

Shopper Behaviors

- Provide historical and forecasted **traffic for a shopping center** and benchmark performance vs a group of shopping centers.
- Locate **target psychographics** by zone to determine which area best suits a business.
- Explore the **saturation of competitors** in a target area to find **the optimal spot**
- **Increase** shopper engagement and understand the behaviors that lead new customers to become **loyal customers**
- Leverage shopper paths and **dwell times** to inform merchandise mix and optimize promotional display placement, plan-o-gram effectiveness and assortments
- Determine what **marketing activities** deliver **optimal ROI** by connecting in-store shopper behaviors with campaign results
- Measure the number of vehicles that **enter and exit** a parking facility throughout the day

