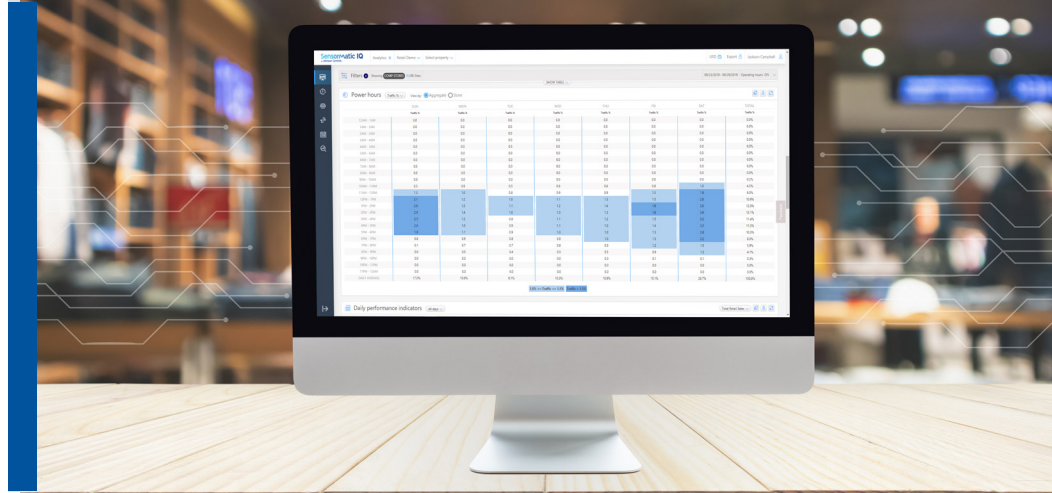


# ShopperTrak Analytics



The shopper journey is evolving, and powerful data sets are helping retailers and shopping centers alike embrace this transformation. From people counting devices at the property entrance to location-based technologies monitoring shopper movements, Sensormatic provides a comprehensive view of the complete shopper journey along with other customer behaviors inside your property.

ShopperTrak Analytics (STAn) is an online platform that generates analytics into traffic, conversion, labor, shopper movements, market insights and other key performance indicators (KPIs) for retail and shopping center organizations. This quick and ready-to-access reporting platform enables comprehensive insights delivered via intuitive dashboards or customized reports highlighting peak traffic times, trends and patterns, and other performance-based metrics specific to your store and/or enterprise.

By leveraging the full capabilities of ShopperTrak Analytics corporate and field end users can take immediate action to improve desired business outcomes.

## Retailer and Shopping Center Values

### Retailer Values

The ShopperTrak Analytics platform funnels data from multiple sources, arming retailers with the information they need to run their business more efficiently. Values include:

- Identify high performing, in-store opportunity, out of store opportunity and poor performing stores
- Establish performance benchmarks
- Analyze promotional effectiveness of marketing events
- Identify peak opportunities for conversion
- Improve labor scheduling / productivity
- Drive store productivity and retail operations
- Measure associate effectiveness
- Enhance the in-store customer experience

### Shopping Center Values

Shopping Centers and large event venues need data to help make informed decisions that drive end results. ShopperTrak Analytics aggregates powerful data sets into one centralized location. Values include:

- Analyze promotional effectiveness of marketing events
- Better understand traffic by entrance contribution
- Improve labor scheduling / productivity and safety

- Manage maintenance schedules and general operations
- Improve leasing models and tenant mix
- Understand catchment areas and traffic patterns

## Dashboard and Reporting

### Power Hours

Helps identify the busiest hours within a given timeframe. May be used to align labor with traffic opportunities

### What-if Analysis

Enables users to quickly review the impact to changes in conversion, average transaction size, units per transaction or traffic

### Entrance Evaluation

Review traffic data insights by entrance or by a grouping of entrances

### Push Reports

Key reports may be scheduled and delivered through email on a reoccurring basis

### Organization/Site/Zone Reporting

Shows users key performance indicators for an entire organization, individual site or zone within a property

### Custom Fiscal Calendar

Dashboard set-up can utilize a retailers specific Fiscal Calendar

## Solution Requirements

- Internet connected computer, laptop or phone
- Traffic data from overhead people counter
- \*Optional: Customer transaction details and employee labor hours

**Standard Subscriptions**

Name	Description	Property Type
Traffic	The number of visitors to a location, generally measured daily or hourly. Traffic patterns vary by brand, region, season, and exact store location.	Retailers & Shopping Centers
Power Hours	A Power Hour is any hour that contributes to 1.5% or more of the total weekly traffic, or an alternative threshold that your company specifies.	Retailers & Shopping Centers
Sales*	The gross revenue for your organization. Requires customer to load sales data into ShopperTrak Analytics.	Retailers & Shopping Centers
Labor*	The total labor hours that associates work. Requires customer to load labor data into ShopperTrak Analytics.	Retailers
Conversion*	The percentage of people who make a purchase during a visit to the site. Requires customer to load sales data into ShopperTrak Analytics.	Retailers
Average Transaction Size (ATS)*	The amount of money that a customer spends on average during each transaction.	Retailers
Sales-Per-Shopper (SPS)*	Accounts for different levels of Conversion and ATS across stores, showing associate effectiveness in one metrics versus two.	Retailers
Shopper-To-Associate Ratio (STAR)*	The ratio of customers to the amount of labor in the site.	Retailers
Monthly Subscription	SERESTSSRE00	Retailers
Monthly Subscription	SERESTSSPRO0	Shopping Centers

\*Requires sales or labor data feed

**Optional Subscriptions**

Name	Description	Property Type
Real-Time Traffic SERESTSSRT00	Same day traffic reporting in either 1-minute or 15-minute increments. Can also derive Occupancy Monitoring.	Retailers & Shopping Centers
Market Intelligence SEREMISSDC00	An index of customer foot traffic performance across a specified retail category for a given city, region, or country level.	Retailers & Shopping Centers
Store Guest Behavior SEWSIVSEGB00	Leverages people counting devices, WiFi, mobile and video technologies to understand how shoppers are moving through your property.	Retailers & Shopping Centers
Occupancy Monitoring SERESTSSRT00	The number of people currently within a property, provided in increments of 1 minute or 15 minutes. Requires a Real-Time traffic subscription.	Retailers & Shopping Centers
Employee Exclusion SEREMUSSEE00	The removal of employee movements from the final traffic count at the site level.	Retailers
Brand Visits** SEMDUNDSBV00	A consumer mobility-based metric. Provides insight into when and how often shoppers visit stores, and competitor stores. Also helps reveal complementary destinations.	Retailers
Cross-Shopping Visits** SEMDUNDSCV00	A metric designed around consumer mobility and behavior patterns. Adds the 'before' and 'after' element of a shopper visit at the site level.	Retailers & Shopping Centers
Category Benchmarking** SEMDUNDSCB00	An estimated view of total shopper mobile phone location-based data on a sample of measured visits.	Retailers
Vehicle Counting 02099-001 (Dome Camera) SEOCMUSETR00 (Overhead Camera) SERESTSSRT00 (Real-Time Traffic) SERESTSSPRO0 (ShopperTrak Analytics)	The number of vehicles counted across large scale properties accommodating garages, and covered or open parking structures.	Shopping Centers
Shopper Demographics** SEOCXODGSSRE (Stereoscopic Device Retail) SEOCXODGSSPR (Stereoscopic Device Shopping Center) IDVAVBDCLIC (Computer Vision Edge Device)	A measurement of shopper sentiment, age range, and gender. May be reported in real-time.	Retailers & Shopping Centers

\*\*Select subscription reporting visualization is delivered using Looker™  
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