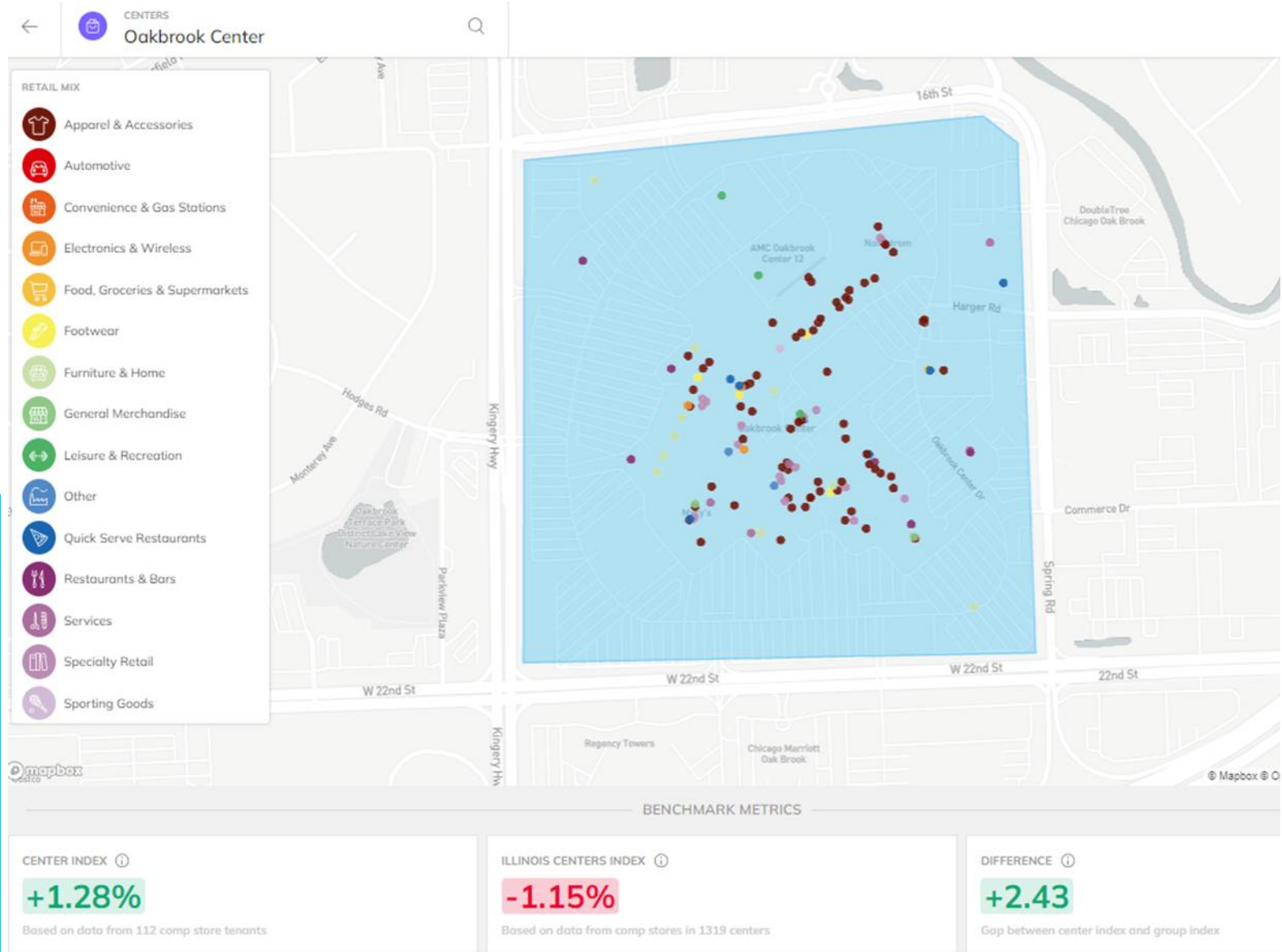




Shopper Mobility

Location based data and insights that complement in-store traffic programs

- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business
- Explore the saturation of competitors in target areas to find the optimal spot for a business

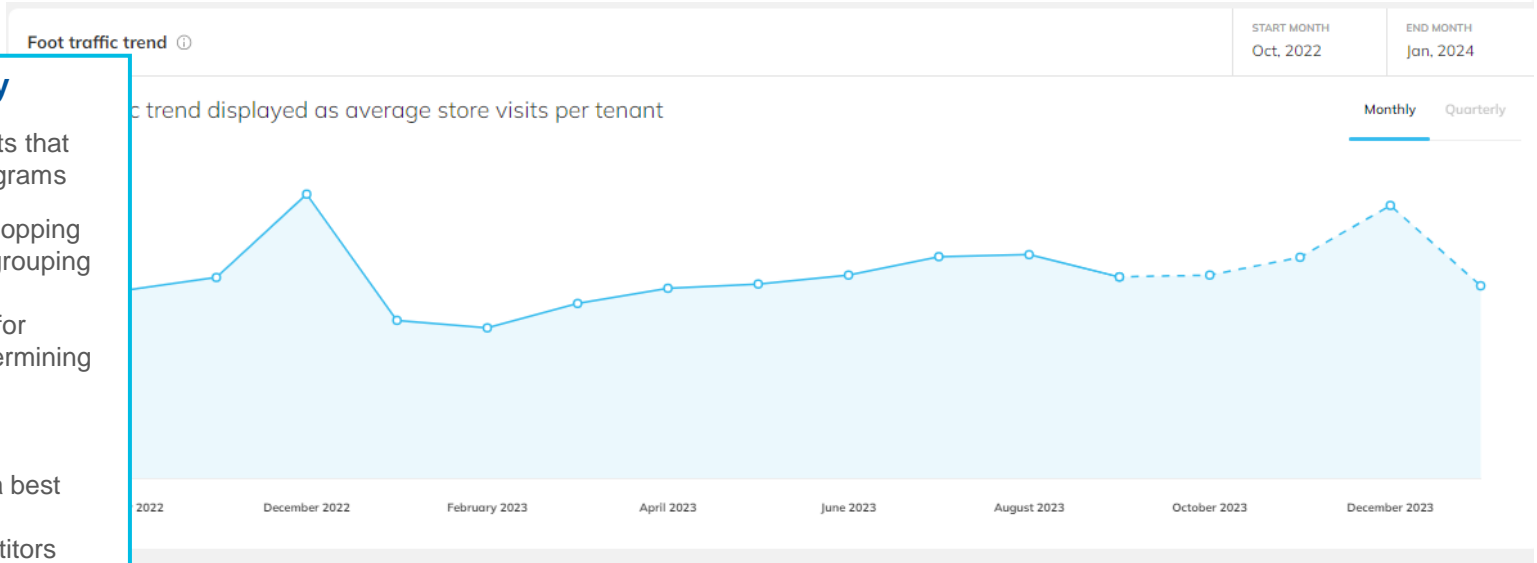


Tenant ranking ⓘ

CATEGORIES: All

Rank of Example Center tenants compared to other stores of the same chain

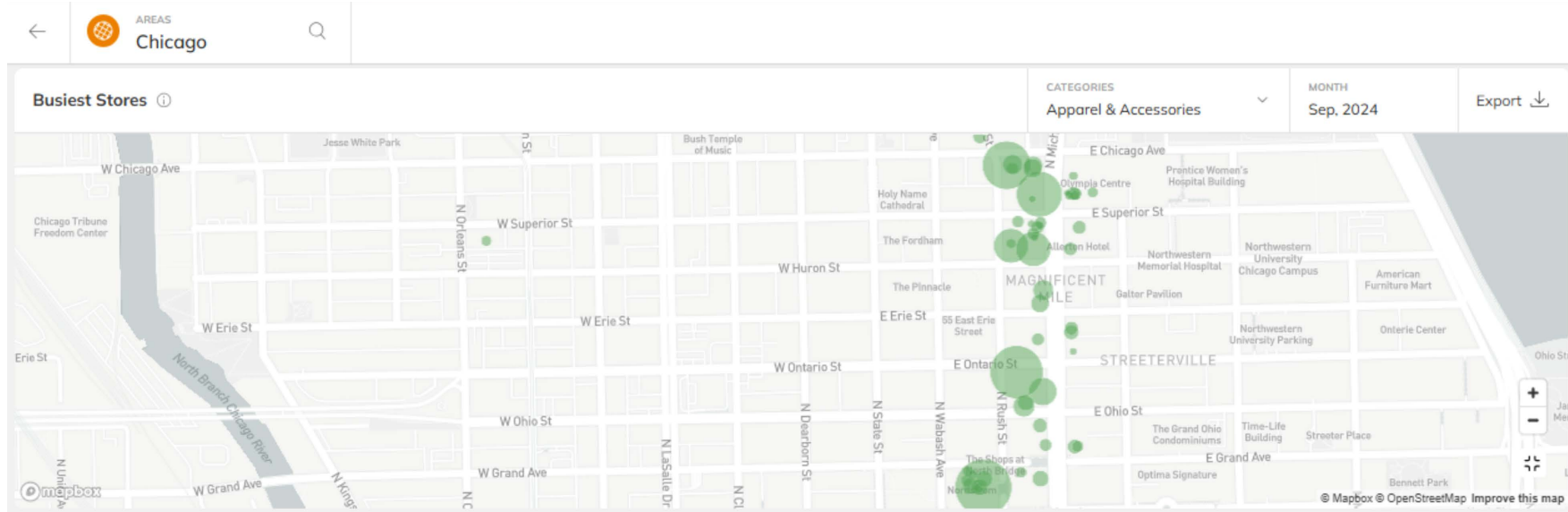
Tenant	Visits ↓	National Ranking	National Percentile Rank	State Ranking	State Percentile Rank
High-end retail department store	1,164,592	70th / 104 stores	33rd percentile	4th / 4 stores	13th percentile
Department store chain	1,019,736	144th / 578 stores	75th percentile	9th / 21 stores	60th percentile
Home decor & furniture store	803,698	1st / 103 stores	100th percentile	1st / 8 stores	94th percentile
Lingerie, clothing and beauty store	801,789	162nd / 1020 stores	84th percentile	4th / 43 stores	92nd percentile
Chain restaurant	777,178	6th / 285 stores	98th percentile	1st / 7 stores	93rd percentile
Italian-American restaurant	645,896	1st / 68 stores	99th percentile	1st / 7 stores	93rd percentile
High-end retail department store	605,288	26th / 38 stores	33rd percentile	2nd / 3 stores	50th percentile
Chain restaurant	561,934	189th / 313 stores	40th percentile	9th / 10 stores	15th percentile



Shopper Mobility

Location based data and insights that complement in-store traffic programs

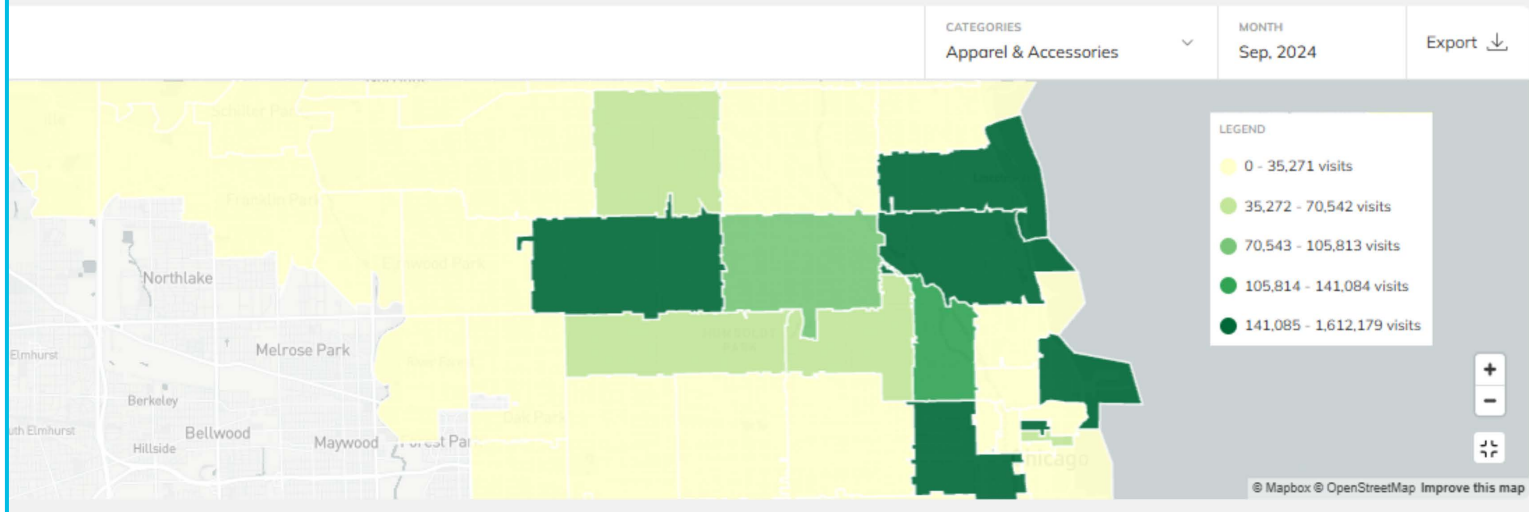
- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business
- Explore the saturation of competitors in target areas to find the optimal spot for a business



Shopper Mobility

Location based data and insights that complement in-store traffic programs

- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business
- Explore the saturation of competitors in target areas to find the optimal spot for a business

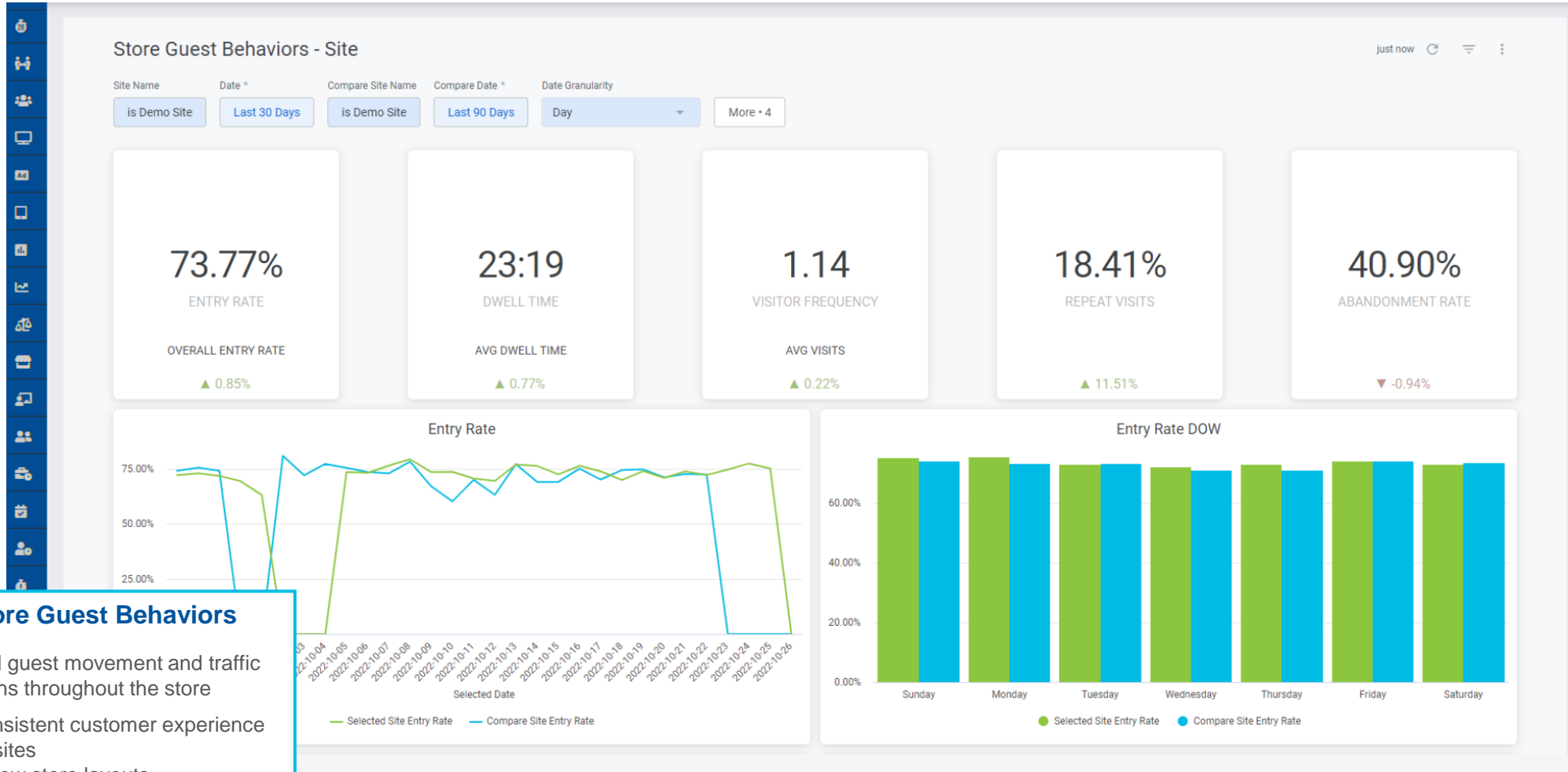




Shopper Mobility

Location based data and insights that complement in-store traffic programs

- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business
- Explore the saturation of competitors in target areas to find the optimal spot for a business




Store Guest Behaviors

Understand guest movement and traffic patterns throughout the store

- Deliver consistent customer experience across all sites
- Optimize new store layouts
- Evaluate effectiveness of marketing campaigns
- Assess ROI of experiential initiatives

Store Guest Behaviors - Path Analysis

1m ago   

Site Name * 

Chicago Specialty Gifts 

Zone Name 

is Entrance 1 or Entrance 2

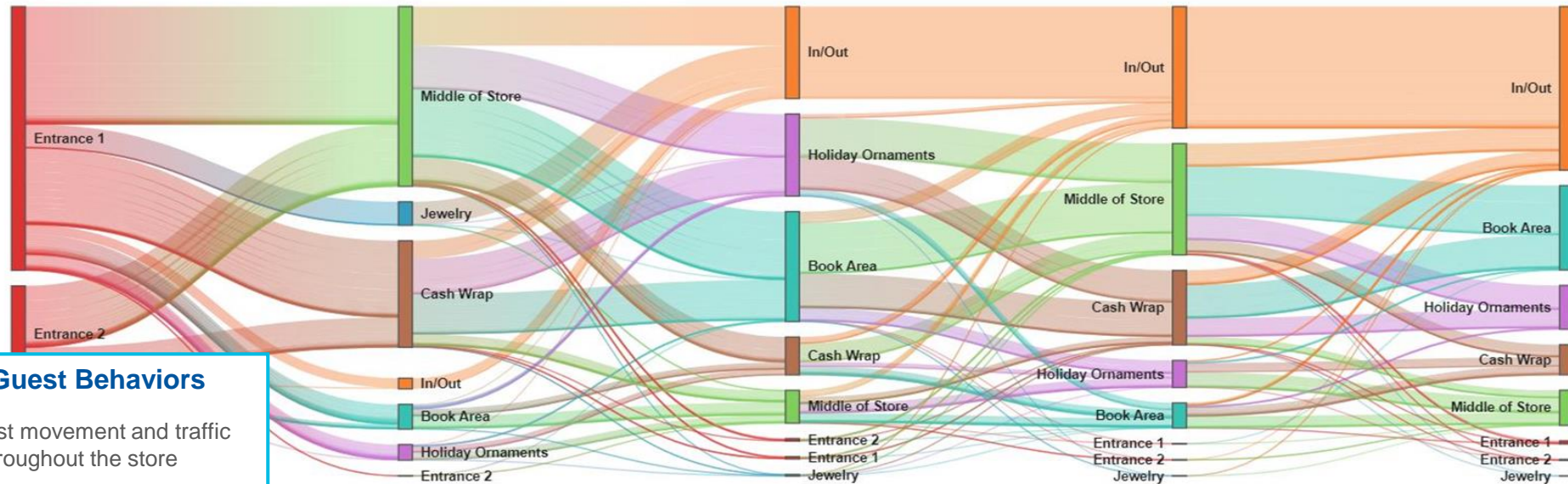
Date *

Last 30 Days

Guest Flow *

Flow After Zone Visit 

Guest Flow



Store Guest Behaviors

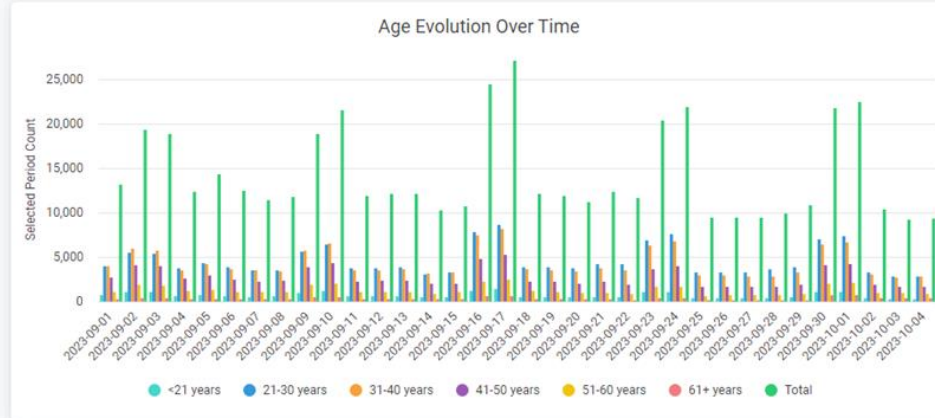
Understand guest movement and traffic patterns throughout the store

- Deliver consistent customer experience across all sites
- Optimize new store layouts
- Evaluate effectiveness of marketing campaigns
- Assess ROI of experiential initiatives

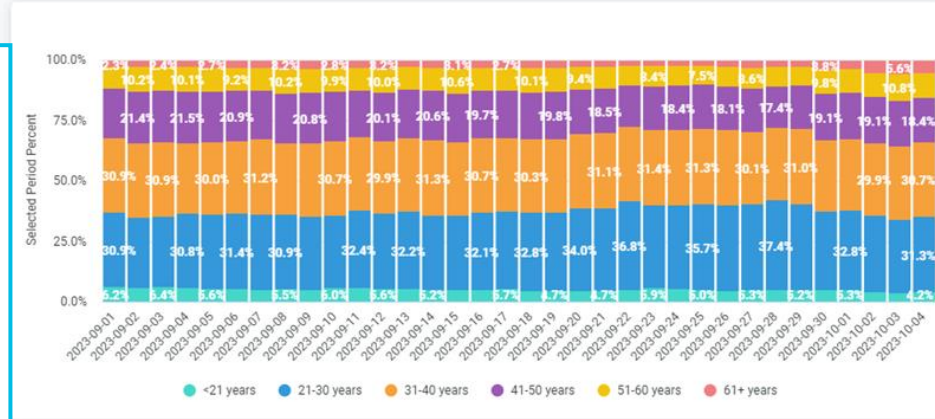
- Ad Exposure Time By Asset
- Age Evolution Over Time
- Age Profile
- Audience Evolution
- Audience Evolution by Asset
- Audience Evolution By Display
- Behavioral Coaching Tool
- Brand Visits
- Category Benchmarking
- Cross Visits
- Demographics by Asset

Age Evolution Over Time

Date * 2023/09/01 - 2023/10/10 Compare Date * Previous Month Gender * All Age Group Type * Classic Generational Age Group Value is any value Site Name is any value Zone/Entrance Name is any value Time Display By Day



Age Group (in year)	Selected Period Count	Compare Period Count	Percent Change
<21	26,317	23,928	10.0%
21-30	158,019	141,489	11.7%
31-40	149,394	133,867	11.6%
41-50	95,811	85,937	11.5%
51-60	46,120	40,931	12.7%
61+	14,033	11,750	19.4%
Totals	489,694	437,902	11.8%



Age Group (in year)	Selected Period Percentage	Compared Period Percentage	Percentage Change
<21	5.4%	5.5%	-0.1%
21-30	32.3%	32.3%	-0.0%
31-40	30.5%	30.6%	-0.1%
41-50	19.6%	19.6%	-0.1%
51-60	9.4%	9.3%	0.1%
61+	2.9%	2.7%	0.2%



Shopper Demographics

Shopper Demographics provides relevant analytics about gender, age range, and sentiment of shoppers at the store

- Provide the demographic profile of visitors by store
- Define the power hours by gender and age to provide relevant insights to shopper assistants
- Evaluate the impact of marketing campaigns to drive store traffic to the Stores

Power Hours By Gender

just now   

Date * Operating Hours Age Group Type * Classic Generational Age Group Value Site Name Zone/Entrance Name

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
7-8	0.0%	0.0%	55.6%	44.4%	100.0%	0.0%	70.0%	30.0%	70.0%	30.0%	0.0%	0.0%	0.0%	0.0%	68.0%	32.0%
8-9	60.0%	40.0%	57.7%	42.3%	60.0%	40.0%	60.0%	40.0%	62.5%	37.5%	50.0%	50.0%	50.0%	50.0%	56.4%	43.6%
9-10	51.1%	48.9%	49.5%	50.5%	52.5%	47.5%	59.0%	41.0%	53.2%	46.8%	53.7%	46.3%	52.7%	47.3%	53.0%	47.0%
10-11	51.8%	48.2%	50.5%	49.5%	51.7%	48.3%	50.9%	49.1%	52.4%	47.6%	49.7%	50.3%	52.9%	47.1%	51.5%	48.5%
11-12	50.4%	49.6%	51.3%	48.7%	50.8%	49.2%	50.3%	49.7%	49.6%	50.4%	50.8%	49.2%	52.3%	47.7%	51.0%	49.0%
12-13	48.9%	51.1%	49.7%	50.3%	49.3%	50.7%	49.0%	51.0%	49.3%	50.7%	48.8%	51.2%	50.0%	50.0%	49.3%	50.7%
13-14	47.7%	52.3%	49.3%	50.7%	50.2%	49.8%	48.9%	51.1%	50.3%	49.7%	48.2%	51.8%	48.3%	51.7%	48.9%	51.1%
14-15	47.4%	52.6%	48.1%	51.9%	51.0%	49.0%	49.3%	50.7%	49.4%	50.6%	48.5%	51.5%	48.7%	51.3%	48.8%	51.2%
15-16	49.5%	50.5%	50.5%	49.5%	49.0%	51.0%	49.8%	50.2%	47.7%	52.3%	49.1%	50.9%	47.7%	52.3%	48.9%	51.1%
			46.6%	53.4%	48.4%	51.6%	46.7%	53.3%	47.3%	52.7%	46.7%	53.3%	47.2%	52.8%	47.3%	52.7%
			49.3%	50.7%	47.9%	52.1%	48.9%	51.1%	47.1%	52.9%	45.5%	54.5%	46.2%	53.8%	47.3%	52.7%
			47.3%	52.7%	47.3%	52.7%	48.0%	52.0%	48.6%	51.4%	46.8%	53.2%	45.7%	54.3%	47.1%	52.9%
			46.9%	53.1%	48.1%	51.9%	49.1%	50.9%	47.0%	53.0%	45.9%	54.1%	47.3%	52.7%	47.3%	52.7%
			49.0%	51.0%	47.7%	52.3%	49.7%	50.3%	47.0%	53.0%	47.8%	52.2%	46.8%	53.2%	47.9%	52.1%
			47.4%	52.6%	49.0%	51.0%	44.4%	55.6%	45.3%	54.7%	45.0%	55.0%	47.3%	52.7%	46.4%	53.6%
			28.6%	71.4%	47.1%	52.9%	55.6%	44.4%	50.0%	50.0%	46.2%	53.8%	41.2%	58.8%	46.2%	53.8%

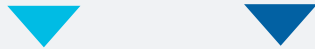
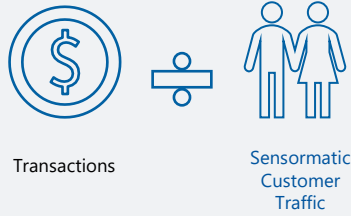


Shopper Demographics

Shopper Demographics provides relevant analytics about gender, age range, and sentiment of shoppers at the store

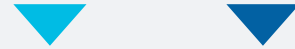
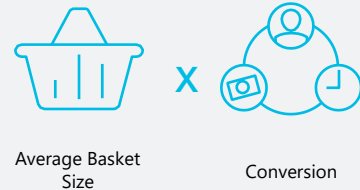
- Provide the demographic profile of visitors by store
- Define the power hours by gender and age to provide relevant insights to shopper assistants
- Evaluate the impact of marketing campaigns to drive store traffic to the Stores

Conversion



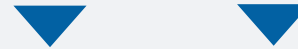
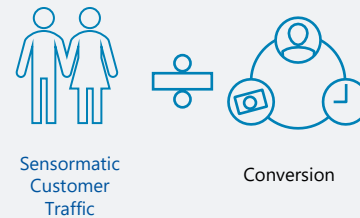
Selling Effectiveness

SPS – Sales per shopper



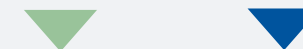
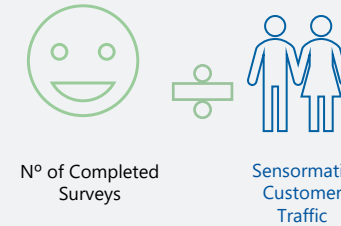
Selling Effectiveness

STAR – Shopper to associate ratio



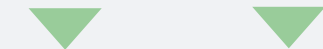
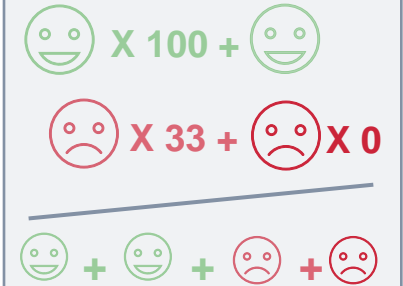
Service Effectiveness

Completion Rate



Customer Experience

Happy Index – Scale of customer experience



Customer Experience



Brand Vitality Meter

A combination of customer feedback provided by HappyOrNot with traffic metrics from Sensormatic Solutions

- Quantify the relationship between key performance indicators and customer satisfaction scores
- Elevate the customer experience through better alignment of labor to traffic and customer satisfaction
- Segment all store level based on their performance and Customer Satisfaction scores

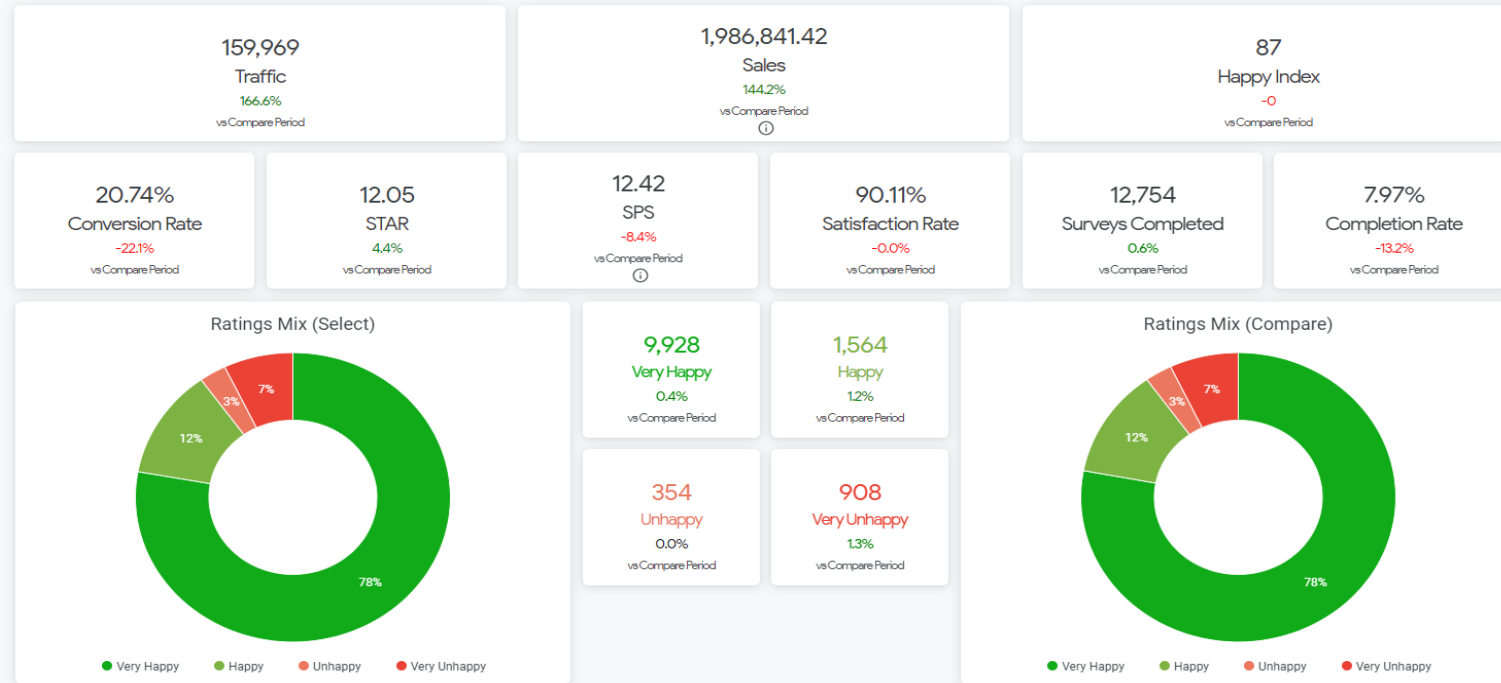


- Ad Exposure Time By Asset
- Age Evolution Over Time
- Age Profile
- Audience Evolution
- Audience Evolution by Asset
- Audience Evolution By Display
- Behavioral Coaching Tool
- Brand Visits
- Category Benchmarking
- Cross Visits

Performance Overview Brand Vitality Meter

3m ago

Site Name: is any value
 Select Date *: 2020/01/01 - 2020/03/31
 Compare Date *: 2020/02/01 - 2020/02/29
 Question: is any value



Brand Vitality Meter

A combination of customer feedback provided by HappyOrNot with traffic metrics from Sensormatic Solutions

- Quantify the relationship between key performance indicators and customer satisfaction scores
- Elevate the customer experience through better alignment of labor to traffic and customer satisfaction
- Segment all store level based on their performance and Customer Satisfaction scores

- 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

Power Hours Brand Vitality Meter

just now

Site Name: Date: Operating Hours: HappyOrNot Variable: ShopperTrak Variable: Question:

Power Hours

Dayofweek	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Hour	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion
9-10	100	13.00%	90	13.00%	80	13.00%	93	10.00%	93	19.00%	82	18.00%	89	1.00%
10-11	82	22.00%	93	19.00%	92	19.00%	94	20.00%	93	20.00%	86	19.00%	96	30.00%
11-12	91	24.00%	85	20.00%	78	25.00%	91	27.00%	93	26.00%	84	21.00%	84	32.00%
12-13	88	23.00%	87	24.00%	91	23.00%	90	25.00%	85	26.00%	88	22.00%	90	24.00%
13-14	85	24.00%	79	23.00%	90	23.00%	85	24.00%	86	24.00%	76	22.00%	76	21.00%
14-15	88	24.00%	87	19.00%	88	22.00%	85	25.00%	90	22.00%	88	21.00%	85	20.00%
15-16	85	23.00%	82	20.00%	92	21.00%	90	22.00%	76	22.00%	84	20.00%	77	21.00%
16-17	88	19.00%	85	19.00%	82	18.00%	91	21.00%	77	22.00%	85	20.00%	84	18.00%
17-18	81	19.00%	93	18.00%	80	19.00%	87	20.00%	81	22.00%	91	19.00%	88	18.00%
18-19	88	18.00%	81	17.00%	89	16.00%	88	17.00%	89	21.00%	93	22.00%	89	25.00%
19-20	92	21.00%	82	19.00%	89	18.00%	97	15.00%	96	21.00%	94	20.00%	90	16.00%
20-21	90	17.00%	94	22.00%	96	17.00%	88	19.00%	76	20.00%	84	25.00%	93	29.00%
21-22	78	29.00%	93	16.00%	100	13.00%	100	22.00%	100	19.00%	100	22.00%	100	125.00%



Brand Vitality Meter

A combination of customer feedback provided by HappyOrNot with traffic metrics from Sensormatic Solutions

- Quantify the relationship between key performance indicators and customer satisfaction scores
- Elevate the customer experience through better alignment of labor to traffic and customer satisfaction
- Segment all store level based on their performance and Customer Satisfaction scores



Quick View

Details

Alerts

Foresights

Admin

Help

Acme stores How satisfied are you with our customer service today?

Last week 1 week ago

Summary

Acme stores

Nice! Your performance improved last week

Sep 20, 2021 - Sep 26, 2021

Target: 80



How satisfied are you with our customer service today?

2,777 responses, 85% positive, 15% negative



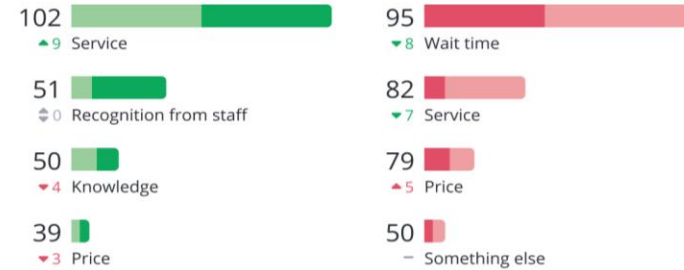
☆ This score is in the top 30% of your industry

Top location: **Store 5** Bottom location: **Store 7**

Best hour: 10:00 AM Worst hour: 4:00 PM
Best day of the week: Monday Worst day of the week: Saturday

Best day: Sep 20, 2021 Worst day: Sep 25, 2021

Top follow-ups



Very good service, got all I wanted.

Store 1

8 days ago



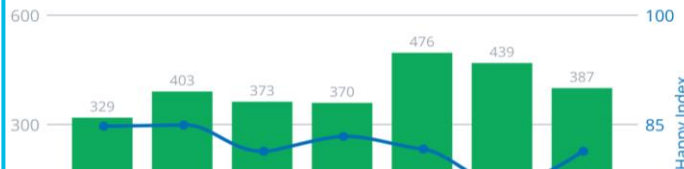
Thanks, great service!

Store 5

8 days ago

Total open feedback: 127

Results



Ranking

1.	Store 5	95	▲1
2.	Store 6	93	▲5
3.	Store 2	92	▲2



Customer Satisfaction

HappyOrNot measures Customer Satisfaction using 4 smileys in Terminals placed in key locations of the store (in the counters, at the exit, in the toilets...)

- Capture maximum amounts of feedback with the 4 Smileys
- Review and analyze results in Dashboards to identify patterns
- Share the insights to collaborate and empower your whole team
- Implement corrective measures immediately at the store



Quick View

Details

Alerts

Foresights

Admin

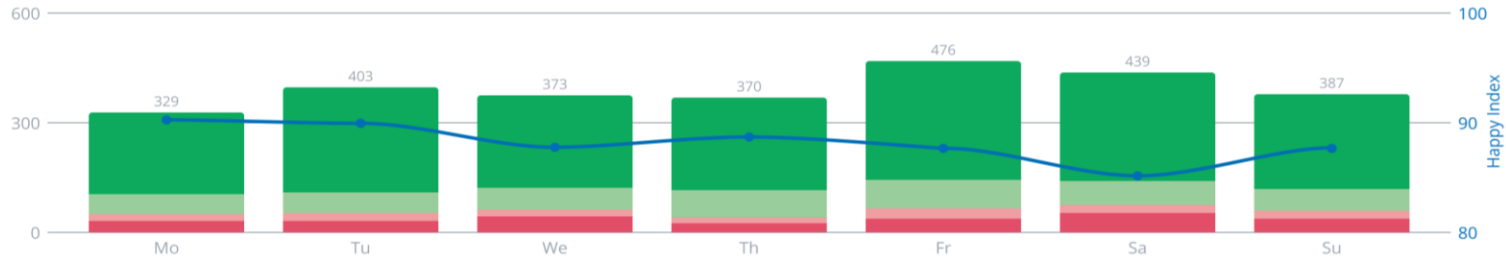
Help

Acme stores How satisfied are you with our customer service today?

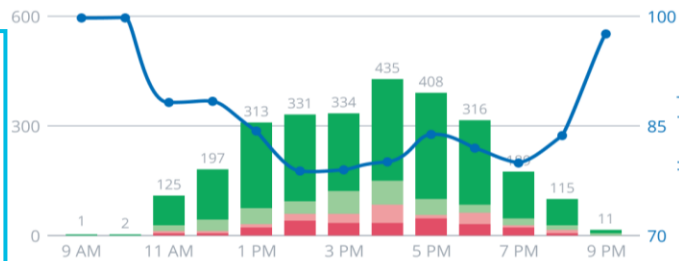
Last week 08:00 AM - 10:00 PM All days of the week Responses Happy Index

Export

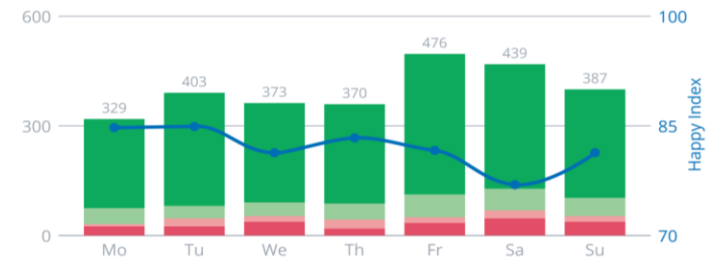
Results



Hourly distribution



Weekly distribution



Total results

10% (278)

Comparison

Area Location Full



Customer Satisfaction

HappyOrNot measures Customer Satisfaction using 4 smileys in Terminals placed in key locations of the store (in the counters, at the exit, in the toilets...)

- Capture maximum amounts of feedback with the 4 Smileys
- Review and analyze results in Dashboards to identify patterns
- Share the insights to collaborate and empower your whole team
- Implement corrective measures immediately at the store