# Measure better, manage better.

Go beyond counting heads to get the complete picture of what's happening inside your stores. Euclid Analytics delivers essential retail metrics and insights to a web-based dashboard and your existing BI tools.

VISIT TRENDS

- **Storefront Conversion**
  Percentage of people seen outside that come inside.

- **Outside Opportunity**
  Number of people walking by your stores.

- **Visits**
  Number of shoppers detected inside the store.
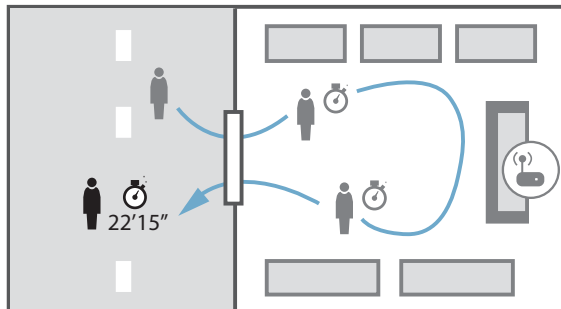
ENGAGEMENT

- **Visit Duration**
  Amount of time shoppers spend inside the store.

- **Bounce Rate**
  Percentage of shoppers who are leaving before a pre-set time threshold and unlikely to make a purchase (i.e. are in the store for less than 5 minutes).

- **Engagement Rate**
  Percentage of shoppers who are engaged over a pre-set time threshold and likely to make a purchase (i.e. shop for over 20 minutes in time).

LOYALTY

- **New Visitors**
  Percentage of visitors that are new.

- **Repeat Visitors**
  Percentage of visitors that have visited the store before.

- **Visit Recency**
  Number of days visitors wait on average before returning.

Learn more at **euclidanalytics.com**.