

ShopperTrak

Optimizing the shopper experience with comprehensive retail analytics



Now more than ever, retailers and large venue owners need reliable shopper data and predictive analytics to help them make informed decisions and further drive sales. ShopperTrak Analytics by Sensormatic Solutions aggregates powerful sets of data into one easy-to-navigate platform to help you make sense of what is happening within your retail category, market and store – and why. ShopperTrak Analytics provides accurate insight into both traffic and visitor behavior so you can optimize marketing, operations, staffing and deployment. Incorporating broader market benchmarks, promotional and other data sets, we can help you convert real-time data into meaningful insights for a superior shopping experience.

Sensormatic
by Johnson Controls



Do these challenges sound familiar?



No reliable source to assess traffic



Unsure how visitors move through the area



No visibility into when best sales opportunities occur



Trouble comparing your store performance to the market



Difficulties when effectively managing store occupancy

The benefits



Increased profitability and better shopper experiences



Better evaluate marketing effectiveness



Stress-free installation and support worldwide



Identify locations with the most growth potential



Benchmark your stores versus other locations



Leverage traffic insights when evaluating expansion/contraction opportunities



Understand how your stores are performing when compared to rest of market



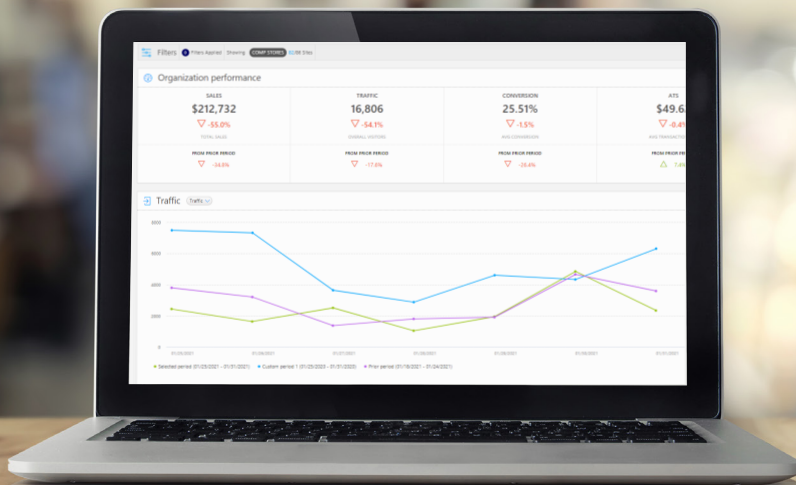
Invest for the future and help minimize risk



Optimize operational costs



Quickly generate actionable results



Traffic analytics

It is difficult to manage what you can't measure. Without a reliable and accurate data source to help understand visitor traffic, you are left guessing how many visitors enter and exit your space each day, what areas experience high traffic and where extra associate attention may be necessary.

From small, temporary kiosks to large malls and entertainment venues, ShopperTrak Analytics provides people counting solutions with up to 98 percent accuracy to help improve the shopper experience.

ShopperTrak Analytics counts visitors using traffic counting devices and sensors located at entrances and throughout the store or venue. This helps deliver deep and accurate insights on shopper behavior. Our traffic counting solutions help provide visibility into the best opportunities for increased traffic, when and where sales occur, and how well you perform during critical time periods. By integrating traffic, sales and labor data into a single solution, you can better understand shopper conversion rates, know whether labor coverage is optimal, and assist in making smart marketing and real estate decisions.

ShopperTrak Analytics counts more than 40 billion shopper visits annually in 100+ countries and territories, making Sensormatic Solutions uniquely positioned to provide predictive and prescriptive insight at the both the macro and micro level.

Unlike other benchmarking tools, our **Market Intelligence** solution provides year-over-year trend analysis and shopper visit data at the national, regional, and zip code level. You'll get insights for total retail, including apparel and accessories, and the wireless and electronics categories, along with many more – our scope is continuously expanding. This retail analytics tool also supplies data at national and regional levels for outlet malls and luxury retail categories for true insight into comparative traffic data and opportunities to help improve store performance.

Real-Time Occupancy helps you accurately understand shopper density within your store. We can help you follow local or government ordinances to meet social distancing guidelines, comply with occupancy limits, and improve traffic management strategies. With up-to-the-minute visibility into occupancy, you will have the information you need to help manage visitor flow, optimize staffing, and provide focused shopper engagement during peak traffic times.

Knowledge of the shopper journey is a key element in understanding overall shopper behavior. **Shopper Journey** leverages people counting devices, Wi-Fi, mobile, and video technology to help understand shopper behavior and to get a more holistic view of in-store insights through a single platform.



About Sensormatic Solutions

Sensormatic Solutions is the leading global retail solutions portfolio of Johnson Controls enabling smart and connected shopper engagement. By combining critical insights into retail inventory, shopper traffic and loss prevention, Sensormatic Solutions powers operational excellence at scale and helps create unique shopping experiences. Our solutions deliver real-time visibility and predictive analytics for accurate decision-making across the enterprise, enabling retailers to confidently move into the future. With more than 1.5 million data collection devices in the retail marketplace, we capture 40 billion shopper visits and track and protect billions of items each year. Our retail portfolio features the premier Sensormatic, ShopperTrak and TrueVUE brands.

For additional information, please visit www.sensormatic.com.