

- 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 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

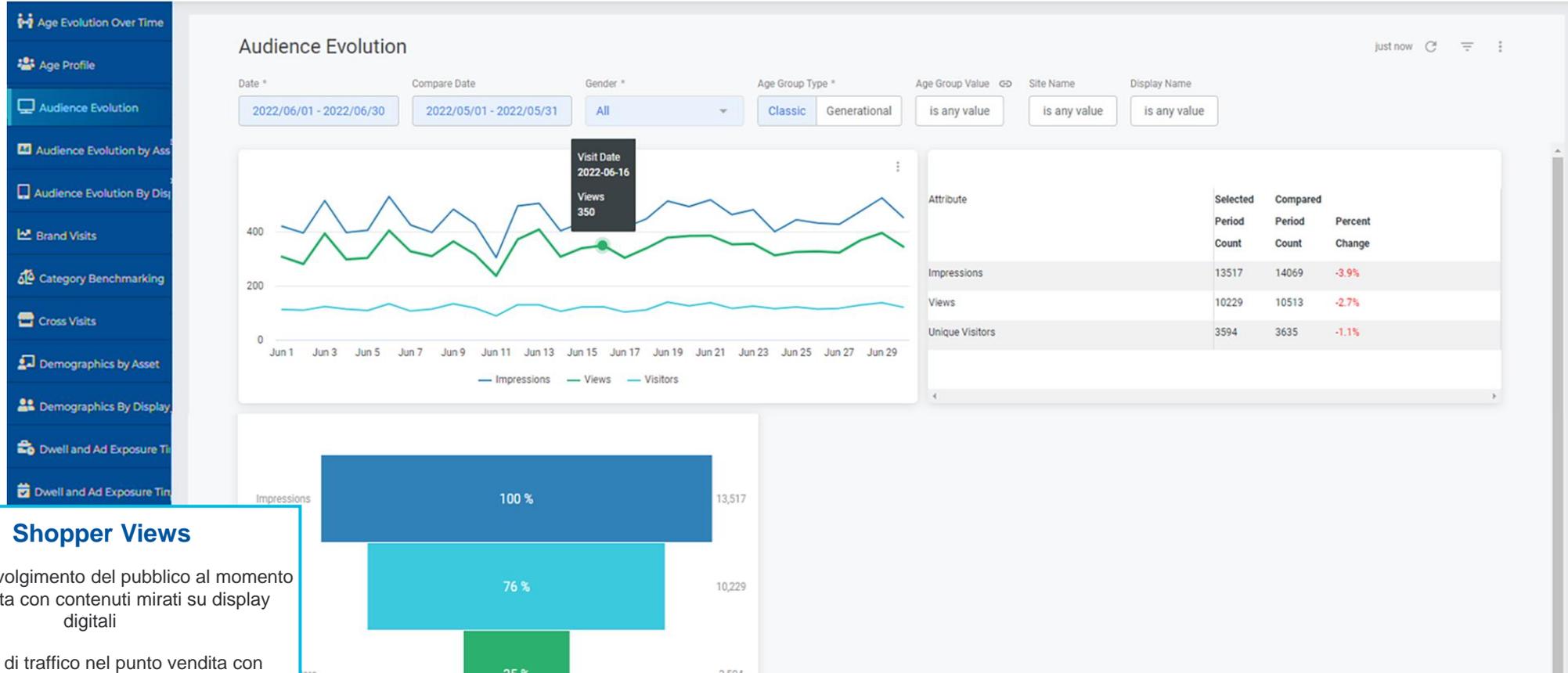
Hour ^	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday		Total	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
0-1	49.5%	50.5%	56.8%	43.2%	42.9%	57.1%	53.4%	46.6%	51.2%	48.8%	43.5%	56.5%	50.6%	49.4%	49.6%	50.4%
1-2	47.0%	53.0%	57.9%	42.1%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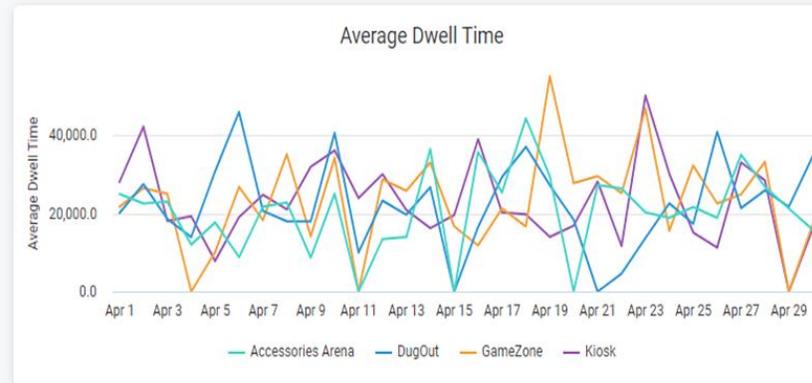


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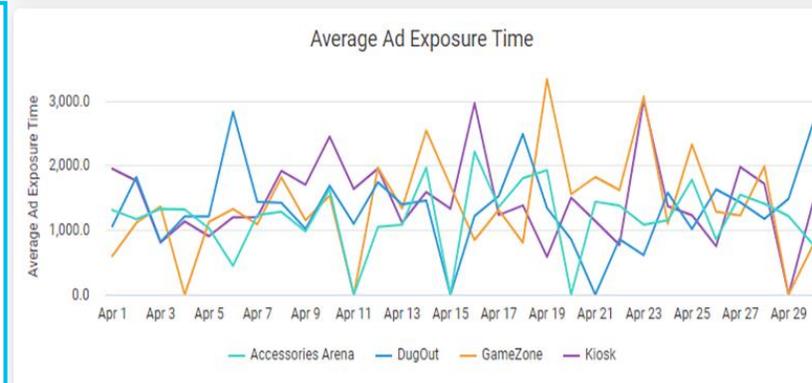
Dwell and Ad Exposure Time By Display

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

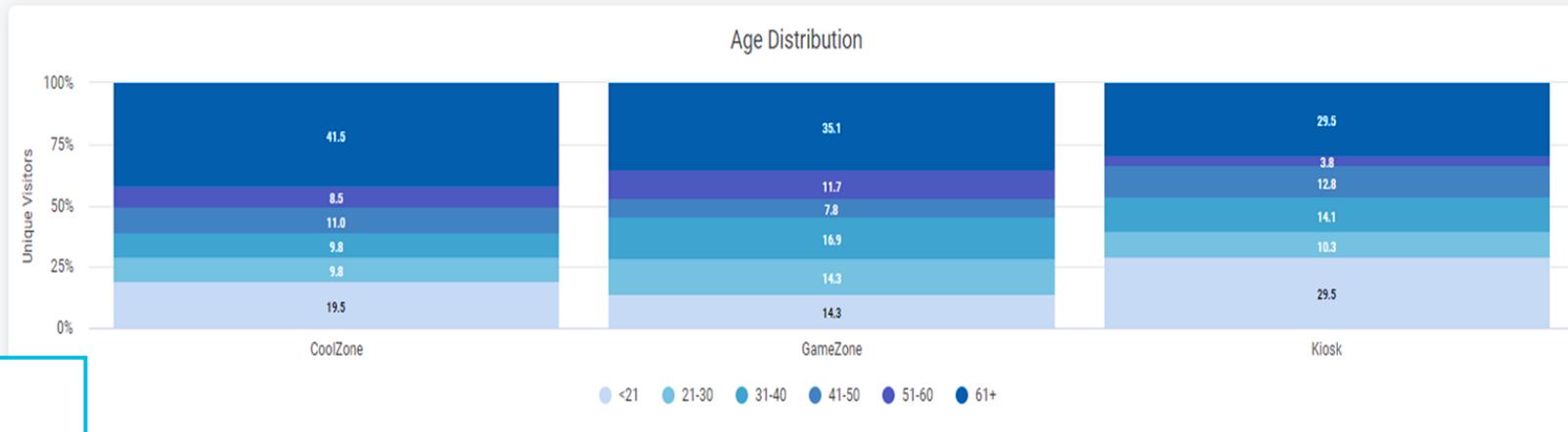
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- Demographics by Asset

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

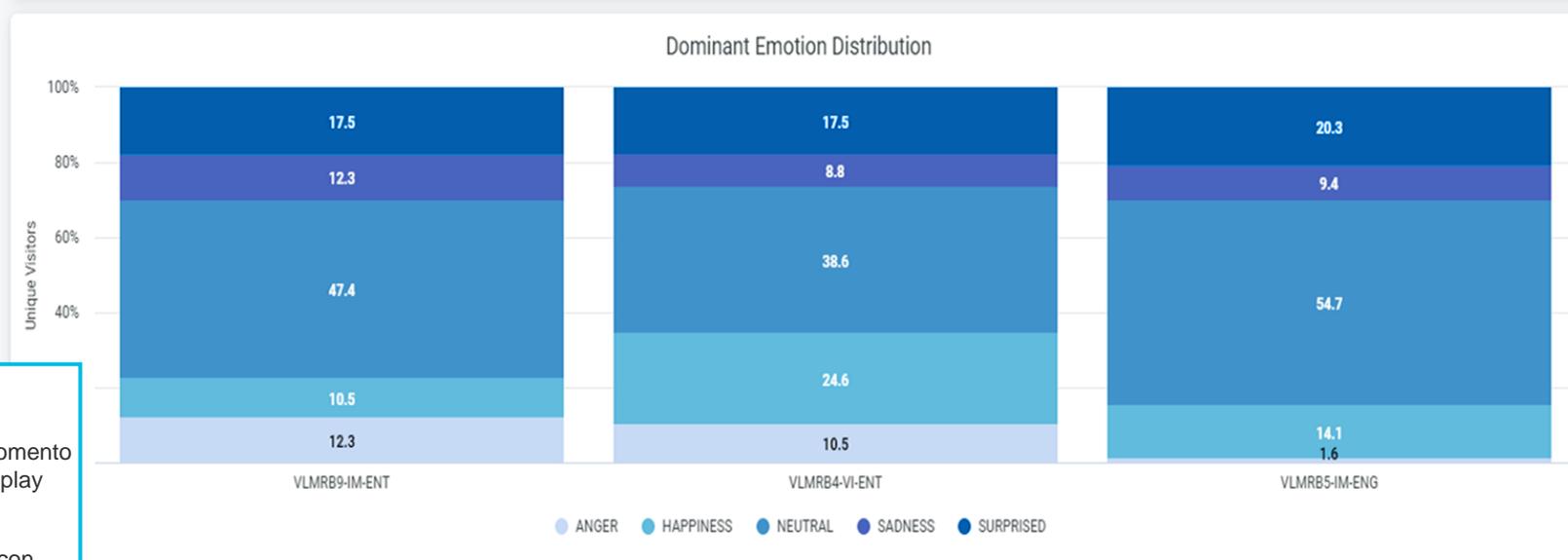
Misura il coinvolgimento del pubblico al momento della vendita con contenuti mirati su display digitali

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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

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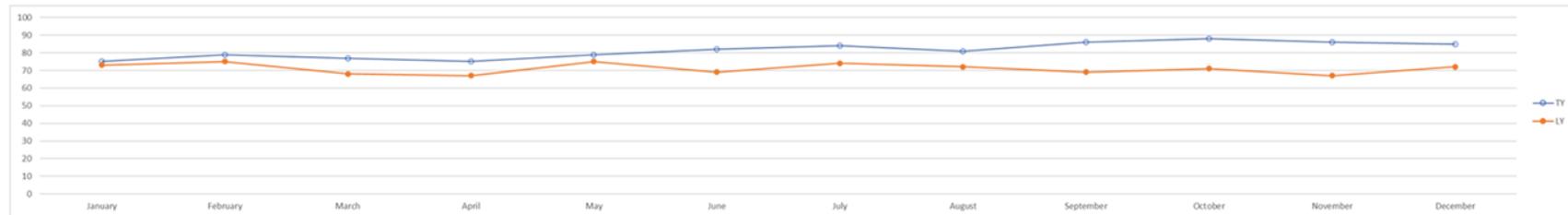
Display	Asset	Dominant Emo > ANGER			HAPPINESS			NEUTRAL			SADNESS			SURPRISED			
		Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in %)	Selected Period	Compared Period	Diff (in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

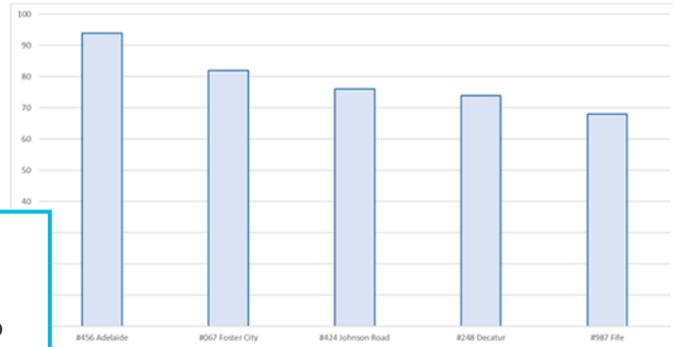
Associate Engagement - Company

Filters

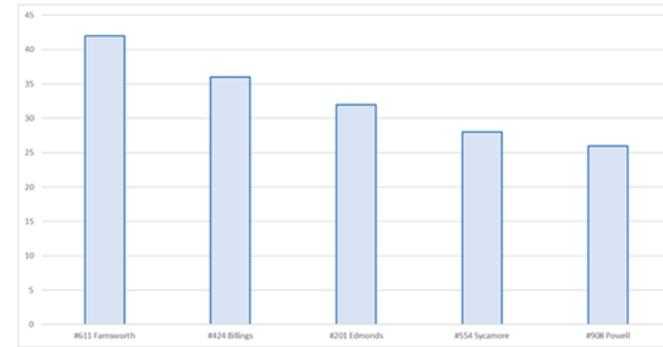
Associate Engagement % Trend by Month – TY vs. LY



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

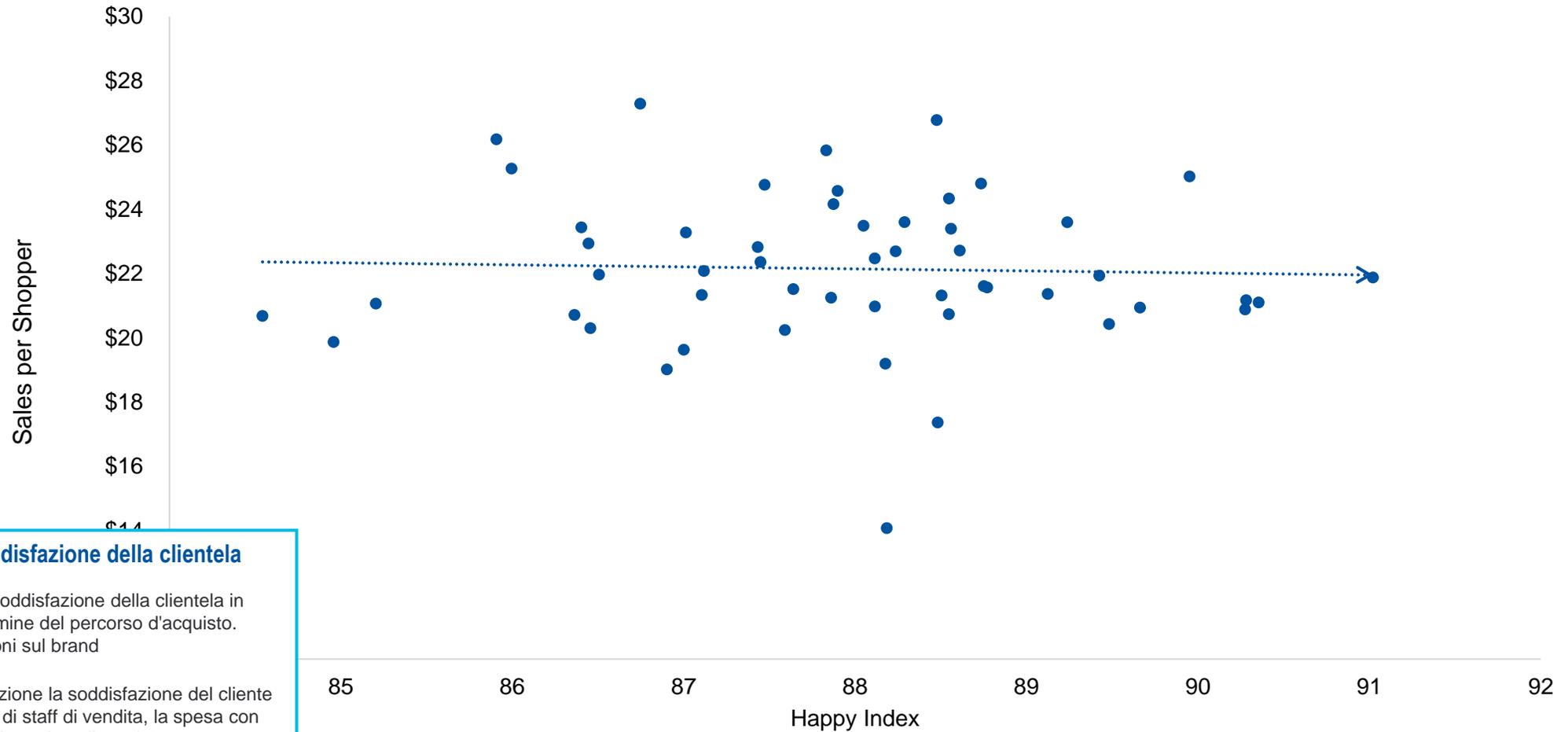


Soddisfazione della clientela

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

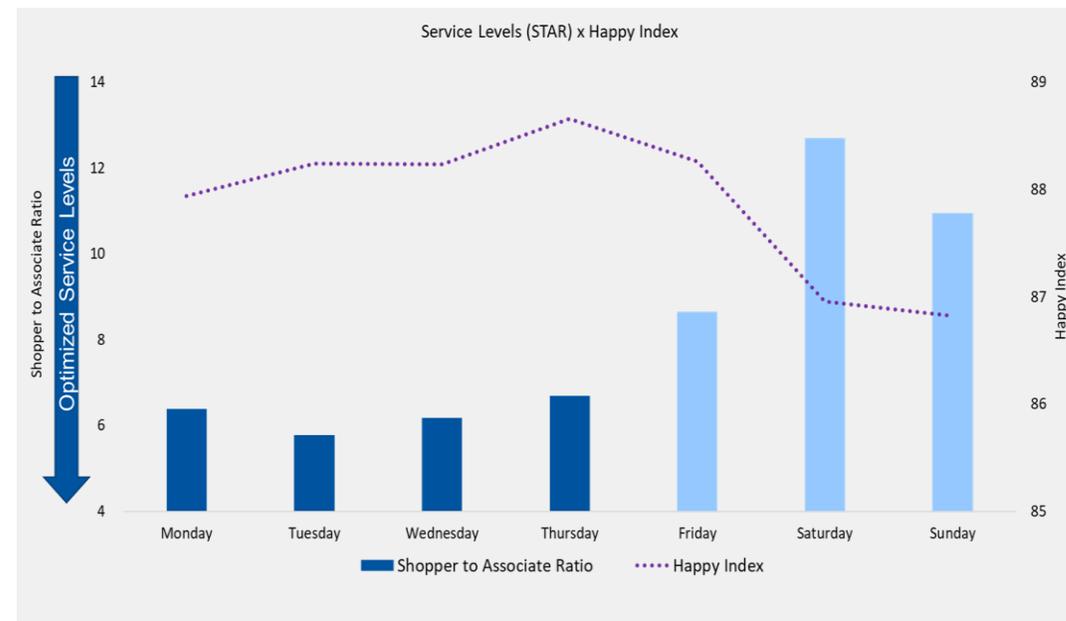
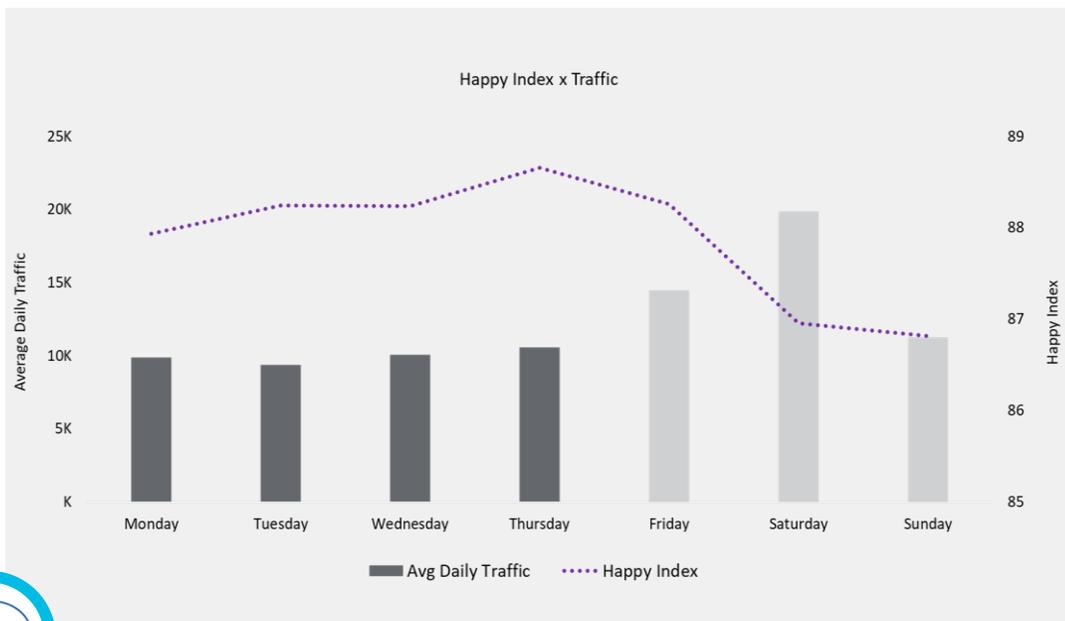
Relationship: Happy Index & Sales per Shopper – Brand Level by Week



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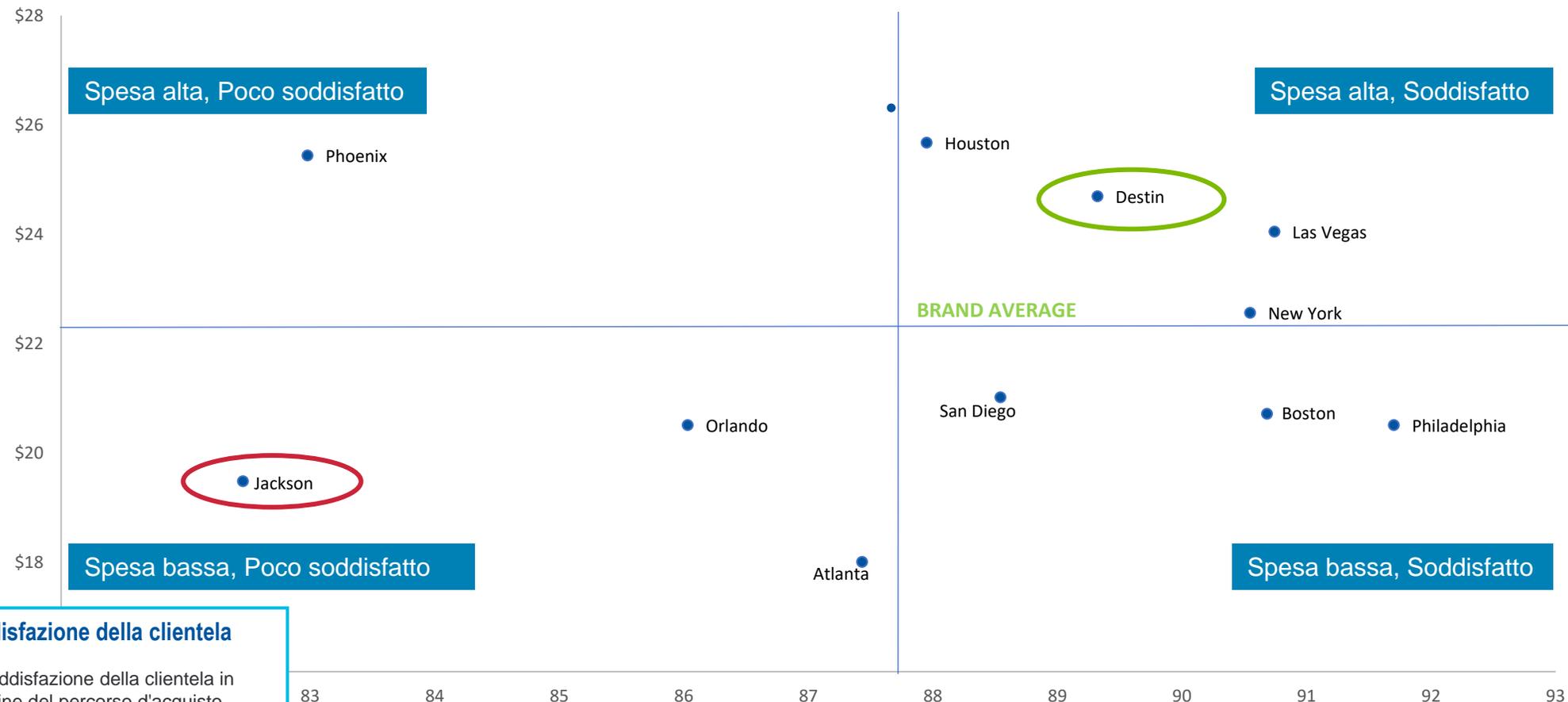
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