

RETAIL

Walk-in Rate: a new way to maximize your store’s revenue

BEFORE & AFTER


WHAT PLACEMETER MEASURES

Using proprietary computer vision algorithms, we transform video streams into meaningful data about the volume and direction of pedestrians, bikes, motorbikes, cars, and large vehicles.



Store door counts

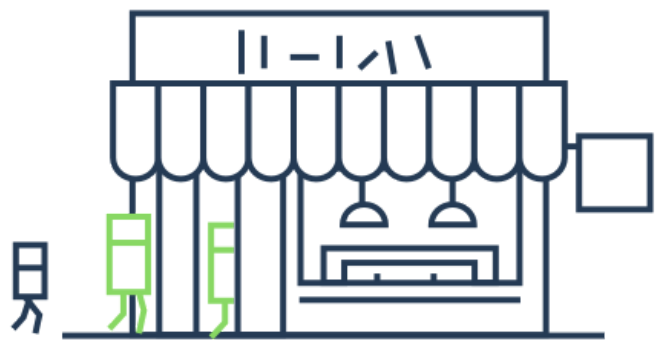




Placemeter is now part of Arlo at NETGEAR

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Out-of-Home Advertising
Retail
Sign In



Street-to-purchase conversion rate



Impact of Black Friday, other sales, holidays, and seasons

SOLUTIONS




Increase revenue on existing stores by analyzing street-to-purchase conversion rates.

Your walk-in rate, or street-to-store conversion rate, is a brand new KPI available to you for the first time on the Placemeter platform. Use it to quantify the top of your sales funnel. Then, improve your store’s performance by optimizing storefront and signage designs, promotional displays, and store hours.



Anticipate the impact of promotional advertising, sales, street fairs, and other events around your store.



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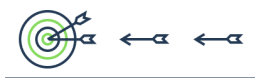
Understand neighborhoods for better site selection.

When it's time to expand your network of stores, Placemeter is here to help. Quantify pedestrian activity at each of your potential locations to determine which will perform the best. You'll make a data-backed decision sure to transform into revenue.

BENEFITS



Continuous, 24/7 data



Accurate



Customizable study areas



Simple setup

APPLICATION

- Connect [Arlo cameras](#) or use existing security camera systems
- Immediately access a dashboard with real-time data
- Aggregate and compare historical data
- Export easy-to-read reports

WHO WE'VE WORKED WITH



We provided sidewalk traffic counts for Dylan's Candy Bar, a New York City candy emporium, to help the chain understand pedestrian traffic at locations across the city, optimize entrances and displays at their flagship store, and select one of four lease options provided by a broker.