

## Footfall Cam – Key Value

**Turn visitor data into business growth**

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- **3 Key Features**
  - **Accurate People Counting** – Know true traffic flow
  - **Real-Time Analytics** – Respond instantly to peak hours
  - **Heatmaps & Zone Tracking** – Optimize store layout & engagement
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- **3 Key Benefits**
- **Better Planning** – Right staff, right time
- **Improved Customer Experience** – Shorter queues, smoother flow
- **Higher Sales** – Smarter layouts & targeted promotions