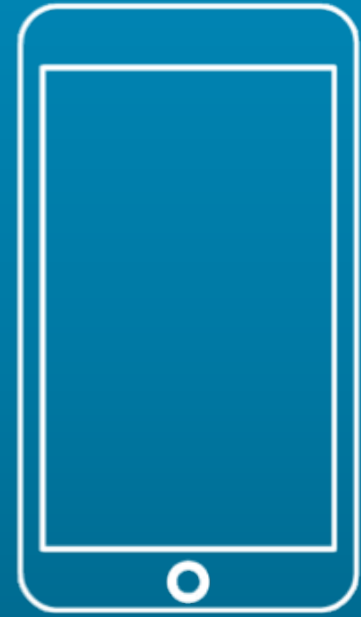# Visitor Analytics for the Physical World

2018

THE PROBLEM

v-COUNT

In the online world, every activity of the user produces data which are monitored & collected by the websites.

With the data available, businesses are able to optimize their websites & offer their customers an improved experience.

Resolved

Online World

Physical World

In the physical world, every activity of the customer produces data in the same way, **however only a handful of locations are measured and optimized based on these valuable data.**

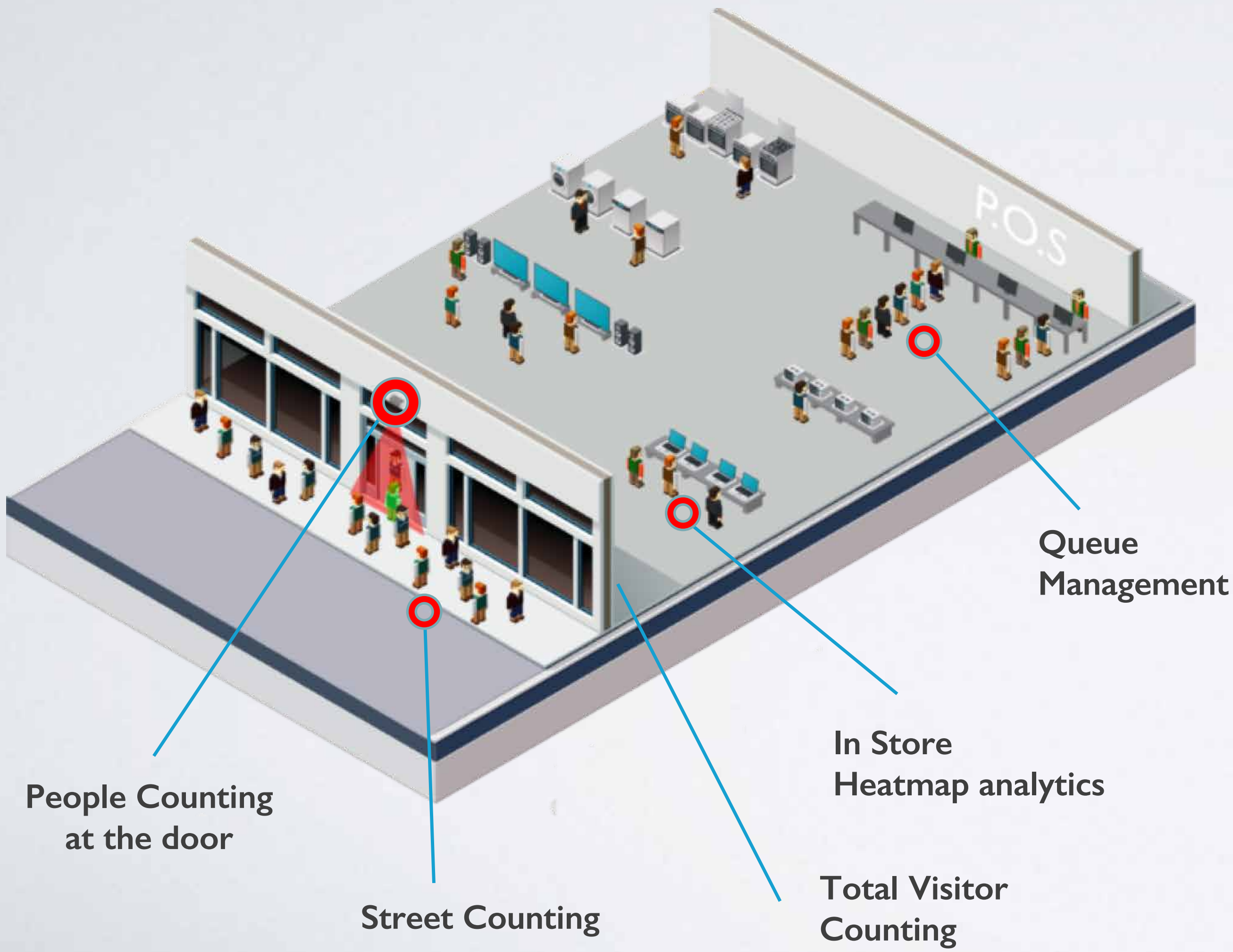Unresolved

Missing Opportunity

By not leveraging the value of these data, businesses are missing the opportunity to optimize their performance & lower their costs
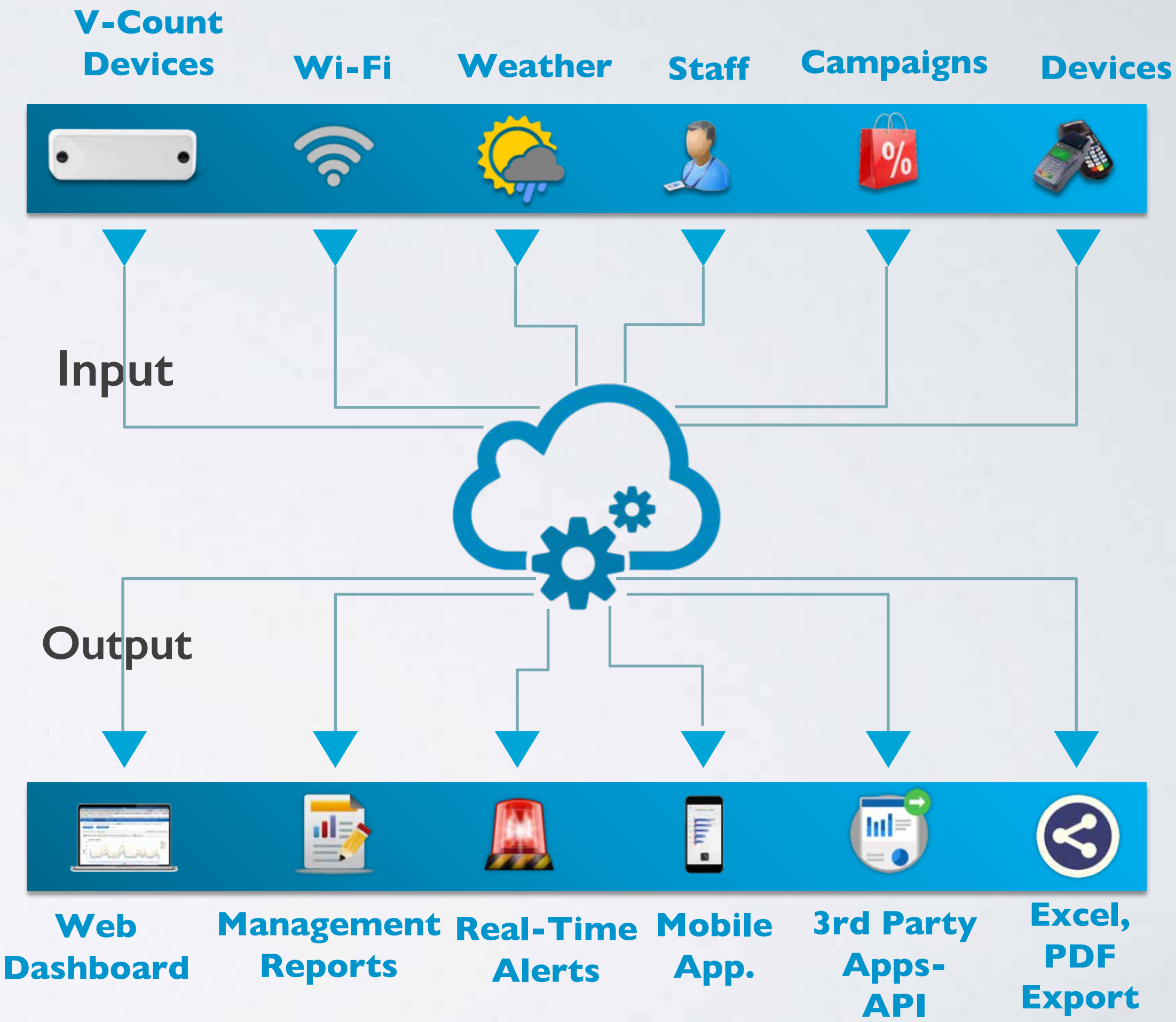
THE SOLUTION

Measuring the Customer Journey

Analysis and Optimization

Queue Management

In Store Heatmap analytics

People Counting at the door

Street Counting

Total Visitor Counting

V-Count Devices | **Wi-Fi** | **Weather** | **Staff** | **Campaigns** | **Devices**

Input

Output

Web Dashboard | **Management Reports** | **Real-Time Alerts** | **Mobile App.** | **3rd Party Apps-API** | **Excel, PDF Export**

WE ARE..

We help our customers drive their business growth through visitor analytics by tracking customers / visitors / passengers in physical locations with our sensors and analyzing this data on our cloud based business intelligence platform.

* Main solutions: People Counting, Heatmap, Queue Management.

* Presence in 80+ countries

* 400+ customers

* 25.000 installations worldwide

* A dynamic team of 60

* 3 offices in the Miami, Dubai & Istanbul

* Received a total investment of $3.5M so far

v-count

OUR GLOBAL FOOTPRINT

v-count

Active Resellers Network

- ● Resellers
- ● Direct selling
- ● Resellers/Direct selling

Our Offices

MIAMI - USA
ISTANBUL - EUROPE
DUBAI - MIDDLE EAST

25,000+
V-Count Devices
Installed Globally

OUR SOLUTIONS

v-COUNT

We help our customers drive their business growth through visitor analytics with people counting, heatmap and queue management technologies

People Counting

Queue Management

Staff Elimination

Camera Heatmap

Business Intelligence Platform

Stores   Airports   Supermarkets   Shopping Malls   Casinos   Events   Amusement Parks   Museums   Restaurants   Gyms   Libraries   Transportation   Smart Buildings
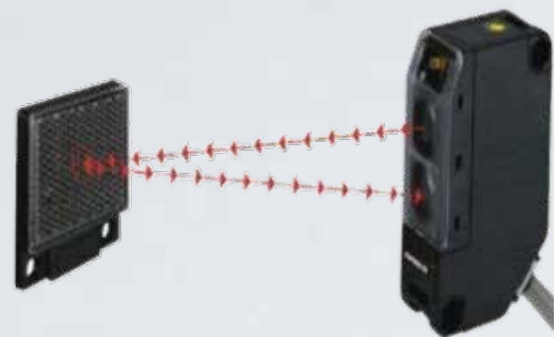
EVOLUTION OF TECHNOLOGY

v-count

| Beam Sensors | Thermal Cameras | 2D Counters | 3D People Counters | All in One |

Beam Counters were the first technology introduced for people counting. Although they are easy to install, they fall far behind in accuracy due to horizontal deployment that result in counting several people as one when the beam is broken. No bi-directional counting and susceptible to different illuminance levels.

Thermal Counters are the second generation of people counting. Accuracy was around 70%. Problems occur when the weather temperature is higher than 36 degrees Celsius. No concrete method to prove accuracy.

2D Counters are single sensor devices that can provide up to 90% accuracy in stable environments using video processing technology. Highly affected by lighting conditions and direct sunlight.

3D Computer Vision Cameras have the highest accuracy among all systems that are used for single function: people counting. Accuracy levels up to 95%

3D Computer vision + WiFi + Bluetooth (All-In-One): With the rise of other technologies that can serve as alternatives to people counting and the others that has a complementary nature, the go-to system that will be used in the years to come has become all-in-one people counters. All in one people counters reaches an accuracy level of 98%, provides Wi-Fi tracking and utilizes Bluetooth Low Energy features.

SUPERMARKETS

v-count

Analytics are important to understand in supermarkets where shoppers come to have different shopping experiences with various wants and needs

◎ **Find out** your visitors' behavior within your supermarket

◎ **Discover** how the traffic has changed for each year, month, week, day and hour.

◎ **Get to know** areas of improvement for better customer satisfaction

◎ **Boost** your success & profits constantly

SUPERMARKET SOLUTIONS

V-Count identified the analytics needs of supermarkets and designed solution sets to cater these exact needs!

Total Visitor Traffic

Heatmap Analysis

Queue Management

STREET COUNTING

V-Count 3D Alpha+

- Stereo vision technology
- High accuracy people counting
- Draw-in rate
- Avrg. dwell time
- Data auto-synchronization

Installation

It requires an additional 3D Alpha camera to count people on the street

STREET COUNTING

Counting Methods:

A. *3D Vision* (3-5m) – *High Accuracy*
B. *Wi-Fi* (30-40m) – *Medium Accuracy*

Accurate Draw-in Rate
Count people walking by your store and find out how many of them actually enter your store, giving you a high accuracy street-to-store conversion rate
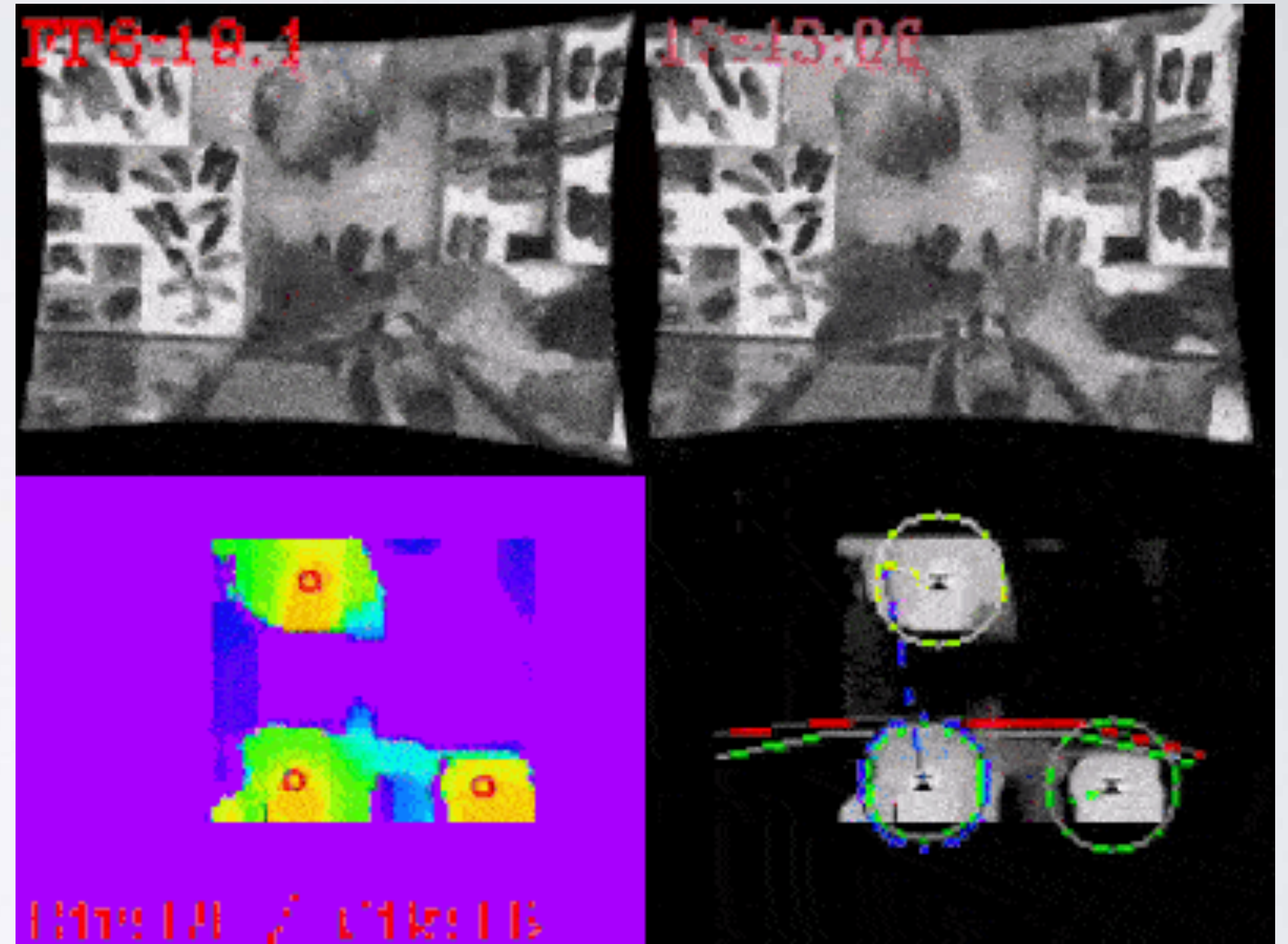
PEOPLE COUNTING

V-Count 3D Alpha+

- +98% industry leading accuracy
- Stereo vision technology
- Bi-directional counting
- Group counting
- Wi-Fi and Bluetooth technology
- Push notification capabilities
- Data auto-synchronization
- Adult/Child differentiation

Installation

3D Alpha+ is installed at the entrance of the store with a top-down view that counts everyone walking in & out of the store

PEOPLE COUNTING

Visitor Traffic
Count the number of people entering, exiting and passing by your stores with +98% accuracy in real time

Conversion Rate
Understand the effectiveness of your stores by checking how many of your visitors turned into your customers

Benchmarking
Locate your highest and lowest performing stores and analyze in-store performance for benchmarking

Peak Hours
Discover your power hours in which your stores generate most traffic, and have the biggest sale opportunities

Staff Optimization
Optimize staff operations in real time, parallel to the number of visitors and their needs within your stores during peak hours
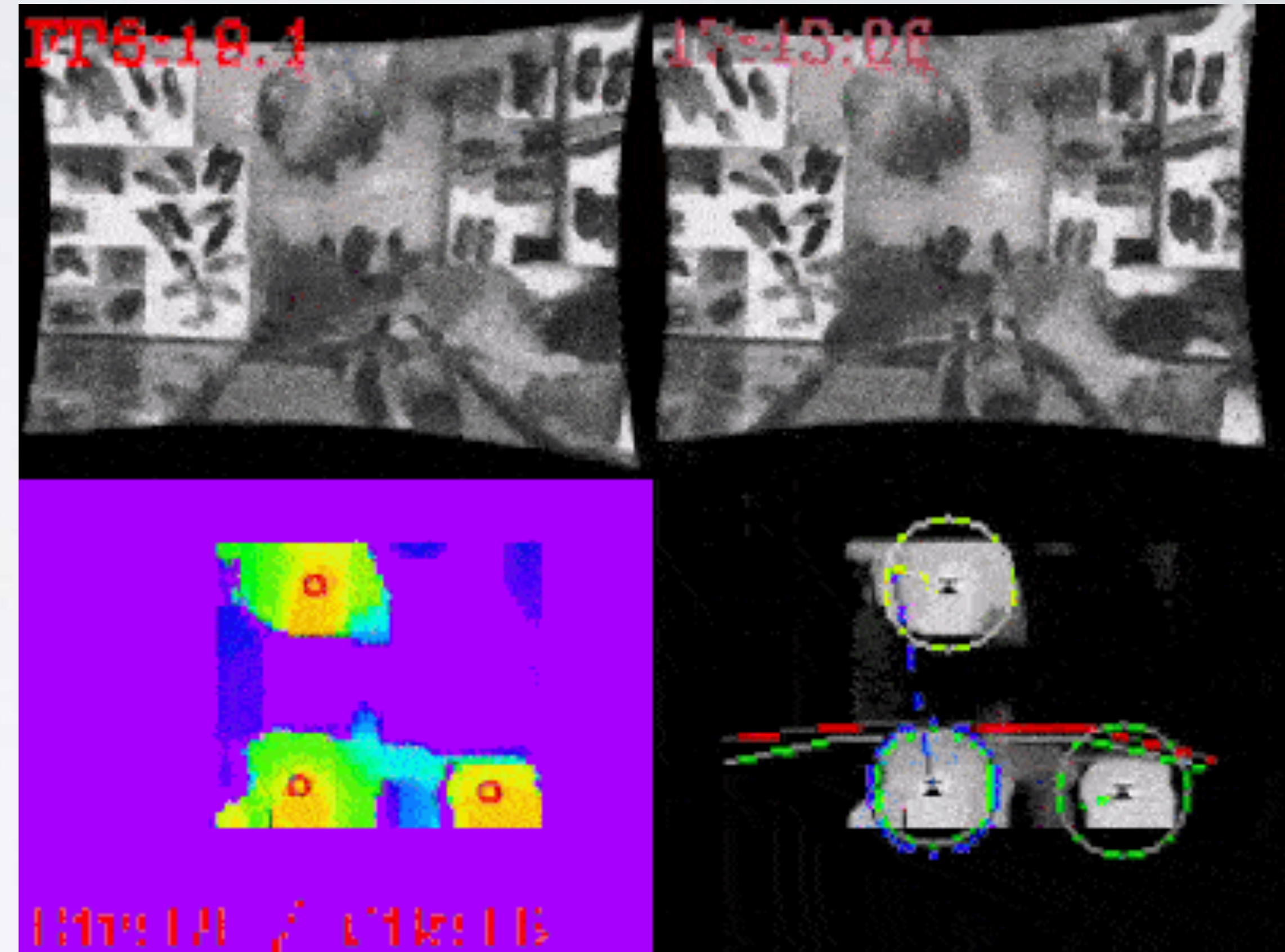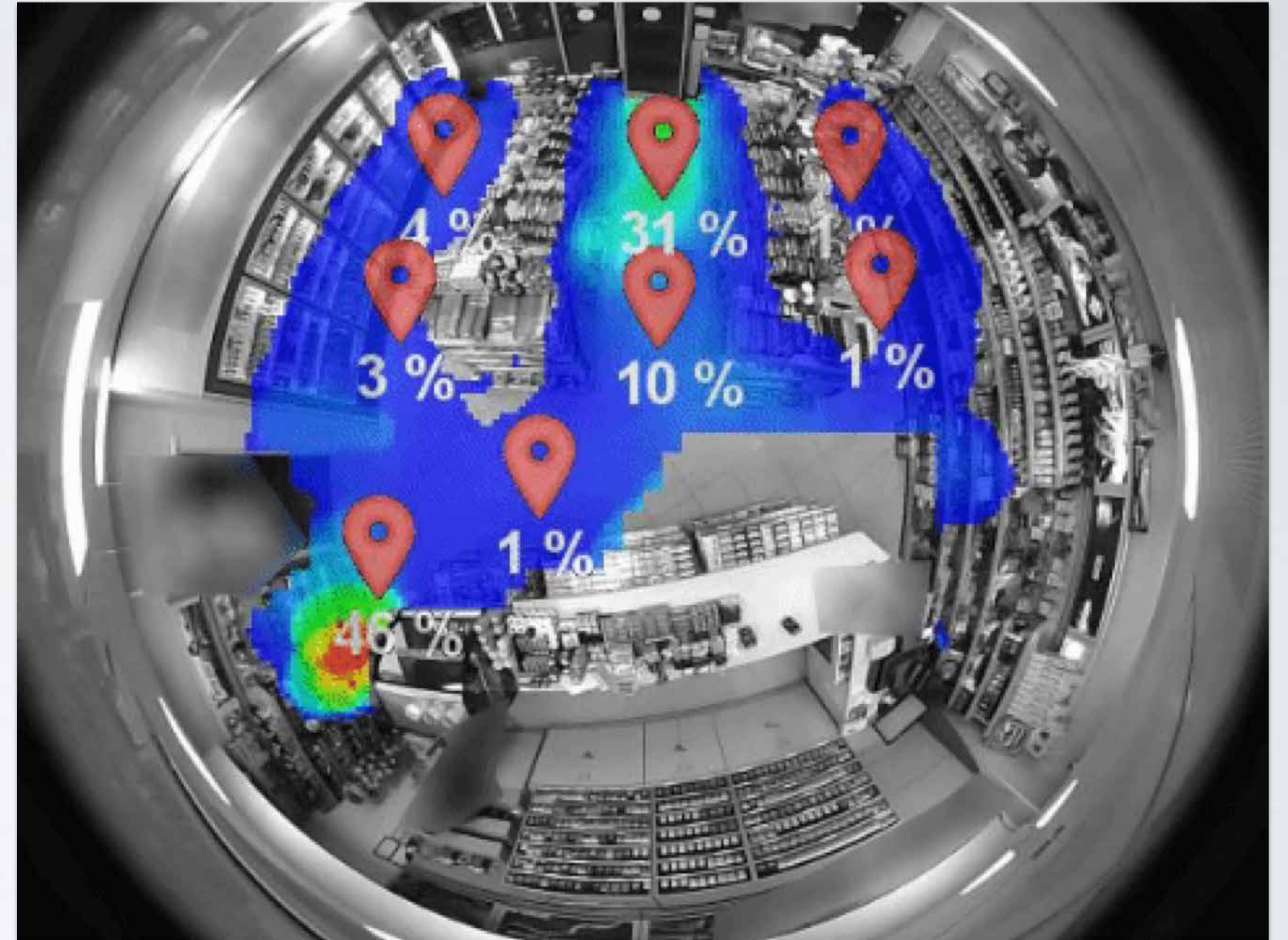
HEATMAP ANALYSIS

V-Count Heatmap

- Fisheye lens
- Designed to generate occupancy analysis
- Identifies the most attractive areas in your store
- Data auto-synchronization

Installation

Installed on the ceiling inside the store and captures people's movement to generate a heatmap analysis

HEATMAP

Customer Tracking

Track your customer movement daily and hourly within specific zones of your stores, to understand what your customers are attracted to and where they are buying.

Improve Store Design

Discover the popular areas, make active decisions about your product placements, lighting and positioning of shelves

Merchandising Effectiveness

Improve merchandising (and/or marketing) effectiveness and profit margins by analyzing the success of your events, campaigns & different media channels in various locations within your store

Delist Slow Moving Products

Replace or relocate the unattractive items to engage with your customers more effectively
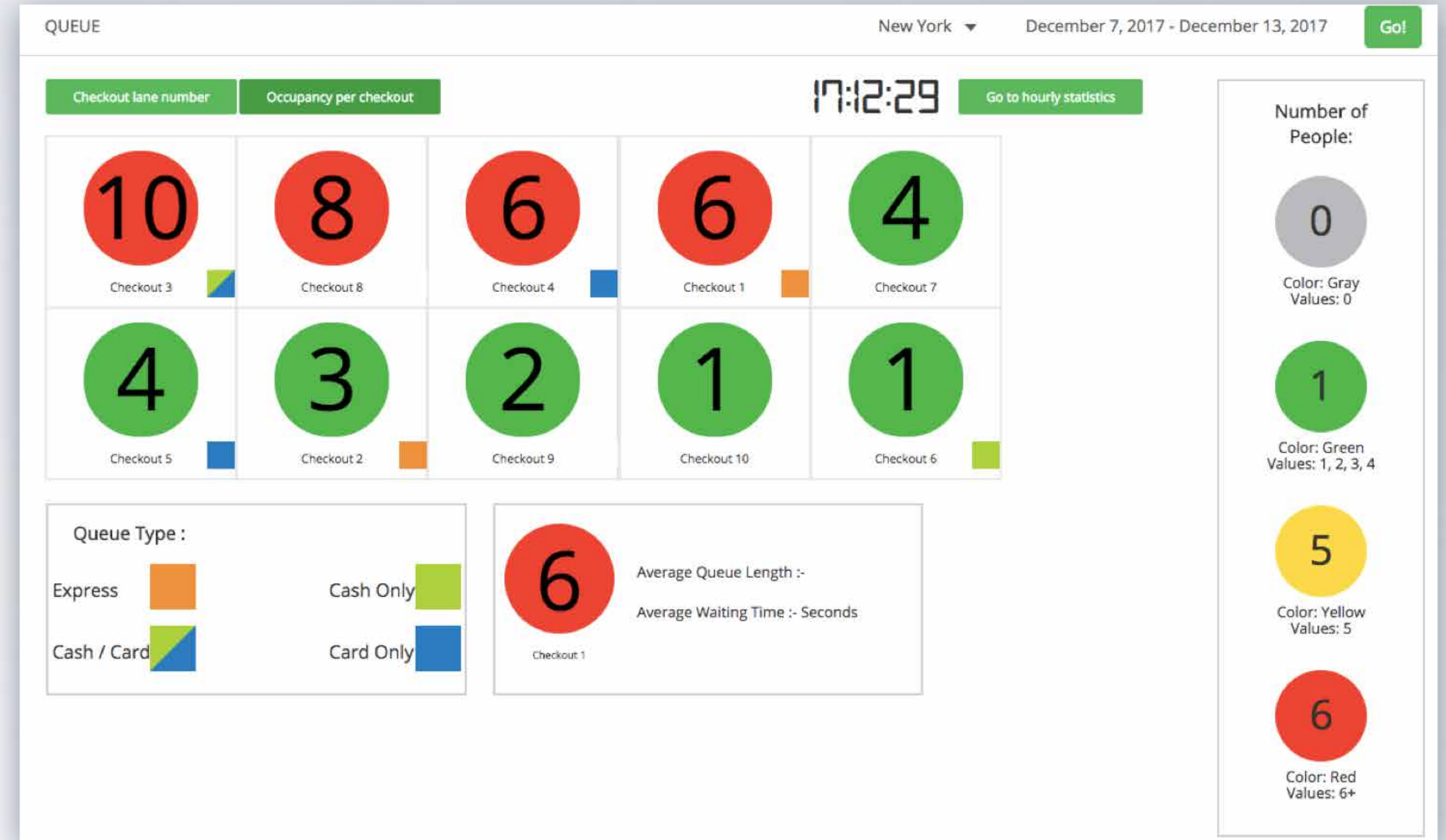
QUEUE MANAGEMENT

V-Count Queue

- Queuing is found to be a customer's least favorite part of shopping
- Shows abandonment metrics to calculate potential financial loss
- 77 % of shoppers are less likely to return to a store where they experienced long checkout lines.

Installation

Installed over the waiting area, minimum 1 device per queue depending on the shape and average length of the line

QUEUE MANAGEMENT

Analysis

Count how many visitors you have in each queue, and measure their average waiting time. Define the optimal queue lengths and waiting time for your stores
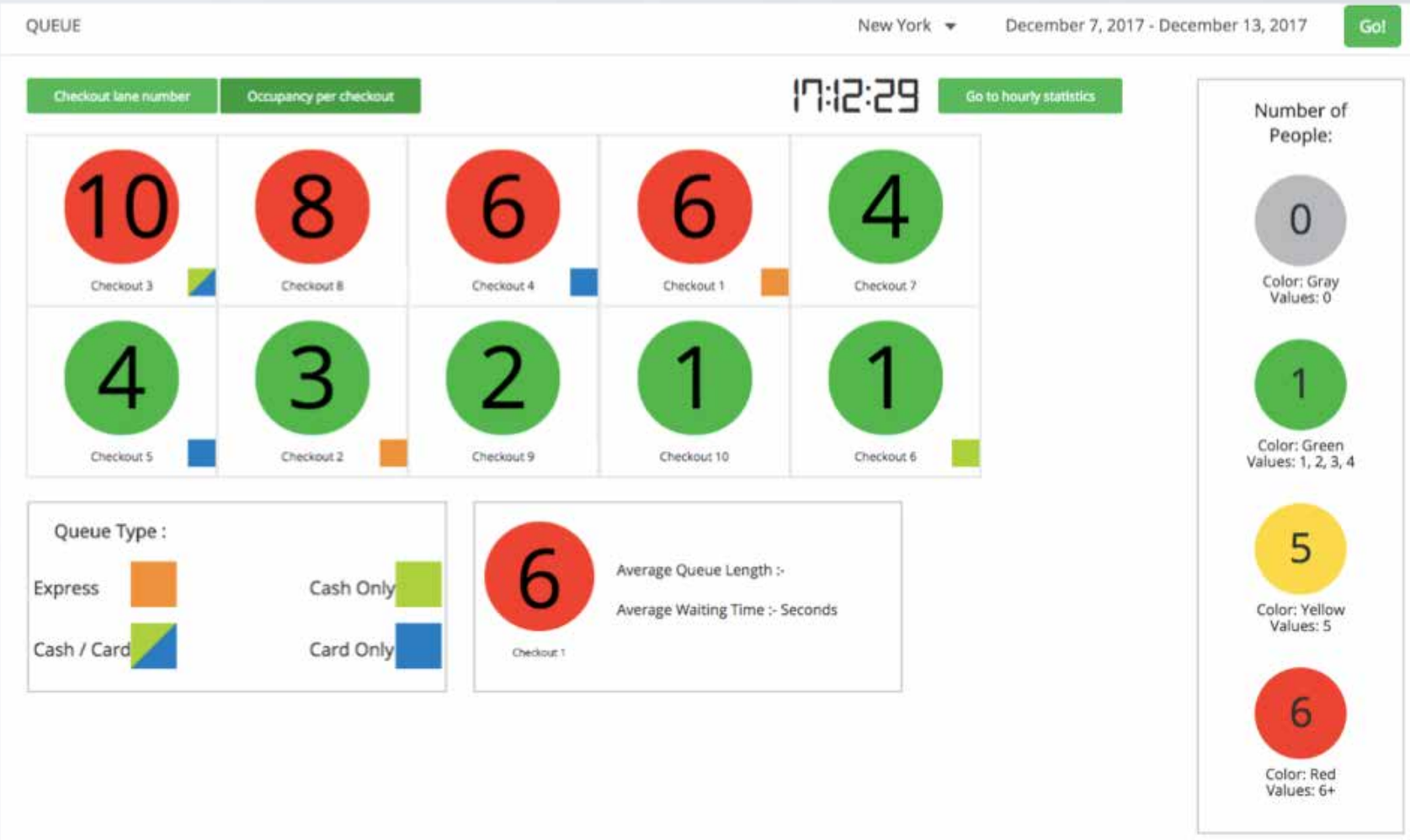
Efficiency

By tracking the number of people in your queues -in real time- take immediate action, allocate your staff according to your customers' needs and enhance their shopping experience
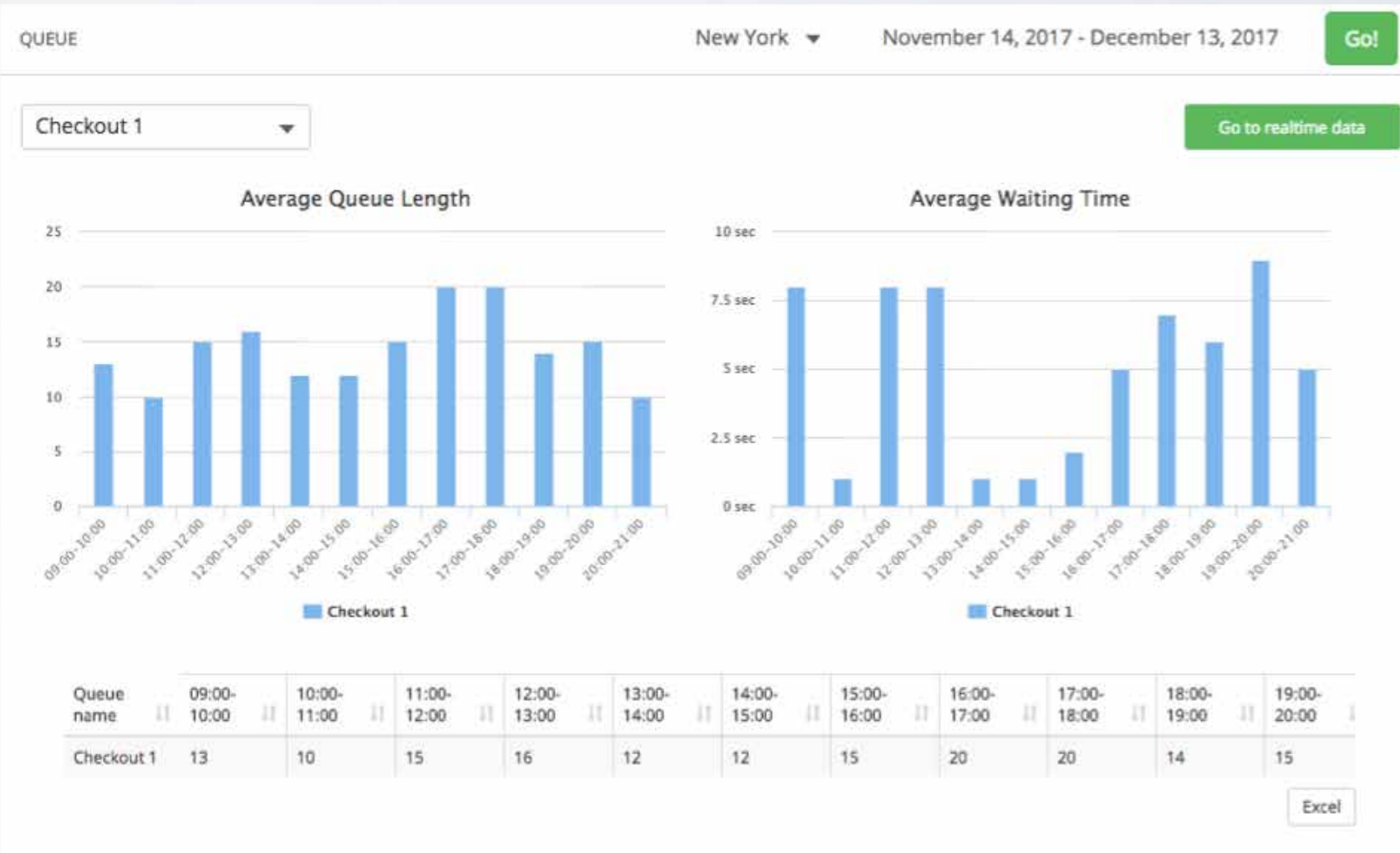
Abandonment

By measuring the waiting time of your customers, keep time spent in queues at minimum level, and reduce the abandonment rate

Real-time data

Historical data

STAFF ELIMINATION

Staff Elimination

BLE Tag
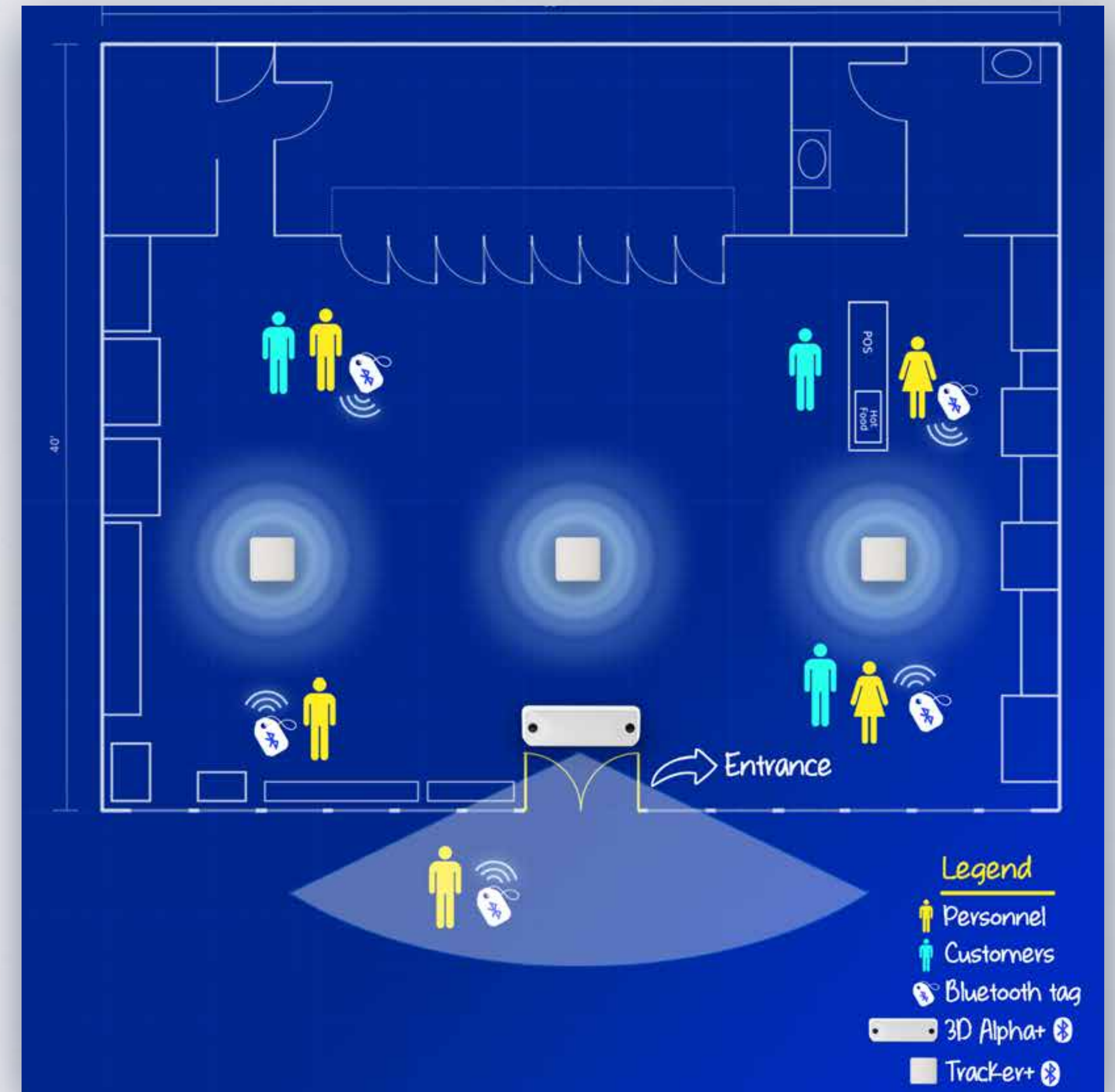
- Low energy Bluetooth device
- When paired with BLE tags it deducts personnel from overall visitor counting

- BLE tags are provided to each employee which eliminate them from the total visitor count data. This results in highly accurate/pure visitor data integrity.

BUSINESS INTELLIGENCE PLATFORM

- Cloud Based
- High integration functionality
- Supports other vendors' hardware
- Hosted on Amazon Web Services in the EU
- Includes all retail metrics
- Online health check
- Specialized interfaces for retail & shopping mall
- Fully customizable
- Auto email reports in pdf, excel and API formats
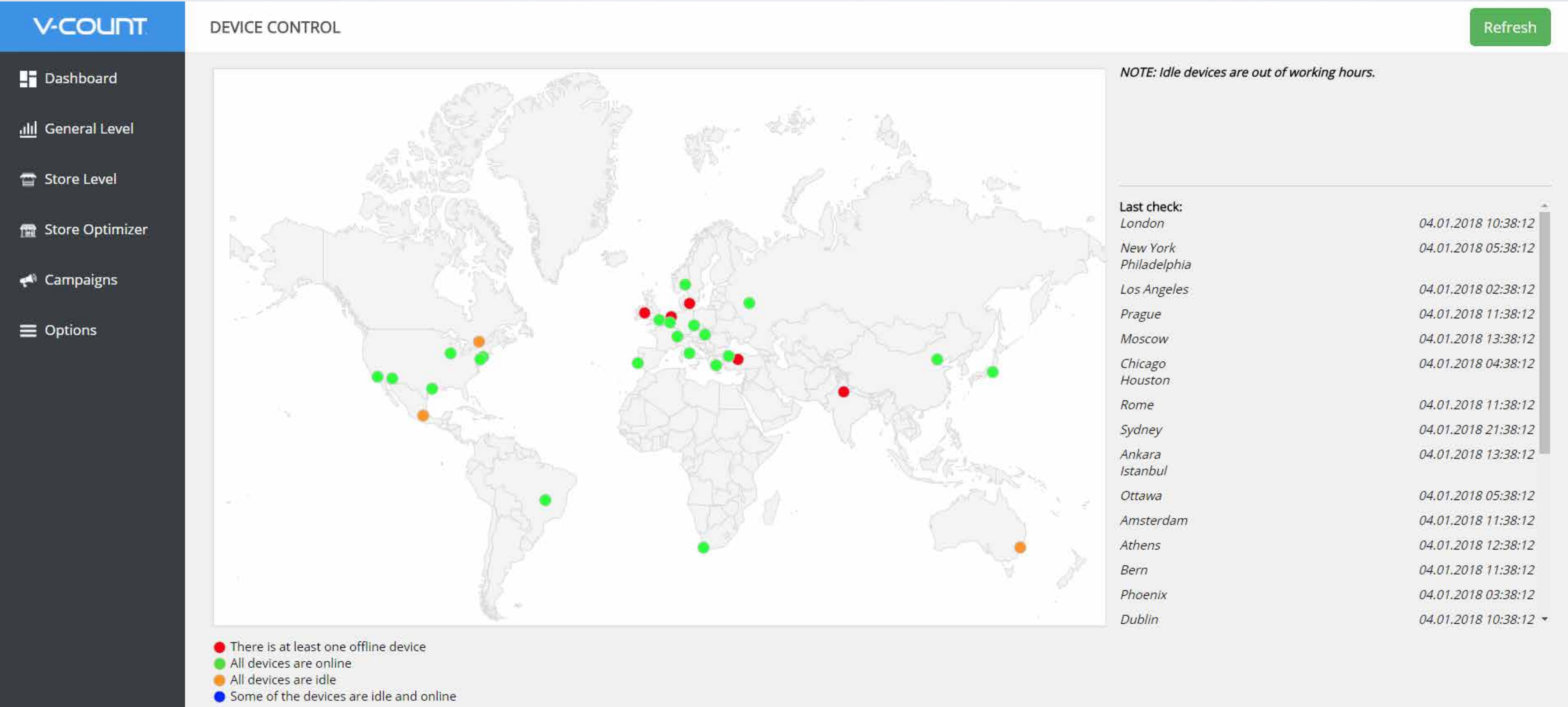- Available in app for iOS & Android
- Available in 12 languages

BIP FEATURES – ONLINE HEALTH CHECK

The online health check system keeps track of all your devices and make sure that they are online at all times.
If a device stops working for any reason you can see it on the Business Intelligence Platform.
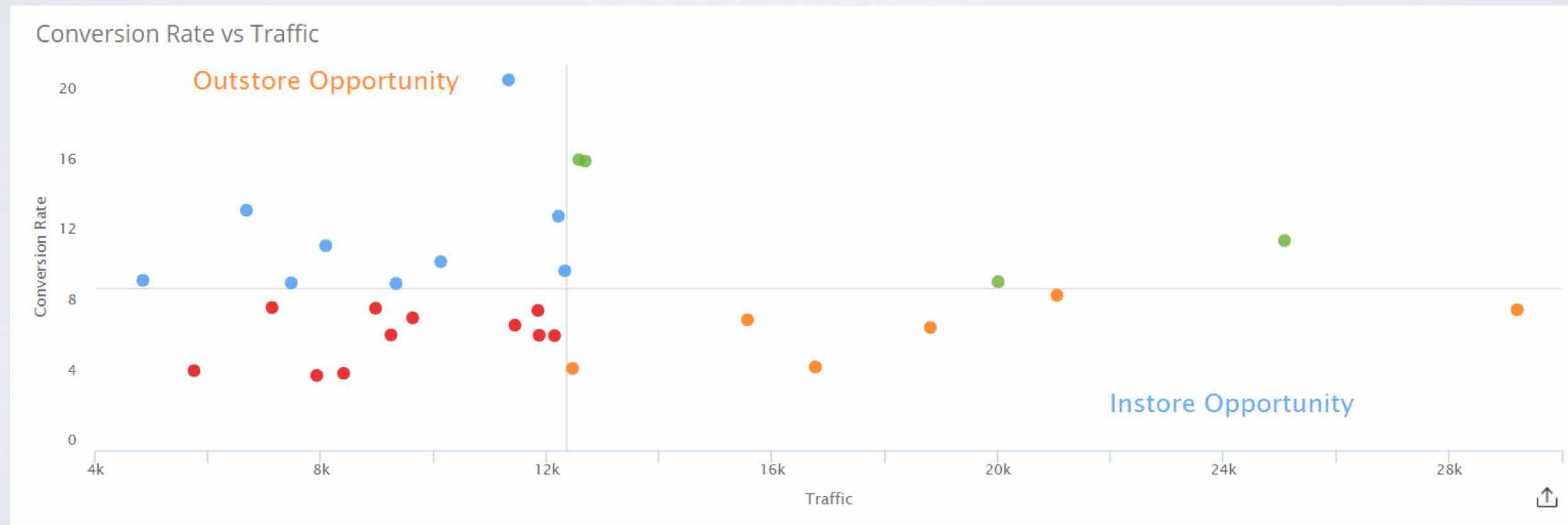
BIP FEATURES – TRAFFIC DATA

Count the number of people entering, exiting and passing by your stores with +98% accuracy in real time. Sales volumes and transactions are not enough to evaluate the performance of a store. First metric that should be considered is the store traffic as it is the single most important KPI
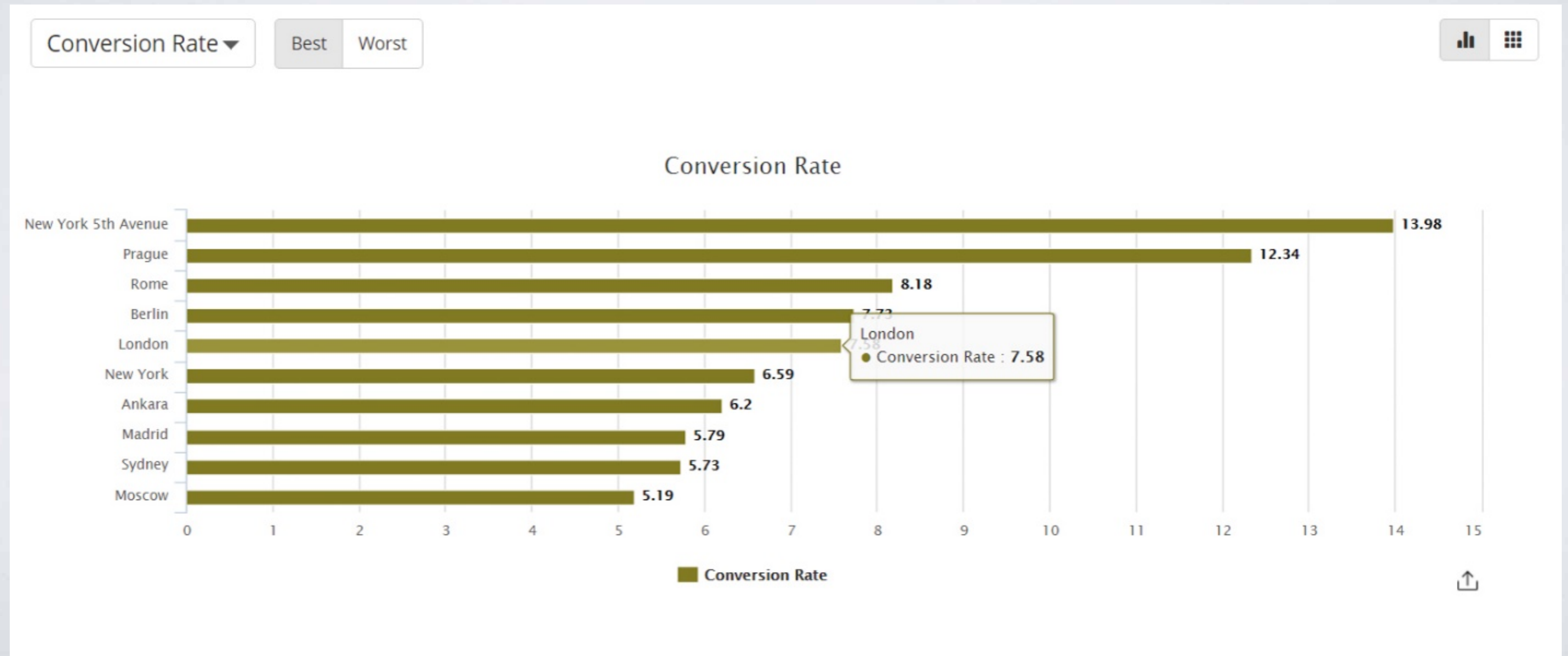
BIP FEATURES – CONVERSION RATE

To understand the effectiveness, you need to know not just your sales volume, but also how many customers generated those sales! As you can see from below, traffic alone does not translate into sales. Converting visitors into buying customers is the real opportunity. This is where the in-store experience gets involved.

BIP FEATURES – REAL-TIME OCCUPANCY

Historical data is vital in optimizing the business processes in the long term, however, short term opportunities are too important to miss out. V-Count's new, revolutionary real-time occupancy feature enables you to know how many people are in your stores at any given time. Alerting system can be activated if the occupancy exceeds a predetermined threshold that allows you to take immediate actions.
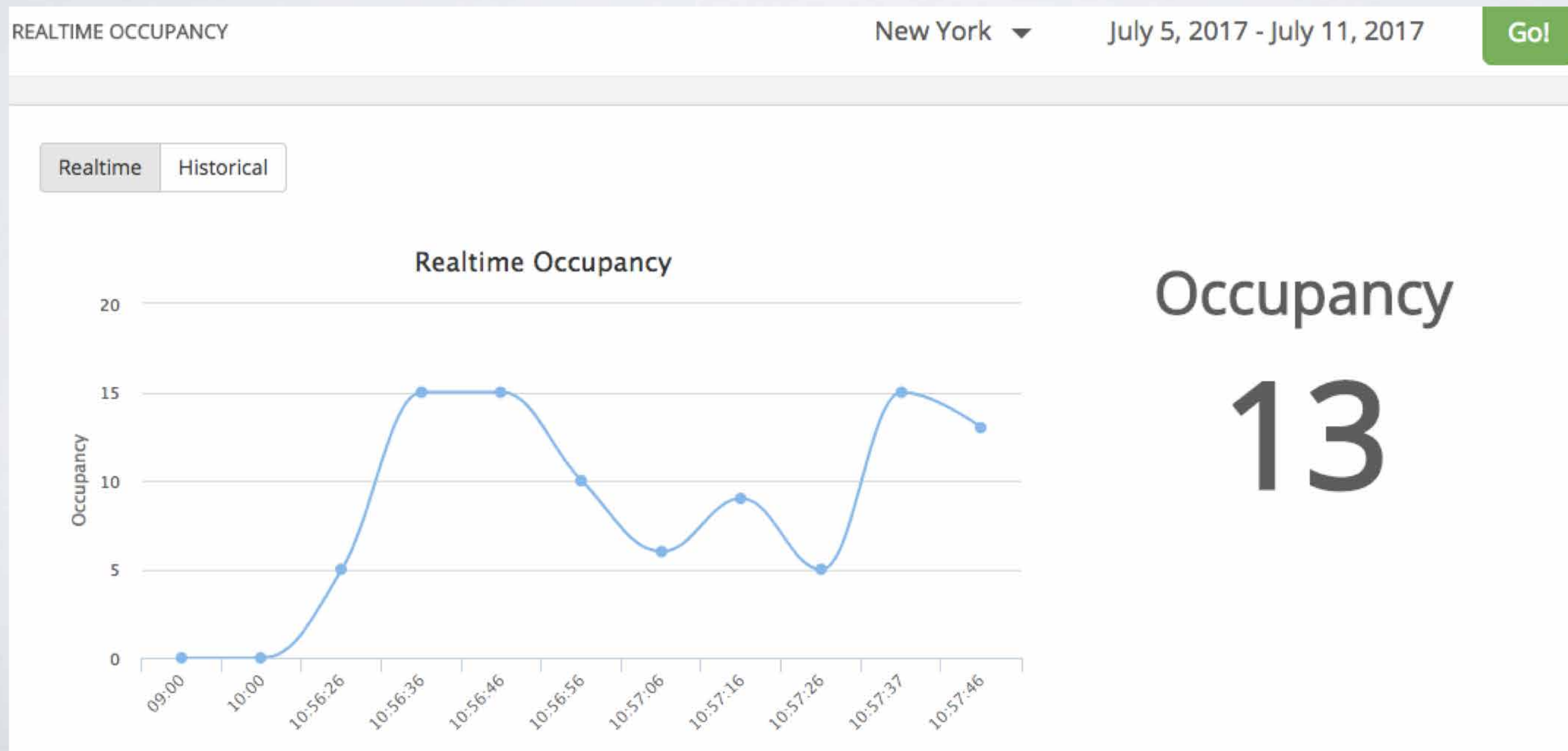
BEST PRACTICE- RETAIL

Co.opmart, a subsidiary of Saigon Co.op, is the largest supermarket chain in Vietnam. Our engineers have installed and activated **300+ devices** in the field in less than a month.
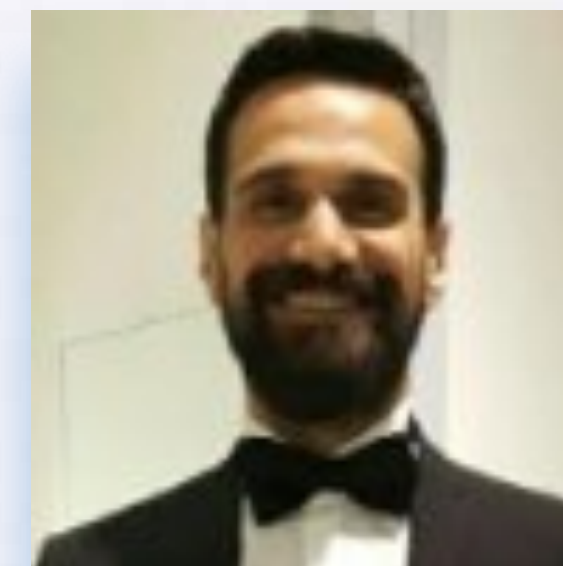
BEST PRACTICE- RETAIL

"V-Count is a trusted partner. We have been using V-Count's people counting and retail analytics technology since 2016 in our 70+ stores. We have been continually improving our customer services and profitability in Turkey with the support of the reports provided by their system."

Head of Retail Marketing

Bora Yücel

SEPHORA

"V-count is a reliable partner for Sephora Turkey. They have demonstrated significant agility and flexibility during our store renovations which impacted half of our network and scheduled within a very limited time table. We believe that the business intelligence provided with their solutions provide us a reliable visibility for our business cycles. Their solid and solution oriented customer services ensure that we are well understood with our needs & requests, furthermore, secure our long-term relationship with them as a partner."

CEO SEPHORA TR

Beyhan Figen

BEST PRACTICE- RETAIL

Hotpoint | **Whirlpool**®

"V-Count is an esteemed business partner thanks to their excellent solutions which allow us to obtain reliable traffic data and valuable customer insight. It is important for us to make critical decisions and test their efficacy when planning the activities that we need to perform on a daily basis. Based on the key metrics provided by V-Count, we are able to optimize our staff scheduling and increase the effectiveness of our window displays and in-store campaigns. V-Count is our partner of choice in retail sector due to their customer and result oriented approach."

Retail Development Manager

Irem Yurttepe

v-count

Largest telecommunications company with 1000+ stores

"After working with V-Count over 3 continuous years in 1000+ stores, they have proven to be a trusted partner, providing us with reliable retail analytics to improve our store operations and performance. We recommend their services and expertise."

Business & Solution Development Director

Muhammed Özhan

BEST PRACTICE- RETAIL

v-COUNT

arçelik   beko

"We have been working with V-Count for the past 2 and a half years, and we consider them as the foundation block of our business.

V-Count's solutions provide the basis for all our distributor investment processes as well as retail development plans. V-Count has also helped us increase our store traffic, efficiency and profits. We are assured that our investment with V-Count is on point, as we have also seen that our average basket size has increased throughout these years."

Retail Development Director

Erhan Akdoğan

VESTEL

" We've been working with V-Count team since 2015 and have been using their professional solutions in our retail stores. With the help of their solutions we discovered our improvement areas and increased our conversion rates and revenue significantly by taking data analytics based actions"

Retail Development Director

Utku Özdel

v-COUNT

KiGILI
1938

"We've been working with V-Count team since 2012 and have been using their professional solutions in all our retails. With the help of their solutions we discovered our improvement areas and increased our conversion rates and revenue significantly by taking data analytics based actions."

Marketing Manager
Sedef Gedikli

BEST PRACTICE- RETAIL

V-COUNT

DeFacto

"Over the course of four years, we increased our conversion rate by 27%, using V-Count's retail analytics solutions. V-Count's reports gave us incredible insight and visibility into our stores operations."

Senior Retail Development & Decision Support Manager
Gökhan Yücel

10+ **COUNTRIES**   400+ **STORES**   1500+ **INSTALLED DEVICES**   ~90M$ **INCREASE IN REVENUE**

◎ DeFacto successfully integrated workforce management with visitor counting data to optimize "customer per staff hour" ratio

◎ The client successfully integrated Heatmap analytics to help identify high visitor traffic areas inside the stores and optimize staff allocation to these areas

REFERENCES-RETAIL

REFERENCES-RETAIL

v-COUNT
Retail Intelligence

Tefal®
PANÇO® BABY < KIDS
ebebek
chicco®
GREYDER®

WEPUBLIC
INTERSPORT® SPORT TO THE PEOPLE
HATEMOĞLU 1924
Bambi
M&S EST. 1884

GAP
AÉROPOSTALE
TEKZEN
[yatas]® GRUP
DOĞTAŞ® Kelebek
yatsan®

Columbia
Paşabahçe MAĞAZALARI
Samsonite
J.S. TRUNK & CO

Folli Follie
Clarks
kipling
DELSEY PARIS
SÜVARİ
ADORE OYUNCAK

REFERENCES-MALLS

INSTALLATION & SUPPORT

v-count

Plug & Play

24/7 Support

Online Health Check

Local installers and service world wide

THANK YOU

https://v-count.com/   https://www.linkedin.com/company/v-count/   https://twitter.com/socialvcount   https://www.facebook.com/VCountsocial/