

The Shopper Journey

In-store and beyond

Vehicle Counting

- Uncover parking behaviours to improve property amenities and align your parking development plan
- Access site parking trends to strategise vehicle movement patterns and optimise flow
- Evaluate parking patterns to optimise labour for zone maintenance and security



Shopper Engagement

- Drive traffic with engaging content
- Build data driven shopper personas
- Evaluate messaging effectiveness with target demographic audience
- Create media-as-a-store platform for Consumer Packaged Goods partners

On-Shelf Visibility



Sales Associate Engagement

- Measure time for sales associate to engage with customer
- Duration associate spends with customer

Shopper Behaviour

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