



WHITELABEL PLATFORM

*Make sensalytics to
your own product!*

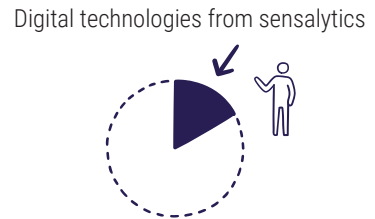


THE PARTNER

The Göttingen-based retail-tech company **XPLACE** is a global leader in digital signage solutions in the DACH region. As a solution provider and system integrator, XPLACE specializes in the digitalization of the customer journey at the point of sale (PoS). With over 20 years of experience in international key account business for PoS digitalization, XPLACE operates in more than 25 countries across three continents. The company maintains a strong presence through its subsidiaries, partner companies, and a dedicated team in sales and service.

THE TASK

Digital communication has become an integral aspect of modern interactions, making it essential to ensure the effectiveness of digital signage and other communication measures. One of the major challenges is making the success of these initiatives measurable and optimizing them when necessary. To tackle this, xplace sought a partner capable of measuring success. Additionally, xplace aimed to create synergies between digital technologies to enhance the customer experience. Specifically, sensalytics' technology was chosen to measure people flow, enabling the effectiveness of digital signage marketing to be quantified.

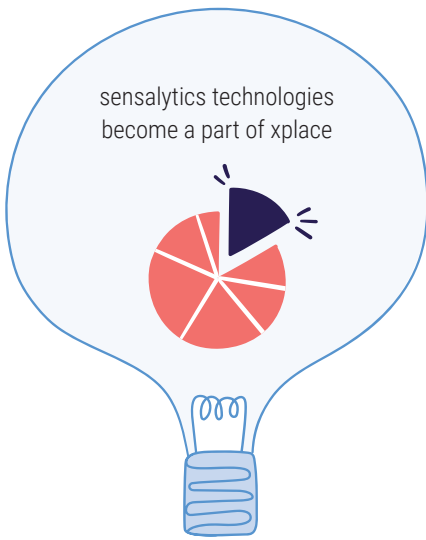


"As a system integrator, our mission is to combine the best technologies to deliver outstanding results for our customers. Integrating the Sensalytics solution into our retail offerings demonstrates the power of precise sensor technology paired with intelligent analysis. This success inspires us to continue exploring innovative paths."

"The partnership with Sensalytics marks a significant step forward for us and our customers. By creating synergies between digital technologies, we can drive successful digitalization in retail and deliver an exceptional customer experience. Our focus remains on providing a clear and effective digital customer approach on-site."

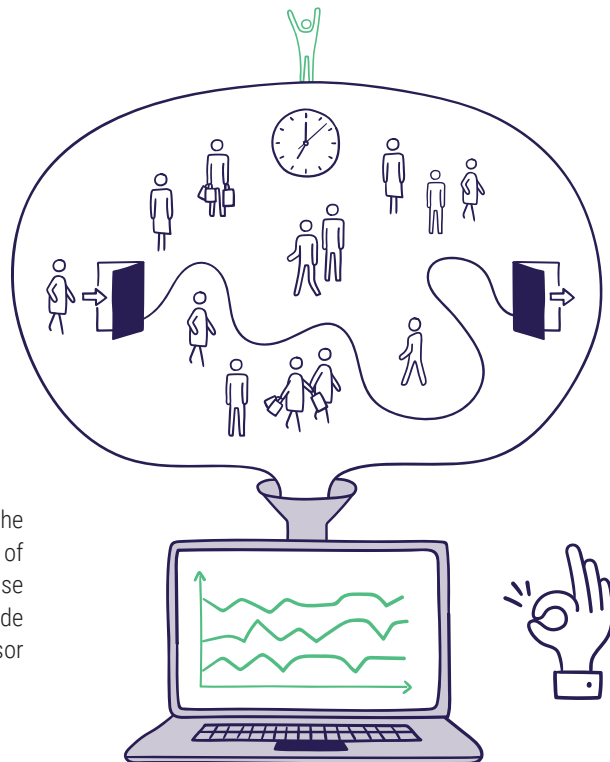
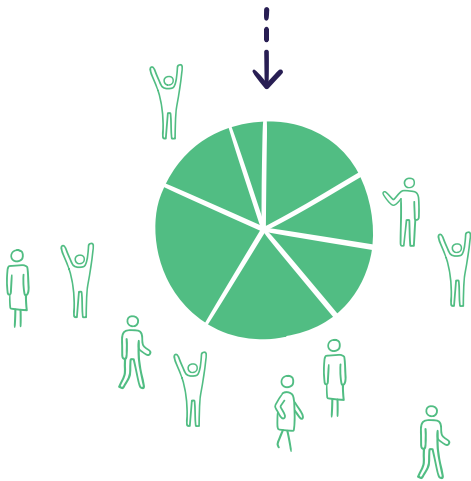


Johannes Mika
Product Manager Retail Analytics



THE SOLUTION

The partnership between xplace and Sensalytics aims to strategically enhance xplace's sensor technology division. This collaboration seeks to generate valuable insights for retailers, enabling them to monitor which areas are most frequented and understand customer routes in real-time. A key focus of this partnership is on retail media—specifically, digital advertising within physical retail stores. Using Sensalytics' "Retail Media Impression Tracking," xplace can precisely track the number of people who view specific spots and for how long, down to the second.



THE RESULT

Through real-time analyses of visitor flows and the measurement of viewing and dwell times in front of digital signage modules, xplace can now offer precise success metrics to its clients. This capability is made possible by using advanced, high-precision sensor technology.



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



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