

The Shopper Journey

In-store and beyond

Shopper Mobility

- Brand level visits data
- Know where shoppers go before and after your store
- Benchmark visits by category down to the zip code level
- Are visits essential, routine or impulse



Vehicle Counting

- Uncover parking behaviors to improve property amenities and align parking development plan
- Access site parking trends to strategize vehicle movement patterns and optimize flow
- Evaluate parking patterns to optimize labor 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

Shopper Behavior

Associate Engagement

Shopper Engagement

Associate Engagement

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

Shopper Behavior

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

