

# Shopper Mobile Device Detection

RetailNext™ is the full featured in-store analytics platform that makes it possible to understand in-store shopping behavior so that you can optimize your stores to increase sales, cut theft, and improve customer loyalty. The platform includes robust people-counting capabilities that let you measure traffic, conversion, internal activity, and more.

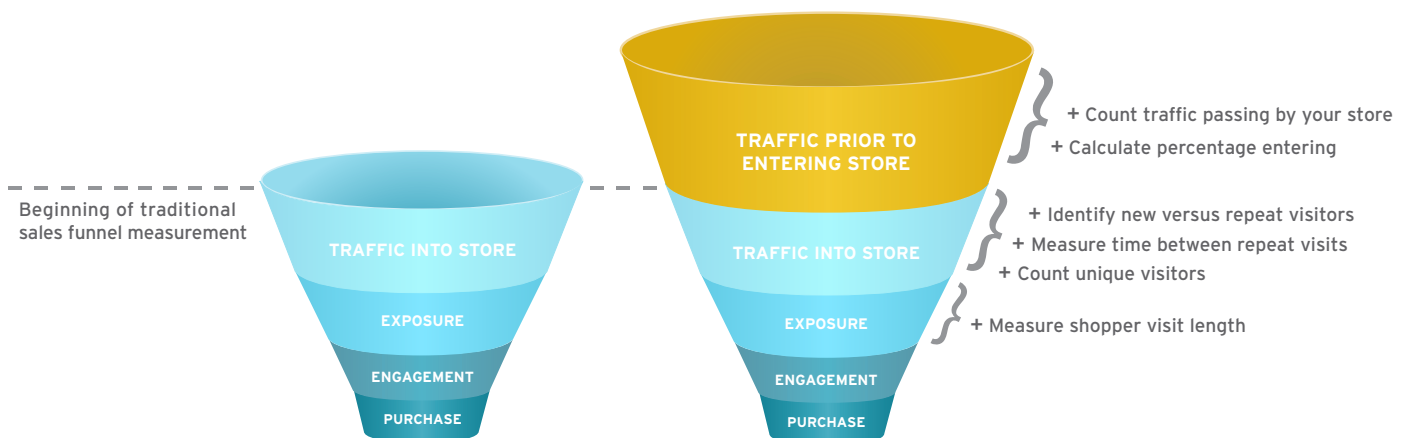
Now these capabilities are stronger than ever thanks to the availability of mobile device detection. The patent-pending RetailNext Mobile Device Detection module makes it possible to overlay additional metrics on top of your video-based people counts and other KPIs in order to better understand the flow of shoppers coming to your stores. By detecting the presence of Wi-Fi-enabled devices like smartphones in and around your stores, you can find out important new KPIs:

- > Pass-by traffic
- > Percentage of pass-by traffic entering the store
- > Percentage of new versus repeat visitors
- > Number of unique visitors to the store
- > Frequency of return visits
- > Average shopping trip duration
- > Percentage of total visitors with detectable Wi-Fi devices

## EXPANDED PATH-TO-PURCHASE VISIBILITY

METRICS AVAILABLE WITH STANDARD RETAILNEXT PLATFORM

ADDITIONAL METRICS AVAILABLE WITH RETAILNEXT'S MOBILE DEVICE ANALYTICS



## FEATURES

- > Detects Wi-Fi-enabled smart phones, tablets, and other devices as they enter and exit your store.
- > Combines detected device metrics with video analytics for enhanced detail about your true traffic counts.
- > Offers important new metrics, including unique visitors, pass-by traffic, visit duration, and new vs. repeat visitors.
- > Maximizes accuracy by correlating video and mobile device counts.
- > Automatically calculates total pass-by traffic and reports the percentage of passersby who enter your store.
- > Presents mobile device metrics along with other measured statistics in a single, intuitive interface.

## BEST-OF-BREED DATA MINING AND REPORTING

- › Choose from a broad variety of data views on data, including a web dashboard accessible from anywhere, customizable reports, and mobile applications for iOS and Android devices.
- › View metrics for the entire chain or by store or set of stores.
- › Look at any time period you choose, including aggregated results by hour of day or day of week.
- › Use the services of a professional analytics team available for deeper investigation into important business questions.

## SECURE AND PRIVATE

- › Follows accepted industry standards for privacy protection.
- › Identifies mobile devices anonymously throughout their lifespan in the system and reports only statistical information.
- › Offers easy, permanent opt-out available to any mobile device user.
- › Provides credentials-controlled access to information through the web dashboard and mobile application.
- › Supports role-based, granular access rights, and LDAP integration.
- › Complies with PCI DSS Level 1 and other major security standards.

## EASY TO IMPLEMENT AND BROADLY COMPATIBLE



- › Available for stores of all form factors and sizes, including support for multiple entrances.
- › Scalable to any size chain, from five stores to five thousand.
- › Easily appends to your existing RetailNext platform.
- › Works with purpose-installed Wi-Fi detection hardware or existing compatible access points from Cisco, Aruba, Motorola, and Meraki.
- › Offers in-premise and hosted options.

## ABOUT RETAILNEXT >

RetailNext is the leader in Applied Big Data for brick-and-mortar retail, delivering real-time analytics that enables retailers, shopping centers, and manufacturers to collect, analyze, and visualize in-store data. The company's patented solution uses best-in-class video analytics, Wi-Fi detection, Bluetooth, data from point-of-sale systems, and other sources to automatically inform retailers about how customers engage with their stores. The highly scalable RetailNext platform easily integrates with promotional calendars, staffing systems, and even weather services, to analyze how internal and external factors impact customer shopping patterns and provide retailers the ability to identify opportunities for growth, execute changes, and measure success.

RetailNext measures the behavior of more than 800 million shoppers per year by collecting data from more than 65,000 sensors in retail stores and analyzing trillions of data points. Headquartered in San Jose, CA, RetailNext is a growing global brand operating in 33 countries.

For more information, visit [www.retailnext.net](http://www.retailnext.net)

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