



## **RETAIL ANALYTICS**

*real-time tracking  
to optimize success in  
stationary retail*



# MORE THAN JUST PEOPLE COUNTING!

Stationary retail is facing tremendous challenges. How can you continue to create appeal for your stores? How do you efficiently schedule valuable and scarce personnel? How do you increase the conversation rate of your business and turn prospects into buyers?

*sensalytics is the solution!*

## LONG LIVE BRICK-AND-MORTAR RETAIL!

In times of increasing competition and scarce resources, retail is primarily concerned with one thing: **OPTIMIZATION**. As the digital backbone for stationary retail, we at sensalytics can help with this.

We believe in the lasting **POTENTIAL OF BRICK-AND-MORTAR RETAIL**. Of course, only those who know their own customers can offer them the best. It is important to strengthen this clear advantage of stationary retail over e-commerce: **ON-SITE SERVICE** and **PERSONAL ASSISTANCE**.



## OPTIMIERUNG



Shopping area



Staff deployment



Service quality



Advertising measures

In doing so, we not only focus on **INCREASING CUSTOMER SATISFACTION**, but also guarantee a **MEASURABLE INCREASE IN CONVERSION RATE**.

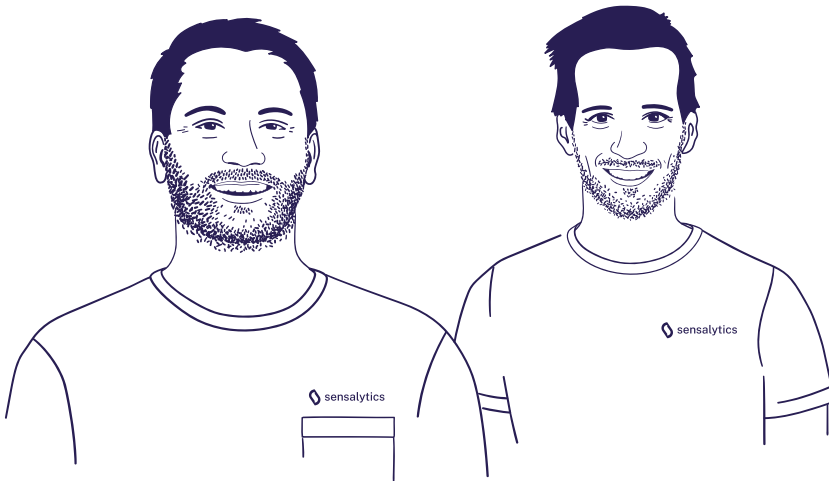
# WHO IS BEHIND *sensalytics*?

**SIMPLE. SECURE. PRECISE.  
AND ALWAYS ONE STEP AHEAD.  
THIS IS SENSALYTICS!**

We, the Stuttgart-based company sensalytics, analyze, visualize, and forecast all types of visitor flows using intelligent, GDPR-compliant sensor technology. Omar Tello and Dominik Laubach founded the company in 2015. Since then, our team has been pursuing the goal of taking complex information about stationary retail visitors and presenting them in a simple, secure, and visually-appealing format, which is **GDPR-COMPLIANT** and in **REAL-TIME**. We operate in **OVER 30 COUNTRIES** world-wide, with our core business concentrating on the DACH-region..

**OUR VISION:** to transform the traditional brick-and-mortar store into a successful digitalized retail store that offers its customers an optimal on-site experience with needs-based recommendations, and thus, can assert itself in the digital age. We provide retailers the necessary equipment to achieve this.

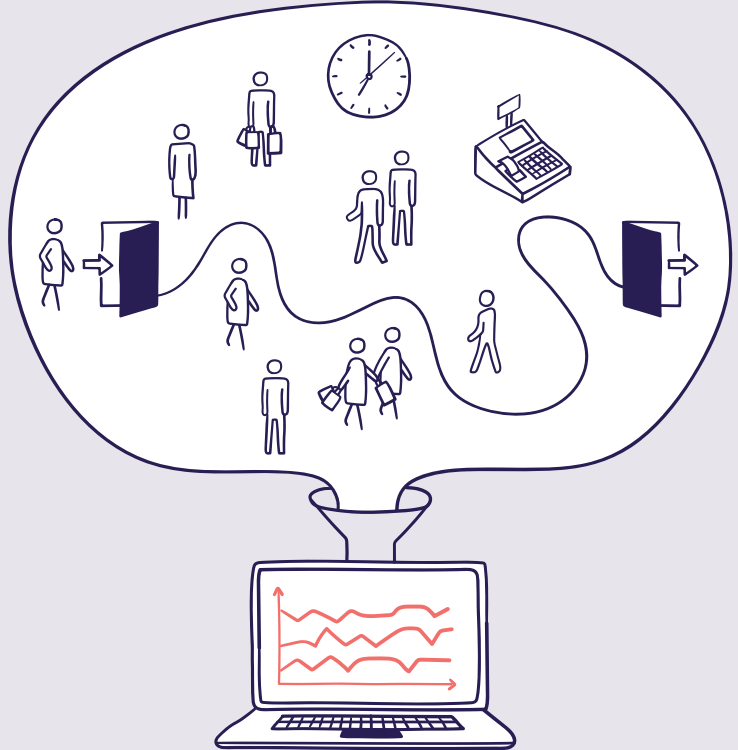
Our **ALL-IN-ONE SOLUTION** is now being used by over 350 customers, including **ALDI SÜD, TOM TAILOR, OUTLET CITY METZINGEN, VORWERK, ROSSIGNOL** and **LEADING RETAIL-AS-A-SERVICE STORES.**



*“Many companies  
already rely on  
sensalytics.”*

*“And you?”*

*“sensalytics is your  
digital guarantee  
of success in  
stationary retail!”*



## **6 GOOD REASONS** *for retail analytics and on-site tracking*

- 1.** Highly accurate measurement of frequencies and visitor flows
- 2.** GDPR-compliant
- 3.** High transparency of key figures
- 4.** Optimization of customer journey
- 5.** Basis for strategic and operational decisions
- 6.** Increase in conversion rate

# OUR INNOVATIVE SOLUTIONS *for tomorrow's retail stores*

sensalytics offers the optimal tracking system for every need. Whether it's pure people-counting, in-store analytics, queue management, or predictive analytics with clear recommendations for action - we are your digital assistant for accurately measuring your key figures and optimizing the customer journey. As a service provider, we offer you hardware and software as an all-in-one solution.

## THE HARDWARE

Even the best software cannot realize its full potential without first-class hardware. Therefore, we rely on a **DIVERSE SENSORS PORTFOLIO** - flexibly expandable as required! The sensors can be combined and retrofitted as you like, so you can start with one sensor and install additional sensors later.



- flexible installation
- real-time analytics and high accuracy
- 100 % GDPR-compliant
- robust and secure
- distinguishes between children and adults
- recognizes genders, vehicles of any kind, shopping carts and baby strollers

# OUR SOFTWARE SOLUTIONS

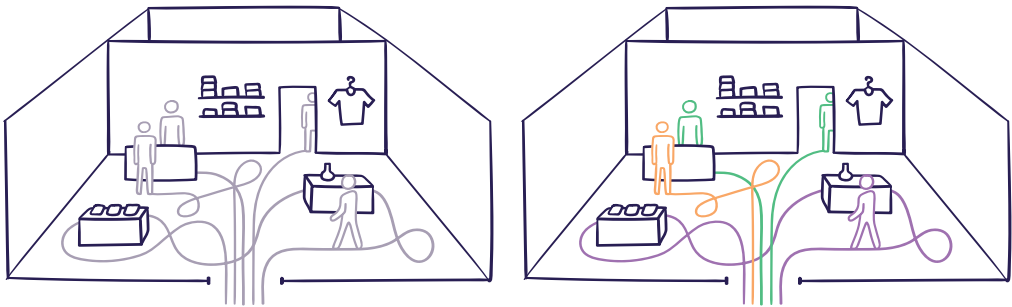
## *Retail & path analytics – know your customers!*

**RETAIL ANALYTICS** is no longer only relevant for online shops. Stationary retail stores also have an interest in obtaining precise key figures for their customers. The foundation is formed by **PEOPLE COUNTING** and **PATH ANALYTICS**.

High-precision 3D sensors provide accurate information on the number of passersby and visitors to your stores and floor space. Use the skimming rates calculated in this way for **BASIC ANALYSIS** of your retail store. Thanks to our **REAL-TIME**

**ANALYSIS**, you can also keep an eye on the occupancy of premises (showrooms, shop-in-shop, sales areas, etc.) at all times and immediately take action when necessary.

With our path analytics system, you go one step further: track the walking routes of all persons and classify them accordingly, e.g. **PROSPECTS**, **BUYERS**, and **PERSONNEL**. The sensors can also determine dwell times and interactions between customers and staff.

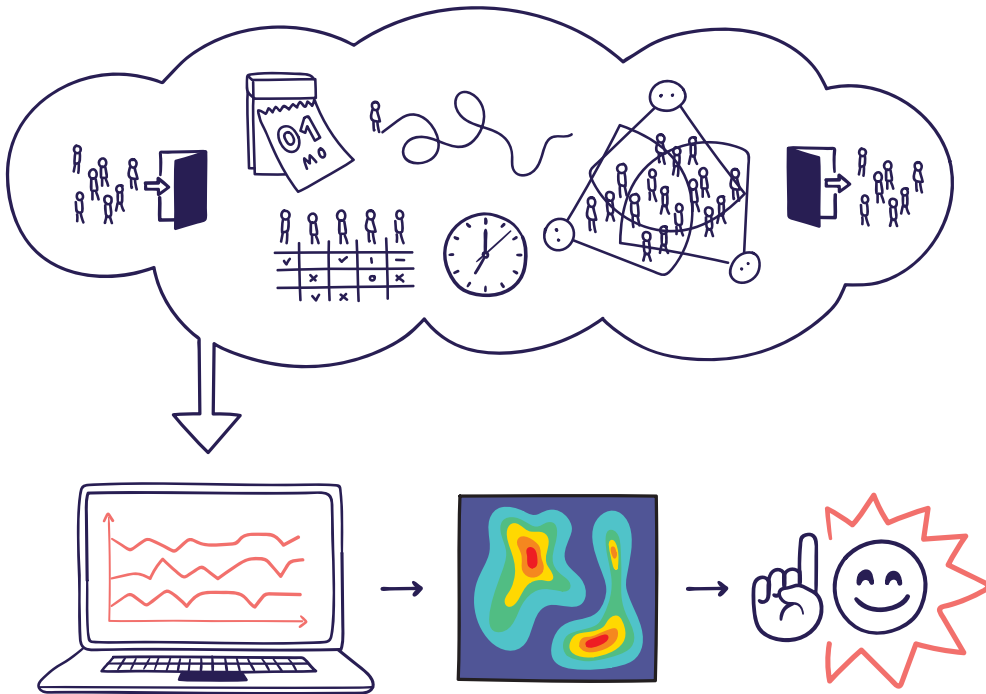


### HOW IT WORKS:

The data is collected using 3D sensors that are easy to install. They capture the entire on-site picture. Thereafter, our intelligent platform visualizes the **PATHWAYS OF YOUR CUSTOMERS** and generates key figures that are relevant for you. All areas in your premises are digitally mapped. With the help of simple path specifications, you define how individual visitors are classified.




scan for more



## OUR HEAT MAPS DETECT EVERYTHING!

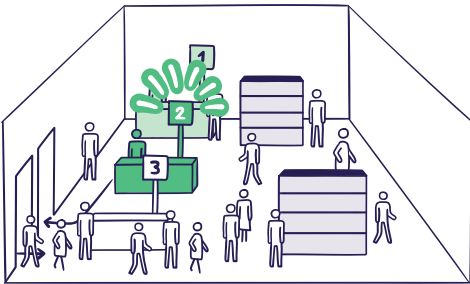
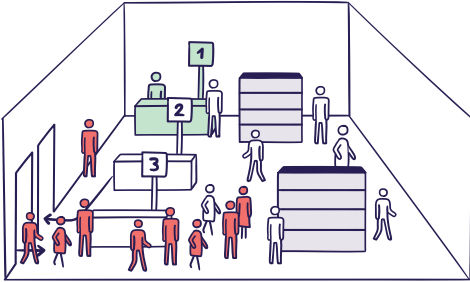
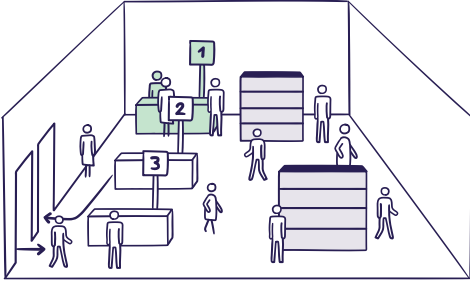
With sensalytics, you receive all **FREQUENCY AND PATHWAY ANALYSES** not only as key figures, but also as a visual presentation – simple, understandable, and always in real-time!

Our system shows you dwell times, occupancy, and number of visitors. All data can be filtered according to previously defined groups of people and length of stay. This way, you have an overview of the **REAL PURCHASING BEHAVIOR** of individuals at all times.

 *sensalytics collects, arranges, filters, and presents all your desired data with just one click.*

# QUEUE MANAGEMENT

– *guarantees shorter waiting time at checkout*



**Almost no other part of the customer journey in grocery retail is as decisive for customer satisfaction than the waiting times at checkout. Let's be honest: no one wants to wait unnecessarily long – least of all paying customers!**

What if your cash registers can open and close completely automatically depending on the number of customers? **sensalytics makes that possible!**

## HOW IT WORKS:

Our 3D sensors keep an eye on the customers at all times. The average shopping times evaluated over a certain period of time and the peak times known to the system provide information about when the checkouts could get full. sensalytics opens the tills shortly before the big rush - and thus saves your customers time and frustration!

And while the **AUTOMATIC CHECKOUT MANAGEMENT SYSTEM** from sensalytics is working in real time during the opening hours of your store, you can already see via our analytics platform whether waiting times have been reduced, frequency data increased, and efficiency improved. Use these insights for future **CASH POSITIONING AND PERSONNEL PLANNING!**

scan for more



*sensalytics is your invisible helper around your POS-Zone*



# CX ENGINE

– *in the right place  
at the right time*

**What can stationary retailers do that online retailers cannot? That's right: provide face-to-face assistance and a chance to interact with the product! The brick-and-mortar store must utilize these clear USPs again and declare **EXCELLENT SERVICE** to be the highest good.**

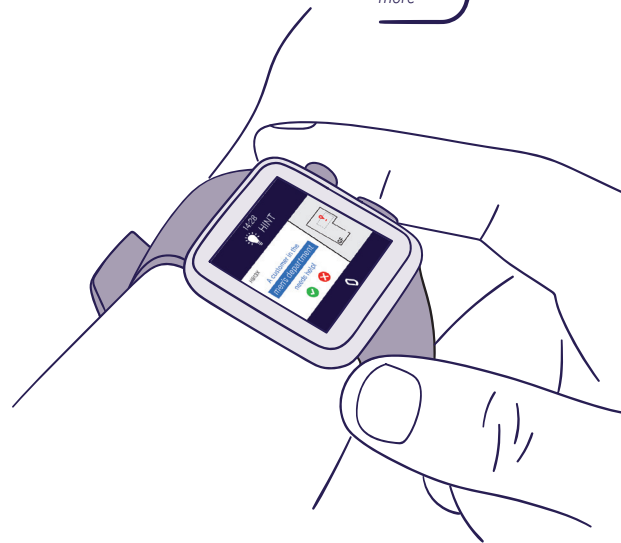
sensalytics' **CX ENGINE** (CX = Customer Experience) is the **DIGITAL ASSISTANT** for your workforce to be in the right place at the right time

## HOW IT WORKS:

The CX Engine builds on our Path Analytics system, which allows you to always keep an eye on your visitors. sensalytics' CX Engine determines the behavior of these persons, classifies them, and informs your personnel if anyone needs assistance. This information is transmitted to your staff's smartwatch or smartphone.



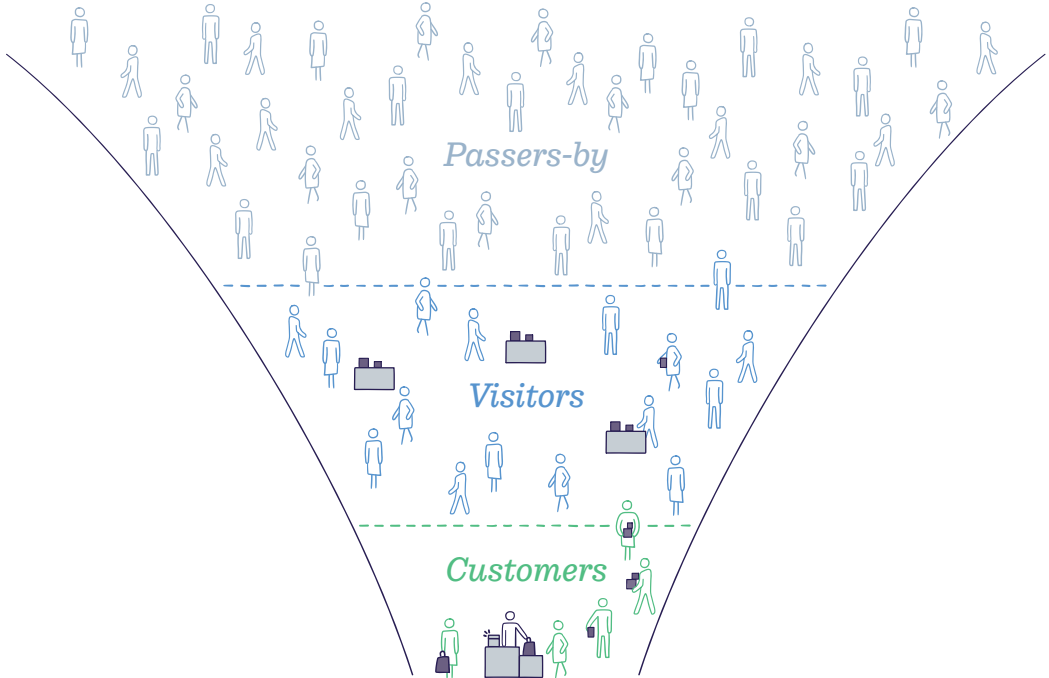
scan for more



## EXAMPLES:

- "A visitor has entered your store!"
- "A prospective customer has been in area A for several minutes!"
- "A shopper is waiting at the checkout!"
- "A visitor has been wandering around the area for many minutes!"









## THE RESULT

Prospective customers, big rushes, or long queues: with our sensalytics CX Engine your staff are **INFORMED AT ALL TIMES**. This allows them to optimally respond and for example, help a wandering customer by offering assistance. In this way, you not only increase **CUSTOMER SATISFACTION** but you can also count on a **CONVERSION RATE OF UP TO 10 PERCENT**.

Using various diagrams and heatmaps, the sensalytics cockpit also provides you with relevant meta-data for the successful use of the CX Engine. How many people actually made a purchase as a result of your courteous assistance? How does the conversion rate increase? We give you answers!

## ADVANTAGES at a glance:

-  **Better personnel planning**
-  **Relief / Optimization of personnel**
-  **Increase in customer satisfaction**
-  **Increase in the conversion rate**

# WHAT ELSE?

**BRICK-AND-MORTAR RETAIL IS NOT THE ONLY SECTOR THAT PEOPLE TRAFFIC AND FREQUENCY MEASUREMENTS ARE RELEVANT. MANY OTHER INDUSTRIES AND BUSINESSES BENEFIT FROM REAL-TIME ANALYSIS OF THEIR PREMISES.**

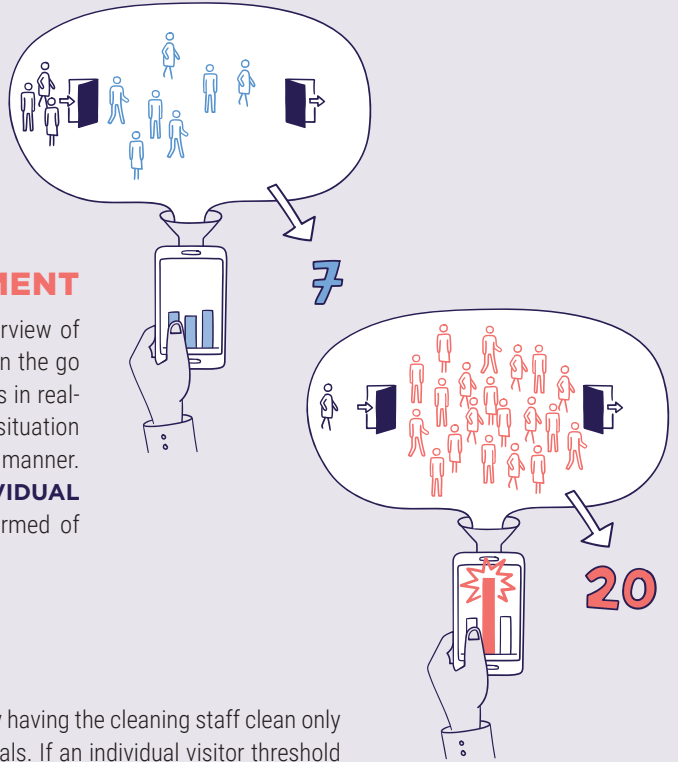


*A selection:*



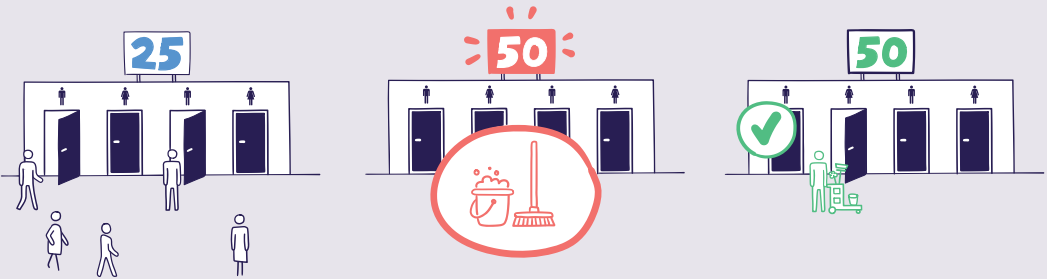
## OCCUPANCY MANAGEMENT

With sensalytics you always have an overview of the occupancy of your premises – even on the go on your smartphone. As our system works in real-time, you are always aware of the current situation at all times and can respond in a timely manner. You have the option of defining **INDIVIDUAL THRESHOLD VALUES** and being informed of **CRITICAL OCCUPANCY LEVELS**.



## MANAGED CLEANING

Permanently reduce your cleaning costs by having the cleaning staff clean only when necessary rather than at fixed intervals. If an individual visitor threshold is exceeded, your cleaning team will receive a notification. Beacons on cleaning carts **AUTOMATICALLY TRACK** and log **CLEANING TIMES OF SANITARY FACILITIES**. With consistently clean restrooms and shorter downtimes, you will keep customers satisfied and happy in your spaces.



## DIGITAL ACCESS CONTROL VIA TRAFFIC LIGHT SYSTEM

The sensalytics platform offers you a simple way to control access via a **DIGITALE TRAFFIC LIGHT**. This intuitive display is available as a standard view within the sensalytics platform and can serve as basic information for your staff to take appropriate steps. Furthermore, there is also the option of displaying this digital traffic light directly to your customers on a screen. This allows you to create simple and **AUTOMATIC TRAFFIC CONTROL** and can **REDUCE PERSONNEL DEPLOYMENT**.



*Impressions*

## *The sensalytics* **PLATFORM**

**ONE PLATFORM, ALL INFORMATION.  
EVERYWHERE AT ALL TIMES.**

The sensalytics portal is the heart of your analyses. Our **BUSINESS INTELLIGENCE PLATFORM** can be accessed both via conventional web browsers and our own **SENSALYTICS APP**.

Lengthy installation processes are eliminated, as are operating system dependencies. With the integrated rights management, you can specifically define which members of your staff are allowed to see and analyze which data.

- ⇒ With predefined and **INTUITIVE COCKPITS**, you always have an overview
- ⇒ **INDIVIDUALLY CUSTOMIZABLE DASHBOARDS** give you a deeper insight into all events.
- ⇒ Using the **INTERACTIVE REPORT DESIGNER** you can create reports specifically and according to areas of interest, simply via Drag & Drop.
- ⇒ Have your **REPORTS EASILY AND CONVENIENTLY SENT BY E-MAIL**.

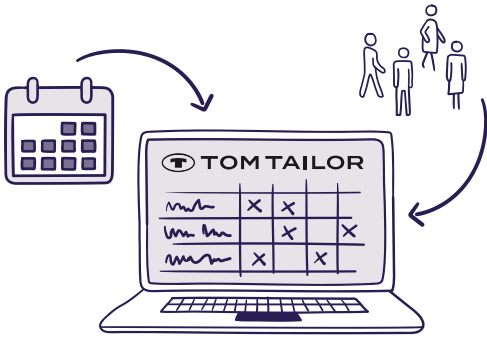
# REFERENCES



## ALDI SÜD

*Food Retail*

At the beginning of the pandemic, the discounter opted for our digital access control, which allowed doors to be opened and closed automatically. In this way, Aldi Süd met the statutory hygiene requirements at all times. The company has been using our occupancy management solution since April 2020.



## TOM TAILOR

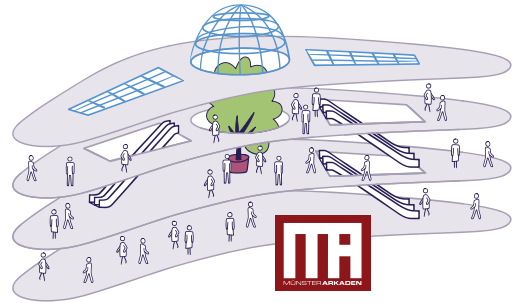
*Fashion Retail*

The Hamburg-based fashion retailer has been using our retail analytics system for all branches operated in Europe since February 2021 in order to organize personnel planning for each branch individually based on the data collected. Tom Tailor also uses our Gender Classification to optimize on-site service.

## MÜNSTER ARKADEN

*Shopping Center*

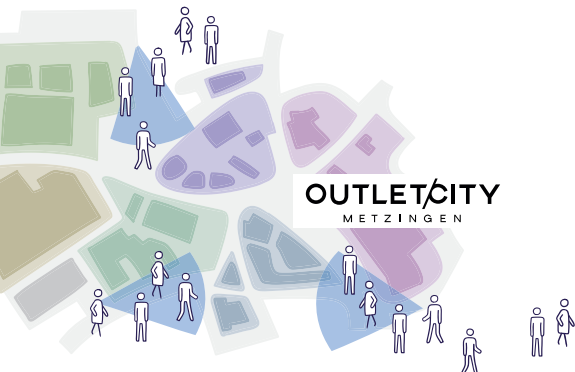
Since April 2022, the Münster Arkaden has been using sensalytics to monitor visitor flow on a total of three floors. Compared to other department stores, which to date, have relied solely on people counting, Münster Arkaden receives significantly more differentiated data about their customers. The property owner as well as the property manager have 24/7 insight into the number of visitors.



## OUTLETCITY METZINGEN

*Outlets*

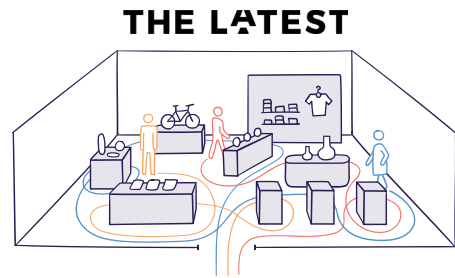
Visitor management is essential for the biggest outlet in Europe. sensalytics has already been analyzing the visitor traffic for each store and across the entire Outletcity since November 2018. In this way, skimming rates can be calculated and Outletcity as a whole can be continuously improved.



## THE LATEST

### Retail-as-a-Service-Stores

As one of the leading retail-as-a-service stores, The Latest has relied on sensalytics as a digital assistant to determine the most attractive products since November 2020. With route analysis and measurement of dwell time with individual products, The Latest receives a highly accurate evaluation of popular or less popular products at any time and can thus adjust the range of products.



### Some of our references:



We take **DATA PROTECTION** seriously.

sensalytics is 100 percent GDPR-compliant and **EPRIVACY SEAL-CERTIFIED**.  
At no time are faces screened or personal data individually processed/used.



These **MEDIA OUTLETS** are talking about sensalytics



...and many more!



sensalytics is the partner for retail analytics.

sensalytics provides offline retailers with an analytics tool that the online world has benefited from for a long time.

Retail Analytics – In-Store-Tracking –  
Customer Experience – Predictive Analytics



sensalytics GmbH  
Zettachring 2a  
70567 Stuttgart  
Germany

[www.sensalytics.io](http://www.sensalytics.io)  
[contact@sensalytics.io](mailto:contact@sensalytics.io)  
+49 711 2195 299-0