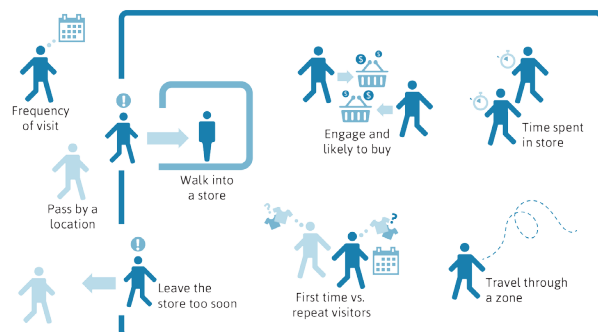


Measure better, manage better

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.

ATTRACTION

- **Outside Opportunity**
Total number of people outside your storefront who walk by or visit
- **Walk-bys**
Number of people walking by your store who do not visit
- **Visitors**
Number of people detected inside your store
- **Storefront Conversion**
Percentage of people that come inside your store



ENGAGEMENT

- **Duration**
Amount of time visitors spend inside the store
- **Engagement Rate**
Percentage of visitors engaged for > "x" minutes (i.e. shop for over 20 minutes)
- **Bounce Rate**
Percentage of visitors leaving in < "x" minutes (i.e. are in the store for less than 5 minutes)

RETENTION

- **New Visitors**
Percentage of visitors that are new
- **Repeat Visitors**
Percentage of visitors that have visited the store before