

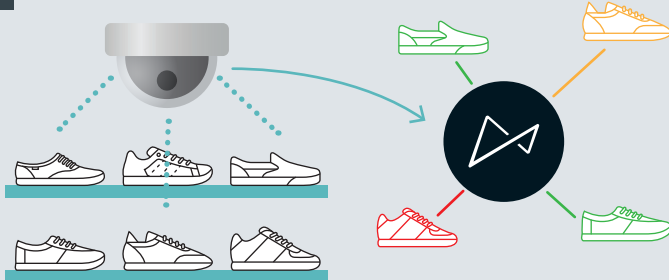


STORE DNA

## FROM DATA TO ACTIONABLE INSIGHTS

For retail executives overwhelmed by piles of data, StoreDNA is the integrated decision-making platform which delivers dramatically improved performance through better product assortments, store layouts, visual merchandising, and associate optimization.

### 01 LEVERAGE VIDEO FEEDS



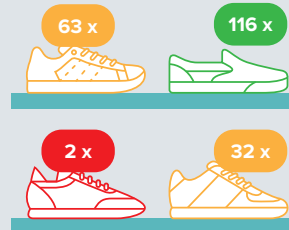
#### MONETIZE CAMERA ASSETS

Use existing or easy-to-install cameras to analyse shopper behavior.

#### STORE DNA MACHINE LEARNING ALGORITHMS

Proprietary algorithms detect engagement between shoppers and SKUs.

### 02 MEASURE SKU ENGAGEMENT



High fidelity behavioral data - exact number of customer interactions per SKU.



### 03 CONNECT WITH SALES DATA

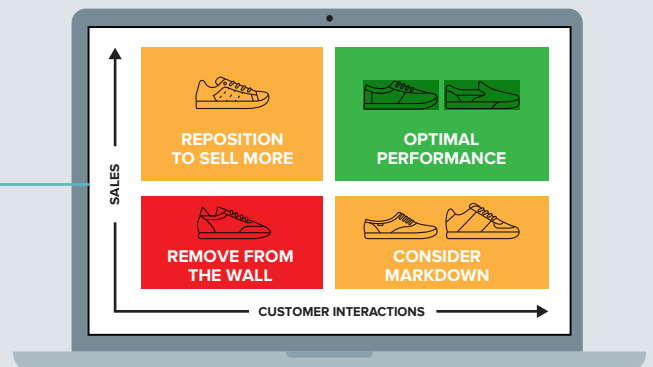


NUMBER OF PRODUCT INTERACTIONS

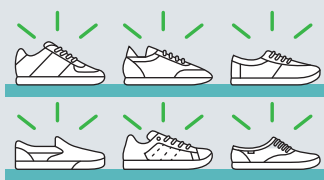


NUMBER OF PRODUCTS SOLD

### 04 PROVIDE STORE DNA RECOMMENDATIONS



### 05 TEST AND VERIFY RECOMMENDATIONS



TEST IN BENCHMARK STORE(S)



VERIFY IN MORE STORES

### 06 SCALE TO THE ENTIRE FLEET



#### LEADER IN SPORT WOMEN'S CATEGORY

**+36%**  
REVENUE

#### INTERSPORT MEN'S TRAINING

**+225%**  
REVENUE

#### FOOTLOCKER TOTAL STORE

**+21%**  
CONVERSION

#### AUDI A3 PRODUCT GROUP

**+29%**  
CONVERSION



Drive effective window communications



Create connected shopper journeys



Present shopper-right assortments



Optimize sales staff interactions



Improve in-store promotional effectiveness



Drive strong member relationships

INTERSPORT



Foot Locker

Timberland

GLOBUS  
REISEN

SAMSUNG



JAGUAR



Audi



LAND  
ROVER

