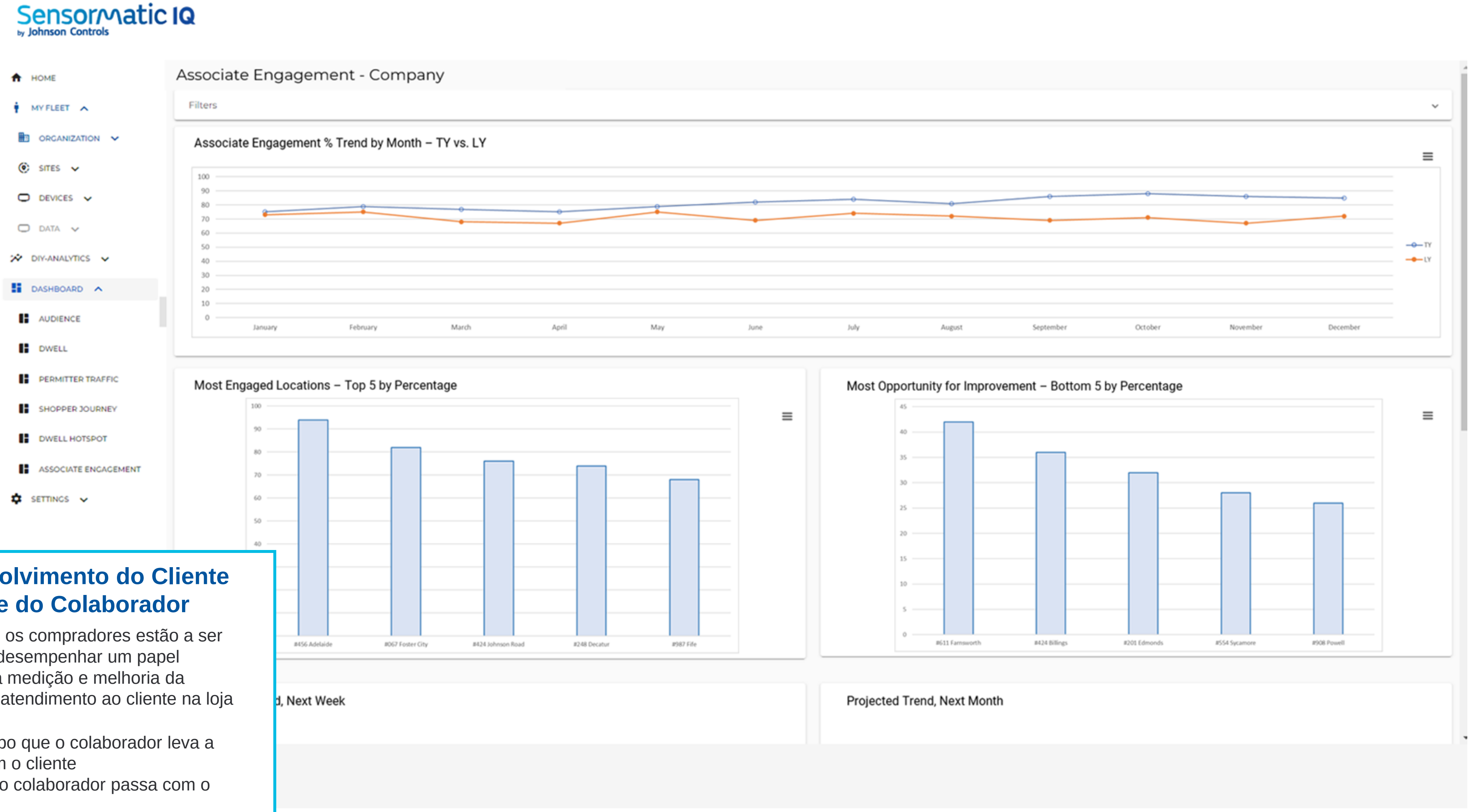

SensorMatic IQ
by Johnson Controls
HOME
MY FLEET
ORGANIZATION
SITES
DEVICES
DATA
DIY-ANALYTICS
DASHBOARD
AUDIENCE
DWELL
PERMITTER TRAFFIC
SHOPPER JOURNEY
DWELL HOTSPOT
ASSOCIATE ENGAGEMENT
SETTINGS
Filters
100
90
80
70
60
50
40
30
20
10
0
January
February
March
April
May
June
July
August
September
October
November
December
TY
LY
#456 Adelaide
#067 Foster City
#424 Johnson Road
#248 Decatur
#987 Fife
45
40
35
30
25
20
15
10
5
0
#611 Farnsworth
#424 Billings
#201 Edmonds
#554 Sycamore
#908 Powell

Associate Engagement - Company

Associate Engagement % Trend by Month – TY vs. LY

Most Engaged Locations – Top 5 by Percentage

Most Opportunity for Improvement – Bottom 5 by Percentage

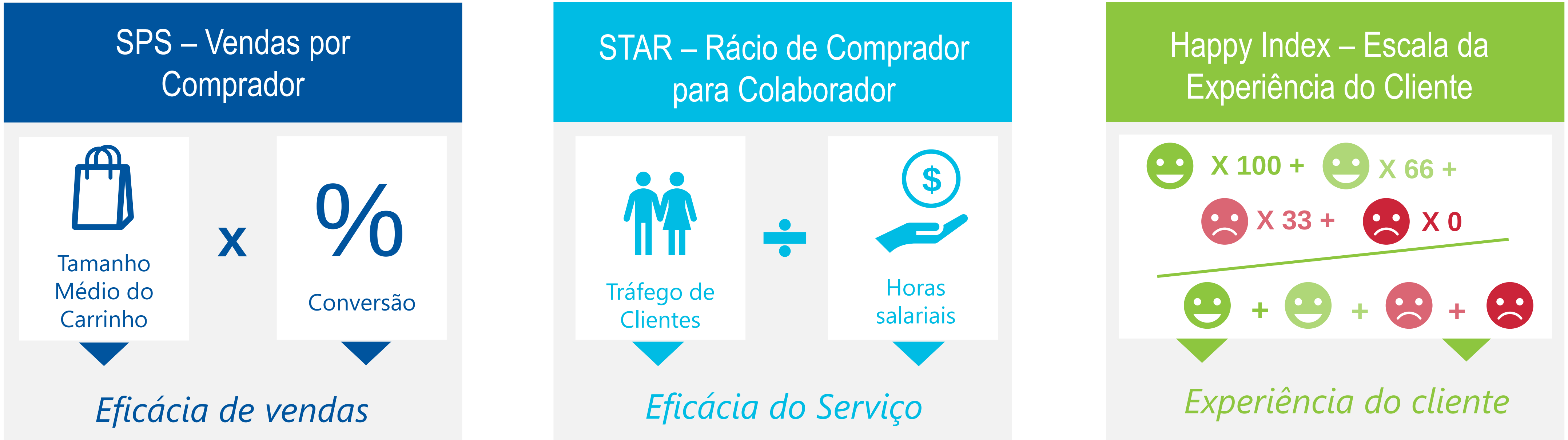
d, Next Week

Projected Trend, Next Month

Envolvimento do Cliente e do Colaborador

Entender como os compradores estão a ser servidos pode desempenhar um papel fundamental na medição e melhoria da experiência de atendimento ao cliente na loja

- Meça o tempo que o colaborador leva a interagir com o cliente
- Tempo que o colaborador passa com o cliente



SPS – Vendas por Comprador

Tamanho Médio do Carrinho

x

%

Conversão

Eficácia de vendas

STAR – Rácio de Comprador para Colaborador

Tráfego de Clientes

÷

Horas salariais

Eficácia do Serviço

Happy Index – Escala da Experiência do Cliente

Experiência do cliente

Satisfação dos Compradores

Entenda a satisfação geral do cliente no final da jornada de compra e avalie as opiniões da marca

- Correlacione as avaliações de satisfação do cliente com o nível de pessoal e gastos face à satisfação após a compra

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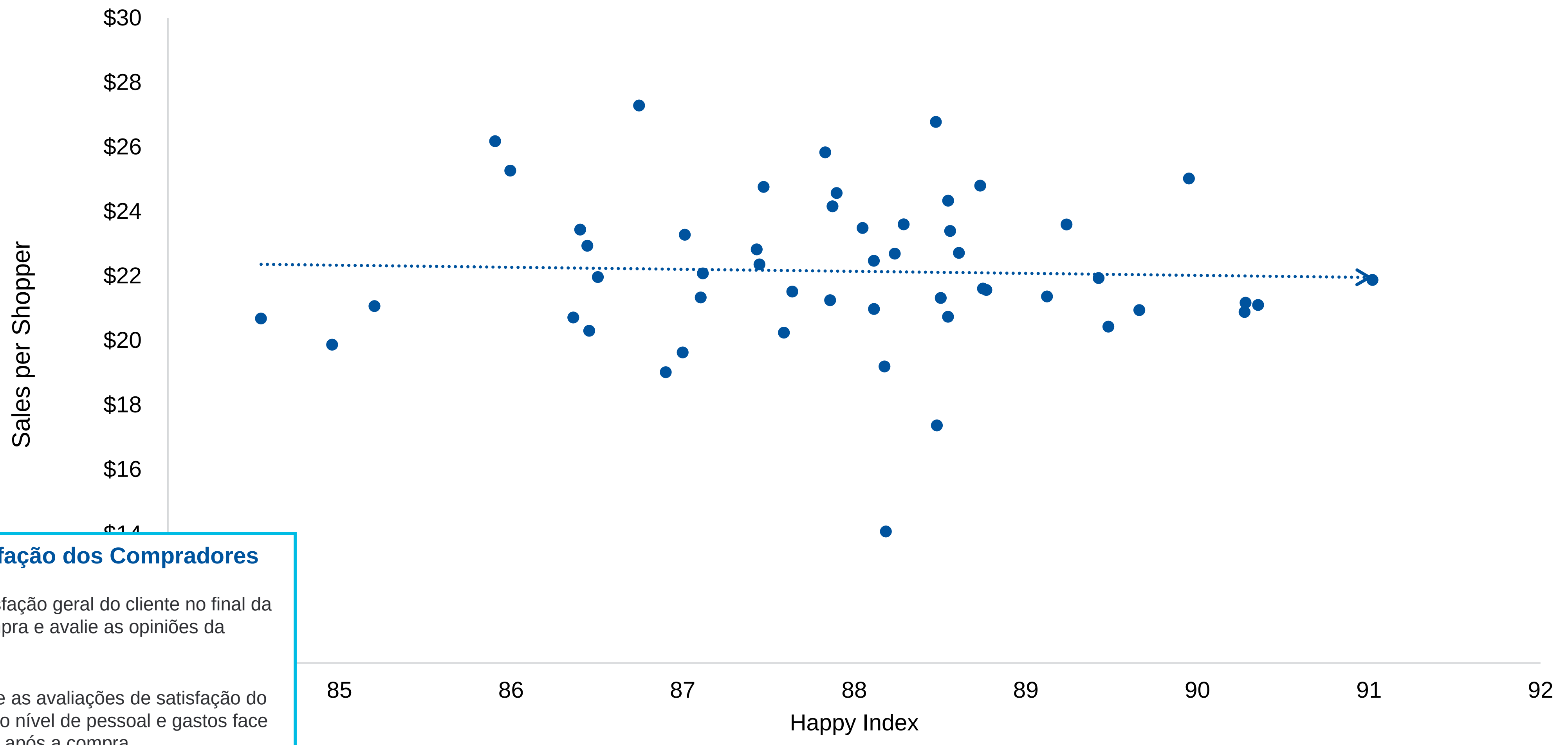
by Johnson Controls

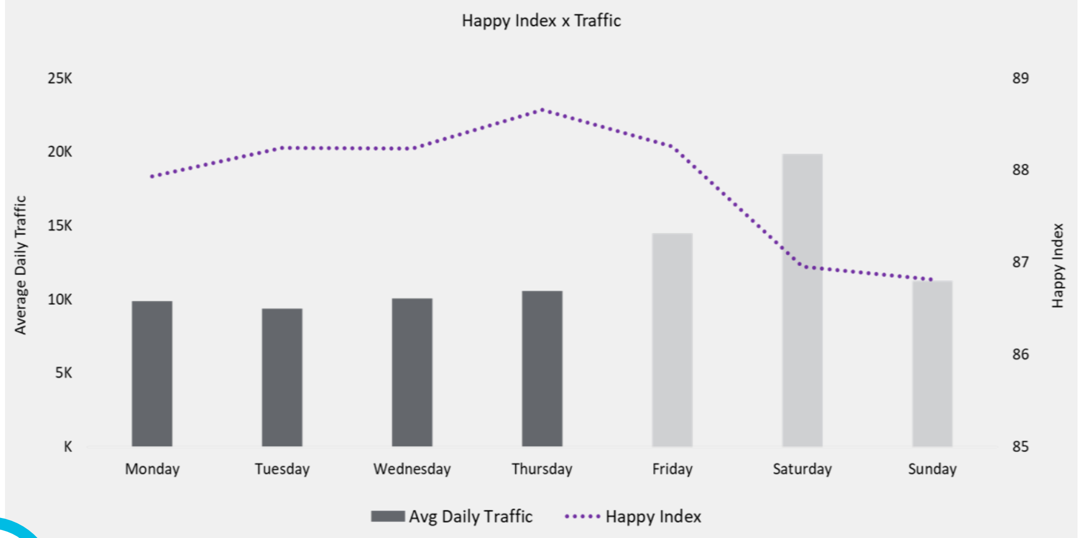
Relationship: Happy Index & Sales per Shopper – Brand Level by Week

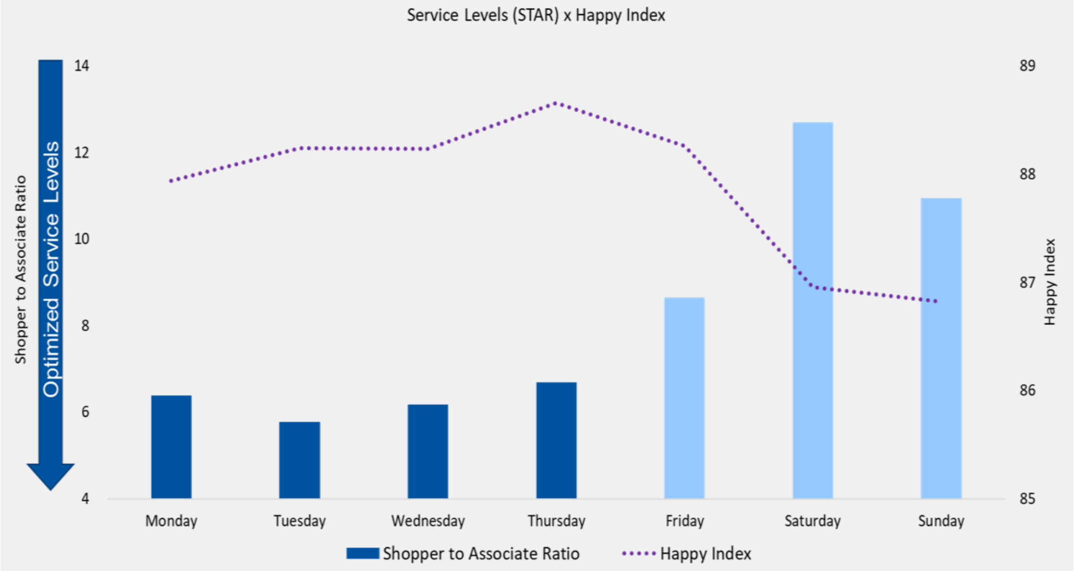


Satisfação dos Compradores

Entenda a satisfação geral do cliente no final da jornada de compra e avalie as opiniões da marca

- Correlacione as avaliações de satisfação do cliente com o nível de pessoal e gastos face à satisfação após a compra





Satisfação dos Compradores

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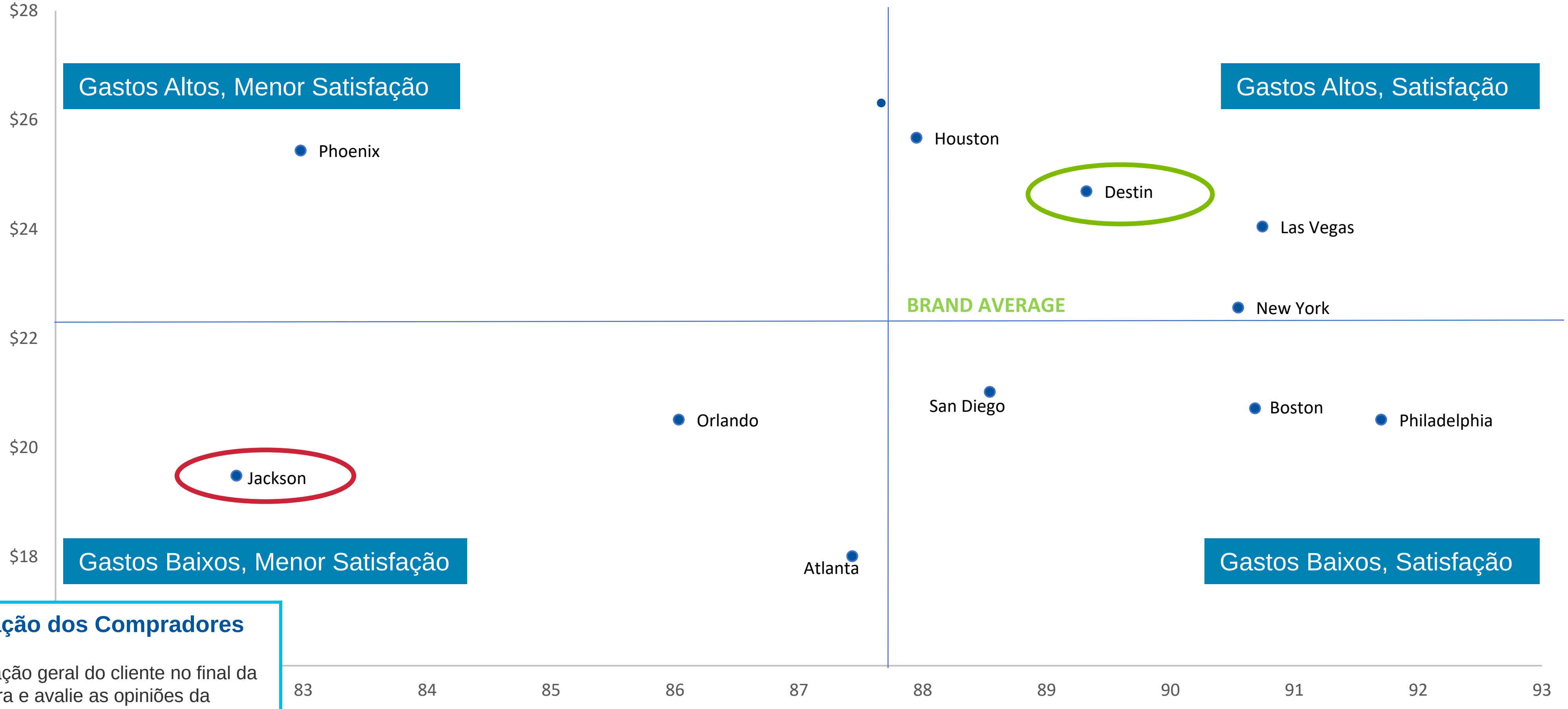
Sensormatic IQ by Johnson Controls



Satisfação dos Compradores

Entenda a satisfação geral do cliente no final da jornada de compra e avalie as opiniões da marca

- Correlacione as avaliações de satisfação do cliente com o nível de pessoal e gastos face à satisfação após a compra