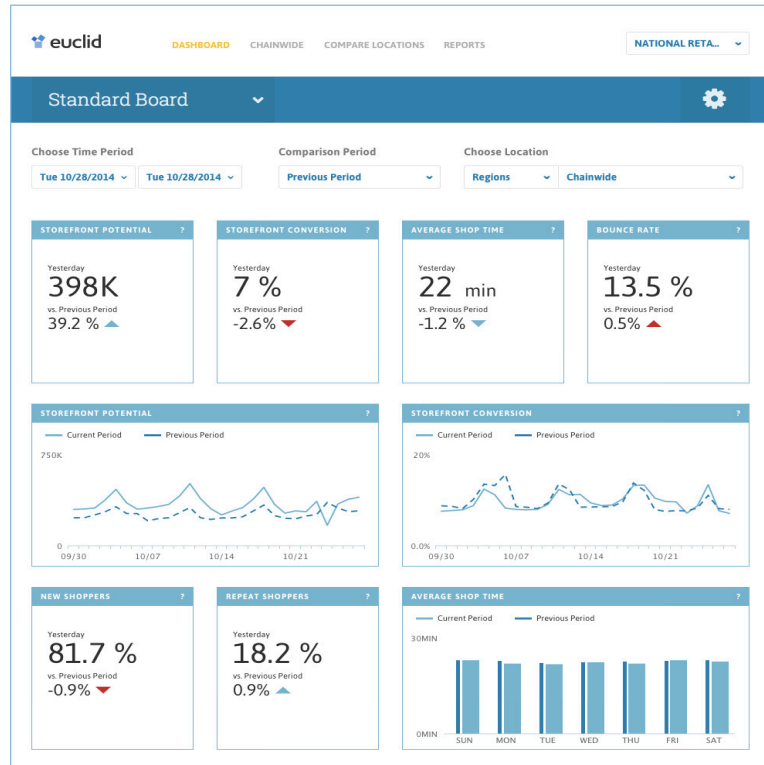


Euclid provides answers and insights to brick and mortar locations in the same way that web analytics services do for e-commerce. Using smartphone signals, we capture data on visit behavior, including how long visitors stay, how often they return, and more.



Our technology translates billions of non-personal, aggregated signals into actionable metrics. We deliver powerful reporting that assesses how well you attract, engage and retain visitors. With easy activation and no additional hardware needed, Euclid is the fastest and most cost-effective way to get started with location analytics.

The leader in location analytics.

Euclid is backed by leading Silicon Valley investors, NEA and Benchmark, who have invested in market leaders including:



Our patented, Wi-Fi based analytics technology delivers industry-leading data science and sophisticated algorithms that provide the most accurate location analytics available today. By integrating other data sources such as POS systems and traffic counters, Euclid provides the analytical feedback you need to improve customer experience. Today, our network has grown to analyze hundreds of millions of shopping sessions each year globally.

Featured in:



How Euclid works.

Senses smartphones.

Smartphones send out signals as they search for Wi-Fi networks. These signals include the MAC address, signal strength, and other non-personally identifiable information.

Captures Wi-Fi signals for analysis.

Using your existing Wi-Fi infrastructure or our compact plug-and-play sensor, we record signals and send them to our cloud-based systems.

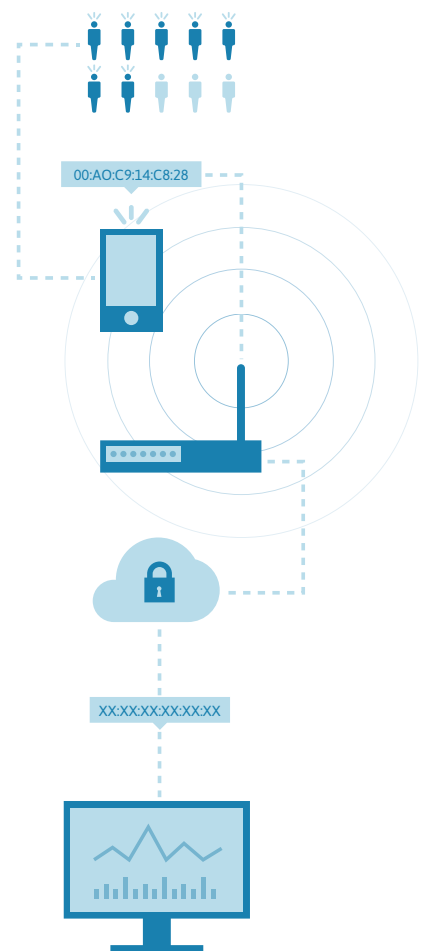
Processes and stores data.

Our advanced heuristics extract actionable insights from the data and store the results in Amazon's highly secure datacenters.

Delivers dashboards and reports.

Our web-based dashboard and customized reporting make it easy and convenient to measure and optimize your business.

*Patented location analytics technology: US 8,699,370 B2



Easy to activate.

- Activate across all locations in minutes.
- Utilize your existing Wi-Fi infrastructure through our partners or order Euclid sensors.
- Deploy for full access to behavioral visitor metrics.

Aerohive
NETWORKS

JUNIPER
NETWORKS

ARUBA
networks

Meraki

CISCO

Ruckus
Simply Better Wireless.

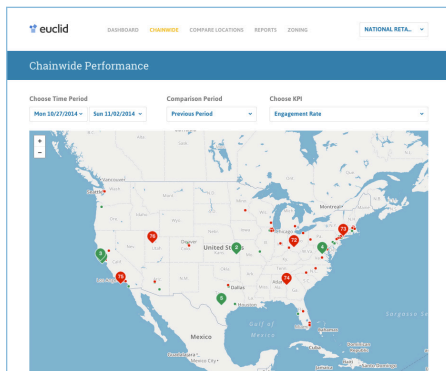
FORTINET

XIRBUS
HIGH PERFORMANCE WIFI™

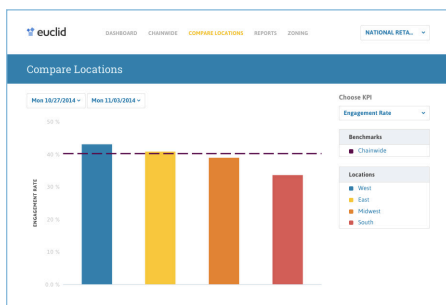
Behavioral Visitor Metrics.

Benefits

- Access to real world customer behaviors and trends that you don't have today.
- Compare all locations across behavioral visitor metrics and time periods from annual to hours of the day.
- Customizable dashboards and a Client Success team will help you understand marketing campaigns, optimize store operations, and improve your business.



Chainwide Performance



Compare Locations

Euclid delivers metrics and insights to a cloud-based dashboard and reporting that can integrate with your existing BI tools.

Attraction

- **Storefront Potential:** People who walk by or visit.
- **Walk-bys:** People that walk by your location and do not visit.
- **Visitors:** People detected inside your location.
- **Storefront Conversion:** Percentage of people that come inside your location.

Engagement

- **Duration:** Time a visitor spends inside your location.
- **Engagement Rate:** Percentage of visitors engaged for greater than "x" (user defined) minutes.
- **Bounce Rate:** Percentage of visitors leaving in less than "x" (user defined) minutes.

Retention

- **New Visitors:** Percentage of new visitors to your location.
- **Repeat Visitors:** Percentage of visitors that have visited the location before.

Analytics tailored for you.

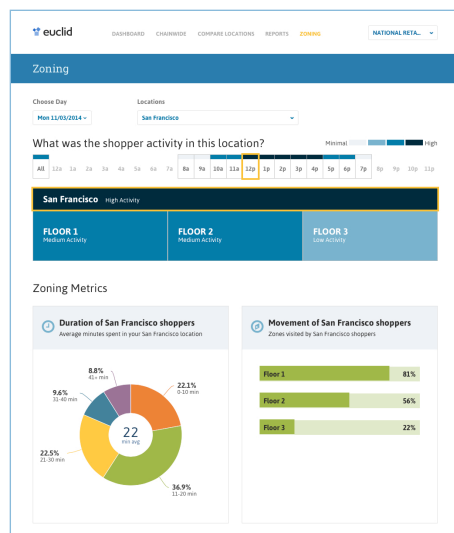
Euclid provides an intuitive visualization platform and reporting tools to help you keep a pulse on your business performance. Our metrics help you make smarter marketing, operations, and strategic decisions for all your locations. Euclid informs:

- Brand analytics to report on chainwide performance defined by regions, benchmarks, real estate planning, and cross-shopping behavior.
- Marketing analytics to evaluate campaigns and events, customer segmentation, and measure loyalty.
- Operations analytics to optimize store hours, labor and scheduling, zoning, and wait times.

Data science across our network.

A Massive Dataset

- Billion events daily.
- Hundreds of millions of shoppers and shopping sessions yearly.
- Thousands of access points APs globally.



Euclid's proprietary data science enables industry-leading location analytics. Our sophisticated algorithms develop unique threshold values for each store, and draw on validated data patterns from thousands of stores in our network.

Advanced classification

- We determine multiple levels beyond basic classifications.
- Our algorithms employ machine learning to adjust signal and duration thresholds in real-time.
- We inject truth data into a feedback loop that increases accuracy of the analytics.
- We continually evolve our algorithms to reflect the latest industry trends and changes in mobile behavior.

Advanced analytics

Euclid's focus on data science fuels our advanced offerings and a growing suite of analytics tools:

- **Zoning:** Activity, duration and movement within a zone
- **Line Wait Times:** Dwell times based on a specific zone.
- **Dedicated Client Service Manager:** Ensures a successful implementation and ongoing support.

Zoning

	euclid Express	euclid Plus	euclid Advanced
Behavioral Metrics	✓	✓	✓
Customizable Dashboards	✓	✓	✓
Custom Reports	✓	✓	✓
Import POS and Traffic Data	✓	✓	✓
Chainwide Performance		✓	✓
Compare Locations		✓	✓
Export API		✓	✓
Zoning			✓
Line Wait Times			✓
Online Support		✓	✓
Phone Support		✓	✓
Client Success Manager	✓		✓
	Free Requires Wi-Fi APs from a Euclid Wi-Fi Partner.	\$20/AP/month Based on annual billing. Volume discounts available.	Custom Proposal

For more information, call 1-800-681-2156, email info@euclidanalytics.com, or visit euclidanalytics.com.