

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

Power Hours By Gender

just now

Date * Site Name Zone/Entrance Name

Last 30 Days

is any value

is any value

Power Hours By Gender %

Average Traffic - Percentage

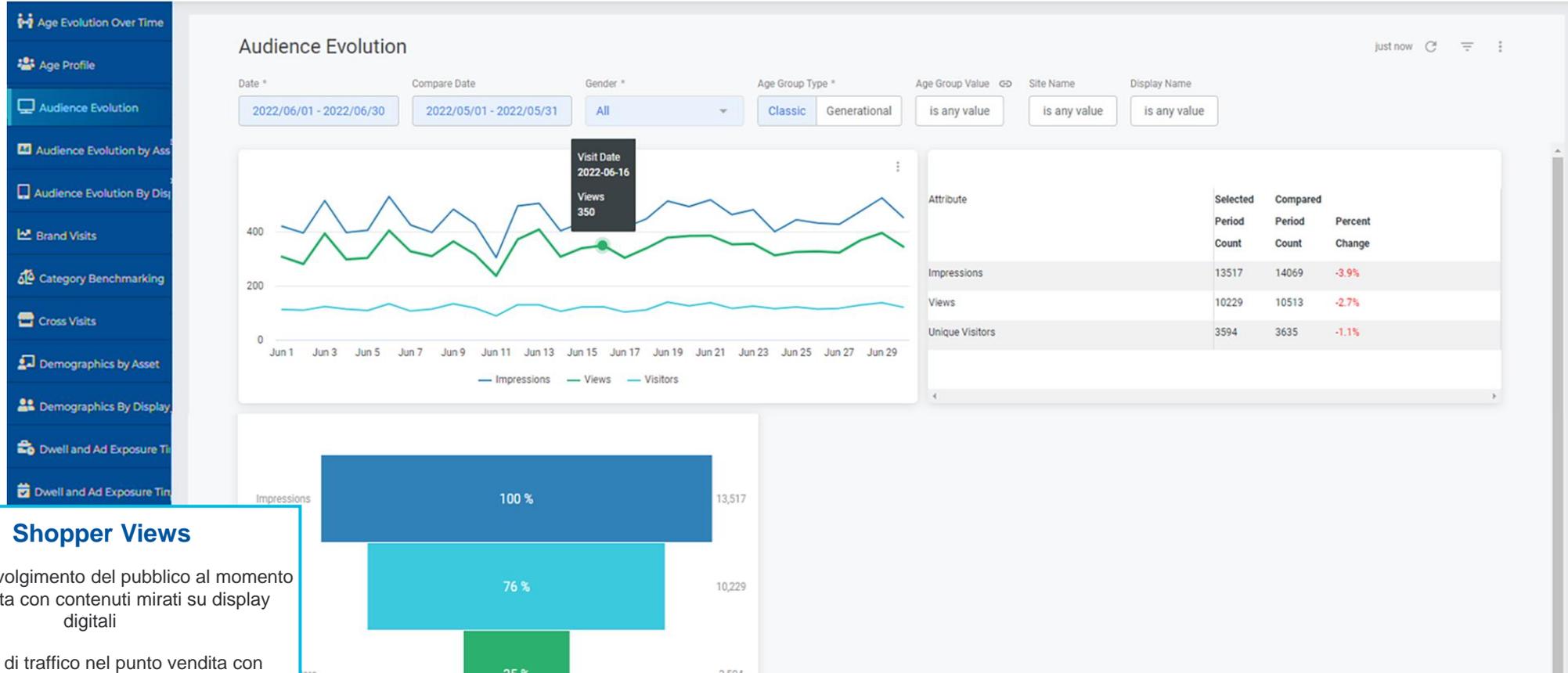
Hour ^	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday		Total	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
0-1	49.5%	50.5%	56.8%	43.2%	42.9%	57.1%	53.4%	46.6%	51.2%	48.8%	43.5%	56.5%	50.6%	49.4%	49.6%	50.4%
1-2	47.0%	53.0%	57.9%	42.1%	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%	53.0%	47.0%	46.7%	53.3%	56.6%	43.4%	56.6%	43.4%	53.2%	46.8%



Shopper Views

Misura il coinvolgimento del pubblico al momento della vendita con contenuti mirati su display digitali

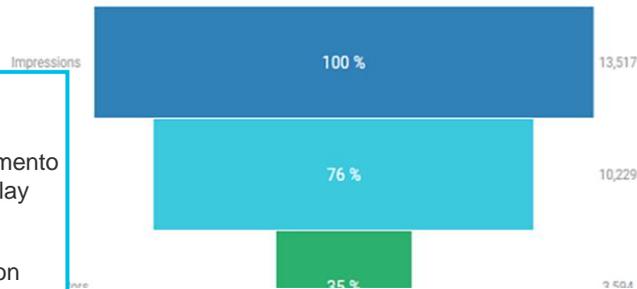
- Attira flussi di traffico nel punto vendita con contenuti digitali personalizzati e d'impatto
- Offri un'esperienza d'acquisto più coinvolgente nell'ambiente di retail
- Valuta l'efficacia dei messaggi e ottieni dati sul pubblico dei display digitali
- Sviluppa una piattaforma multimediale per pubblicizzare i brand di beni di largo consumo



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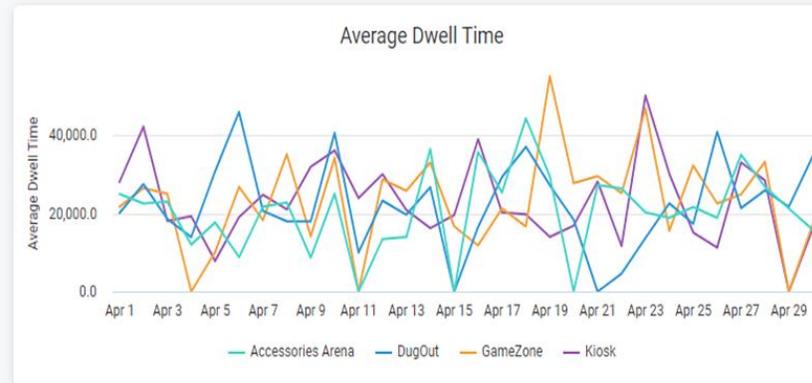


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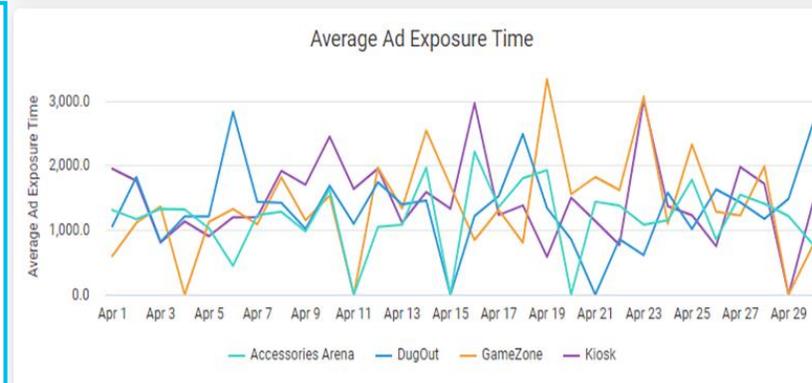
Dwell and Ad Exposure Time By Display

just now 🔄 ☰ ⋮

Date * Compare Date * Gender * Age Group Type * Age Group Value Site Name Display Name



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

Misura il coinvolgimento del pubblico al momento della vendita con contenuti mirati su display digitali

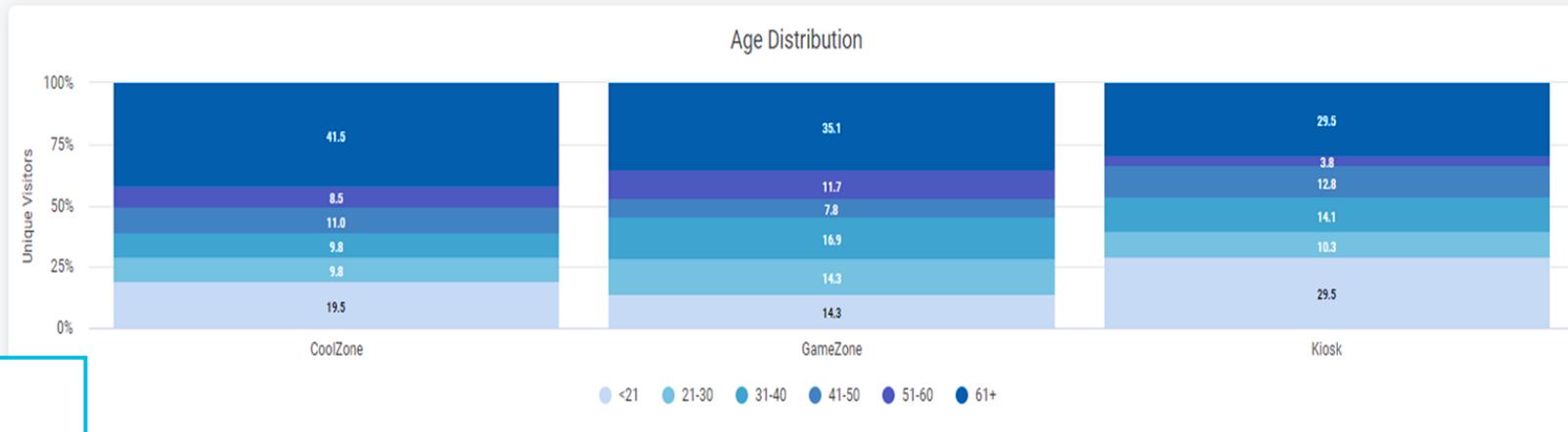
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- Demographics by Asset

Demographics By Display

just now

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



Group	<21			21-30			31-40			41-50			51-60			61+			
	Disp	Sele Peri	Corr Peri	Diff (in %)	Sele Peri	Corr Peri	Diff (in %)	Sele Peri	Corr Peri	Diff (in %)	Sele Peri	Corr Peri	Diff (in %)	Sele Peri	Corr Peri	Diff (in %)	Sele Peri	Corr Peri	Diff (in %)
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%
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%
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

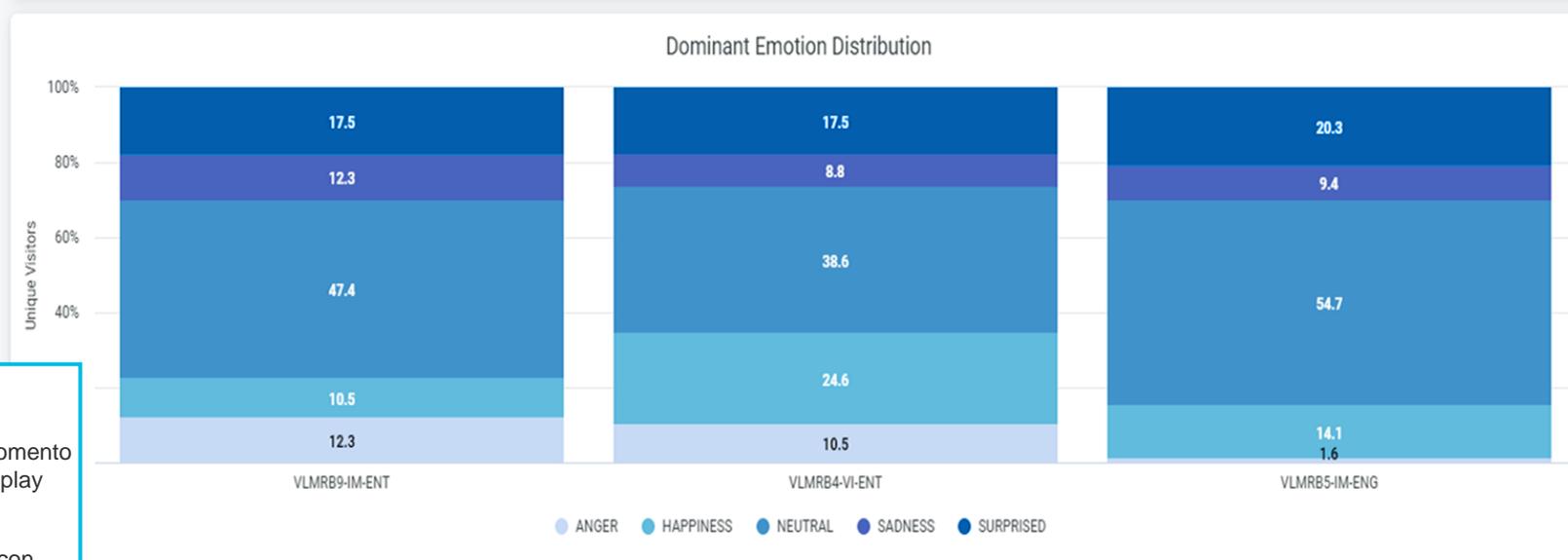
Misura il coinvolgimento del pubblico al momento della vendita con contenuti mirati su display digitali

- Attira flussi di traffico nel punto vendita con contenuti digitali personalizzati e d'impatto
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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



Shopper Views

Misura il coinvolgimento del pubblico al momento della vendita con contenuti mirati su display digitali

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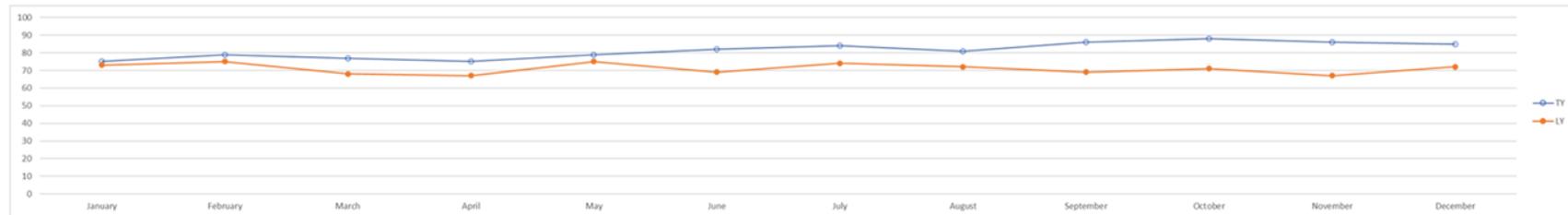
Display	Asset	Dominant Emo > ANGER			HAPPINESS			NEUTRAL			SADNESS			SURPRISED			
		Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	
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%

- HOME
- MY FLEET
- ORGANIZATION
- SITES
- DEVICES
- DATA
- DIY-ANALYTICS
- DASHBOARD**
- AUDIENCE
- DWELL
- PERMITTER TRAFFIC
- SHOPPER JOURNEY
- DWELL HOTSPOT
- ASSOCIATE ENGAGEMENT
- SETTINGS

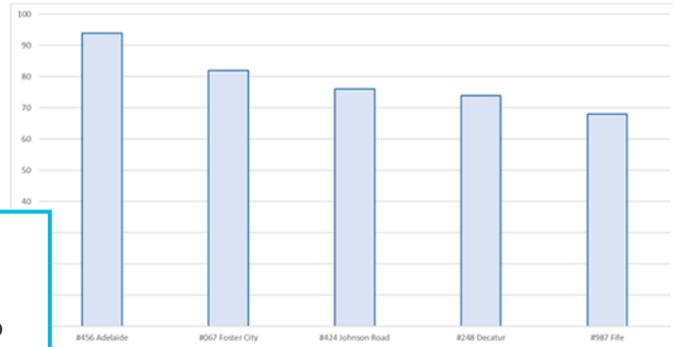
Associate Engagement - Company

Filters

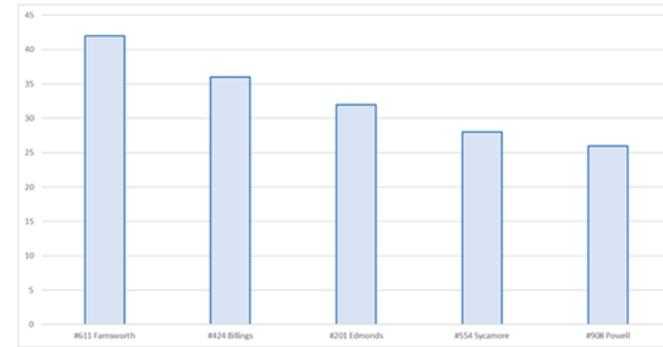
Associate Engagement % Trend by Month – TY vs. LY



Most Engaged Locations – Top 5 by Percentage



Most Opportunity for Improvement – Bottom 5 by Percentage



Coinvolgimento della clientela e del personale di vendita

Capire come viene servita la clientela può essere fondamentale per misurare e migliorare la loro esperienza nel punto vendita

- Misura il tempo di interazione del personale di vendita con il cliente
- Tempo che il personale di vendita dedica al cliente

SPS – Vendite per consumatore



Dimensione
media del
carrello

x

%

Conversione

Efficienza di vendita

STAR– Rapporto clientela/personale



Traffico clienti

÷



Ore
retribuite

Efficienza di servizio

Indice di soddisfazione – Misura dell'esperienza d'acquisto

😊 X 100 + 😊 X 66 +
😞 X 33 + 😞 X 0

😊 + 😊 + 😞 + 😞

Esperienza d'acquisto

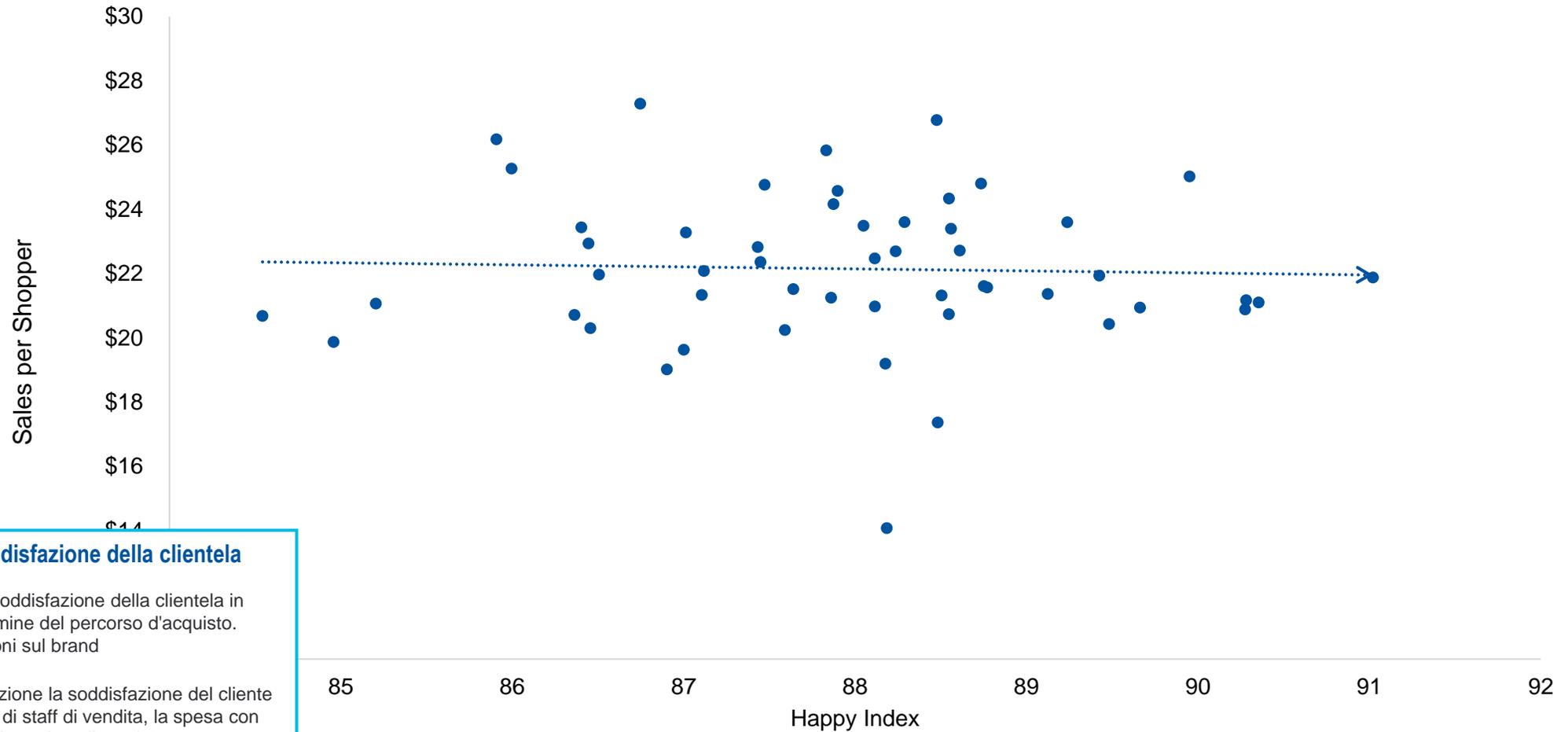


Soddisfazione della clientela

Comprendi la soddisfazione della clientela in generale al termine del percorso d'acquisto. Valuta le opinioni sul brand

- Metti in relazione la soddisfazione del cliente con il livello di staff di vendita, la spesa con la soddisfazione dopo l'acquisto

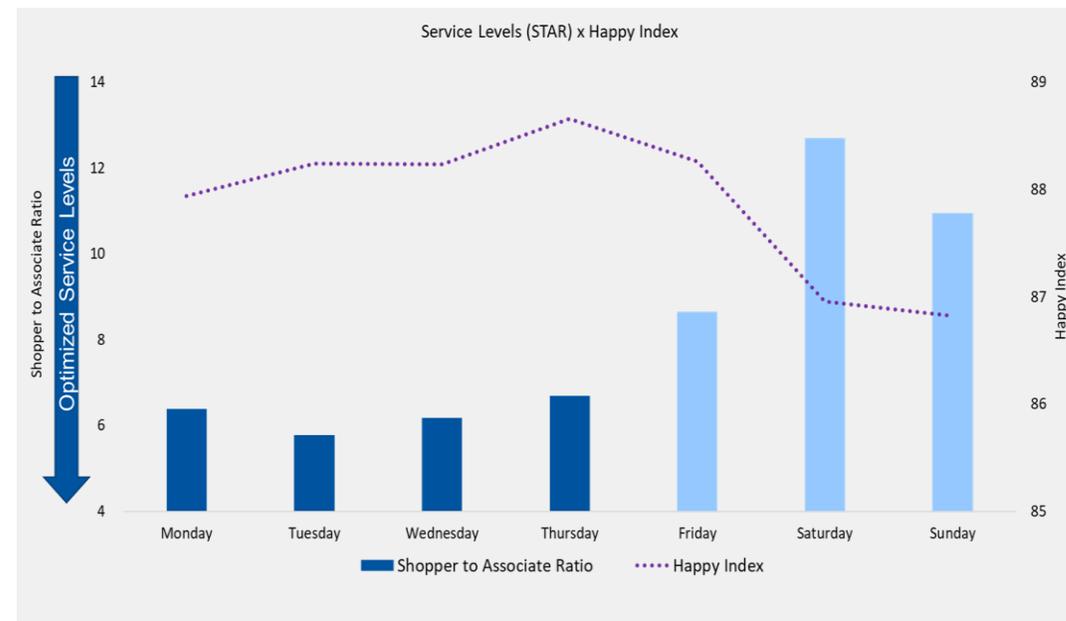
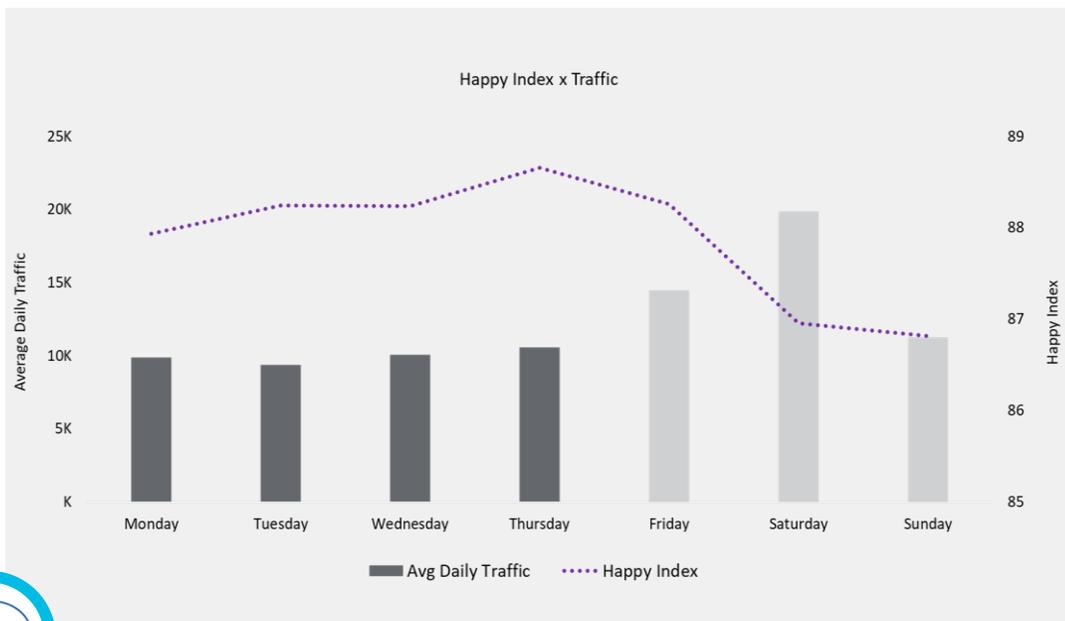
Relationship: Happy Index & Sales per Shopper – Brand Level by Week



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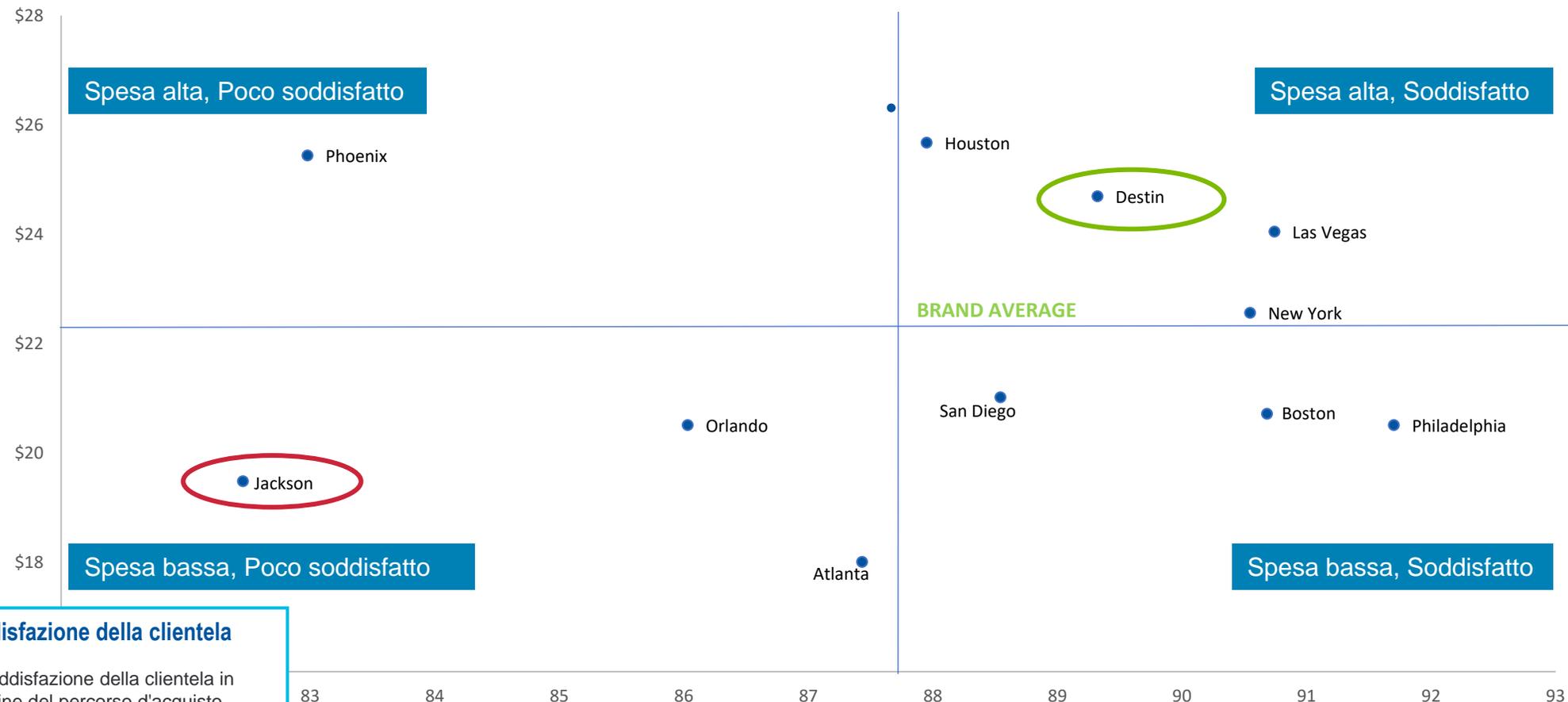
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