

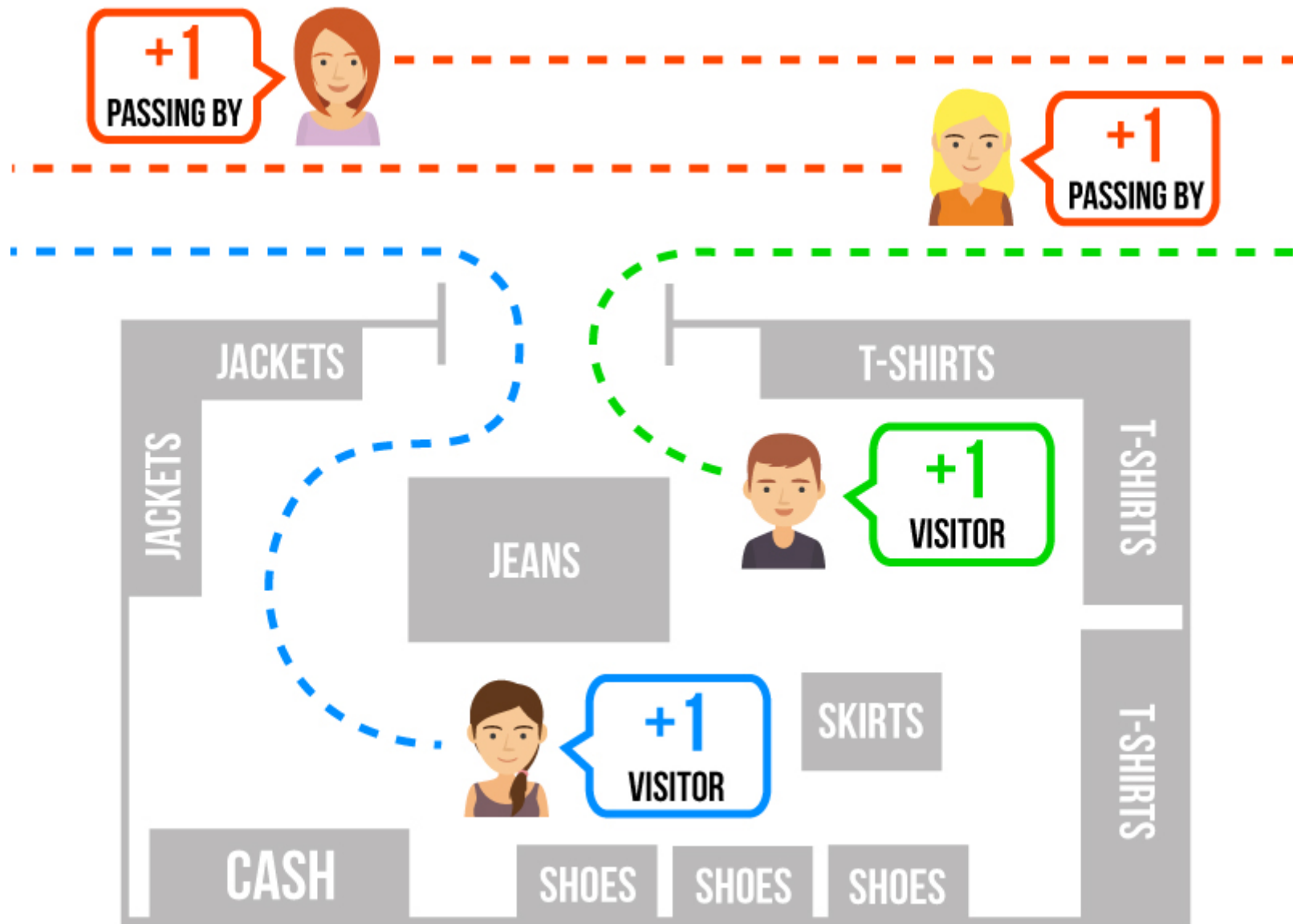
TRACKIO

**customer tracking solution
for retail stores**

since 2017
DEVELOPED BY



info@eprovement.com



Do you
know...

... how many people **visited** your store last month?
how many just **passed by** it?
and **where** were they moving?

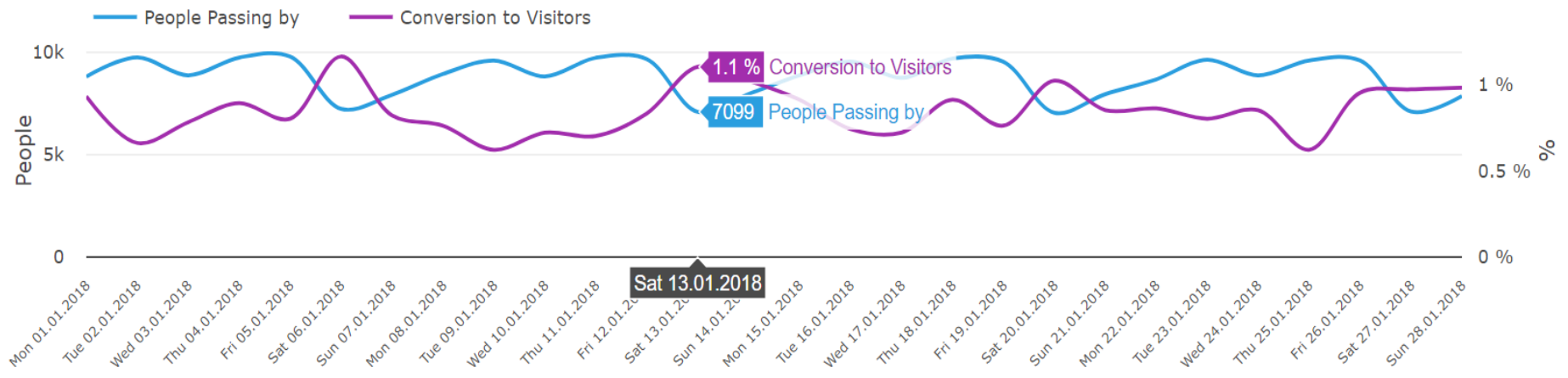
No? We do!

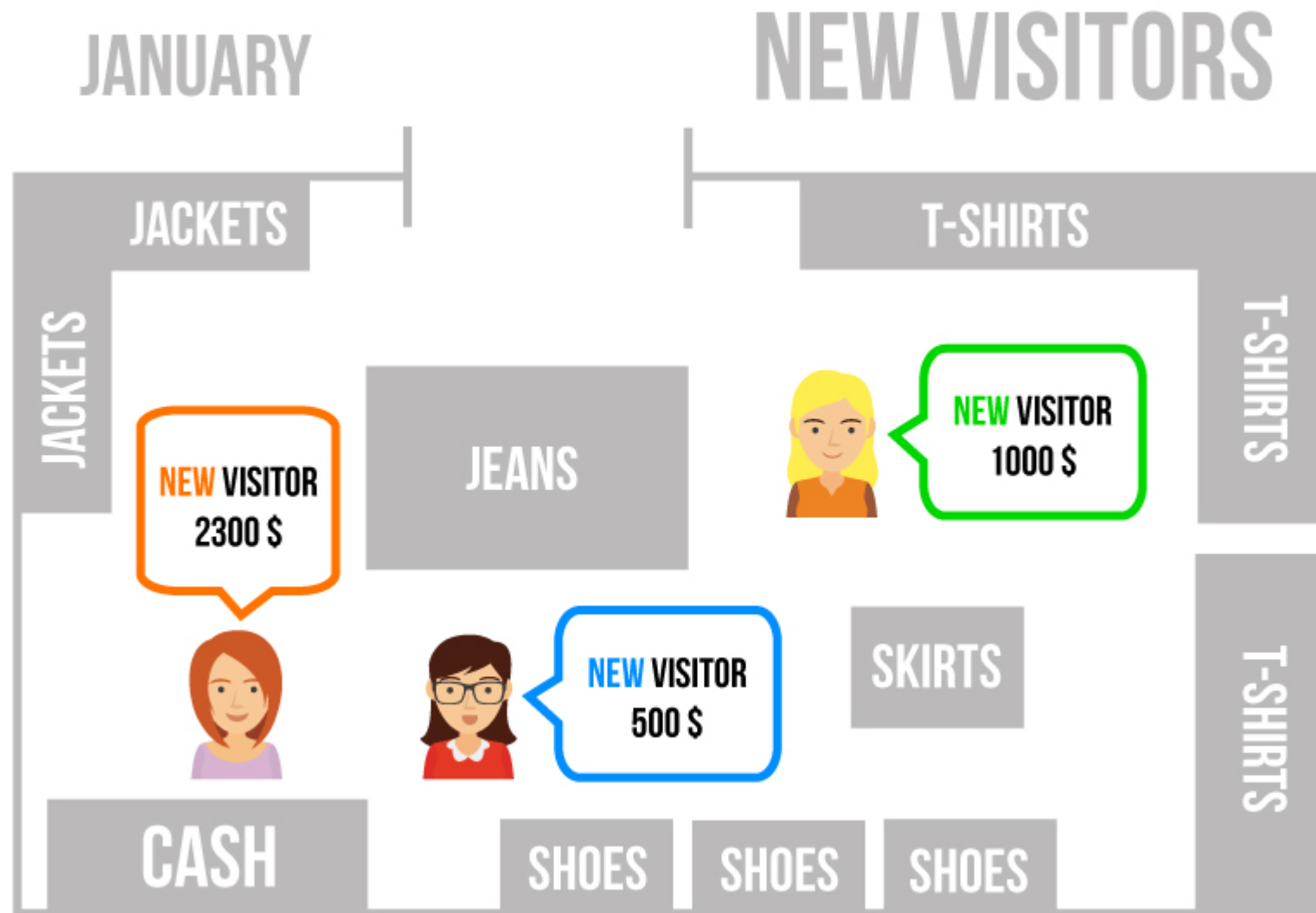
With Trackio you always know how many potential customers you were able to attract to visit your store!

Did your new shop window advertisement **raise your visits**?
Which day was **successful** and which day was a **failure**?

We can tell you exactly!

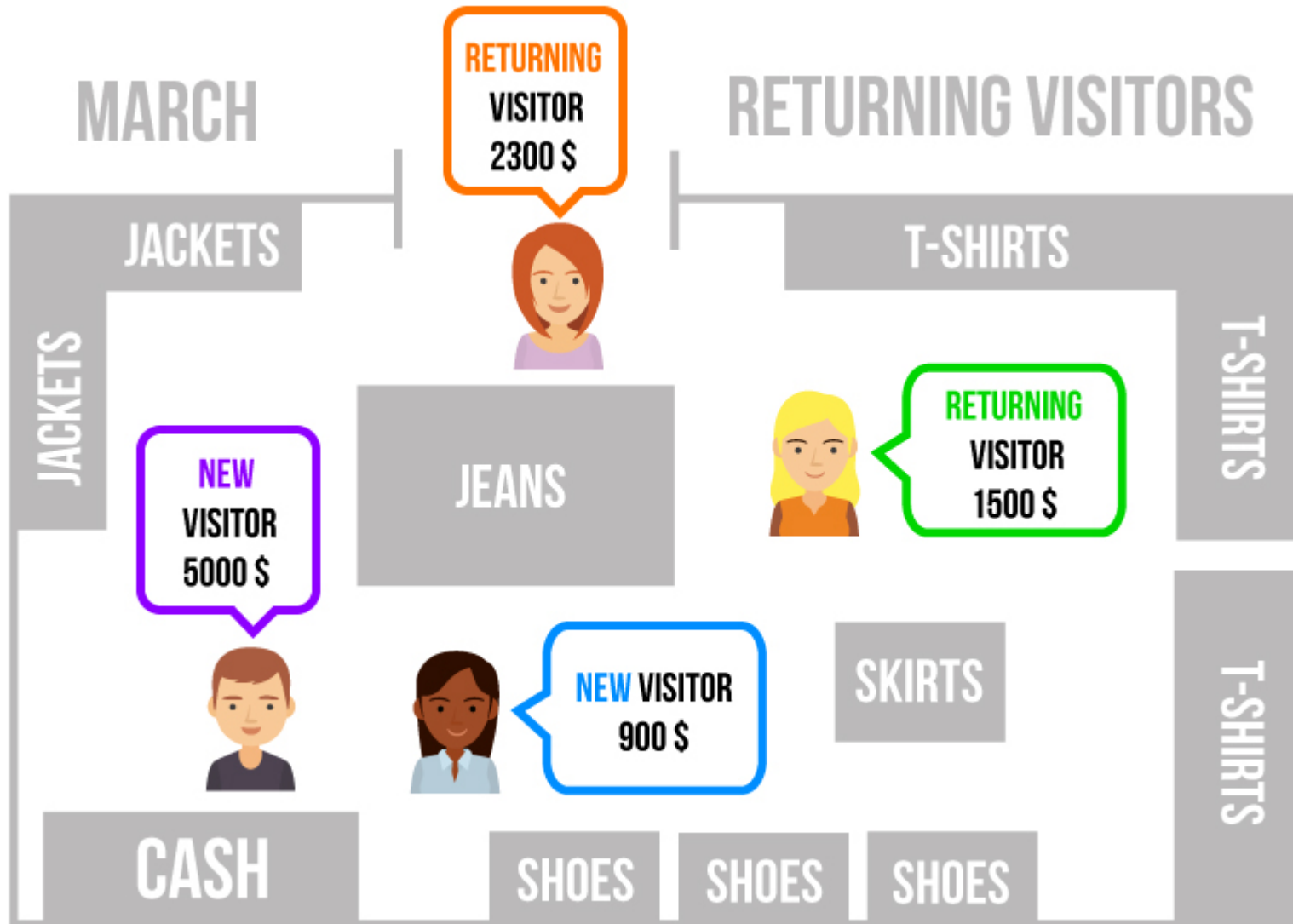
People Passing by + Conversion to Visitors





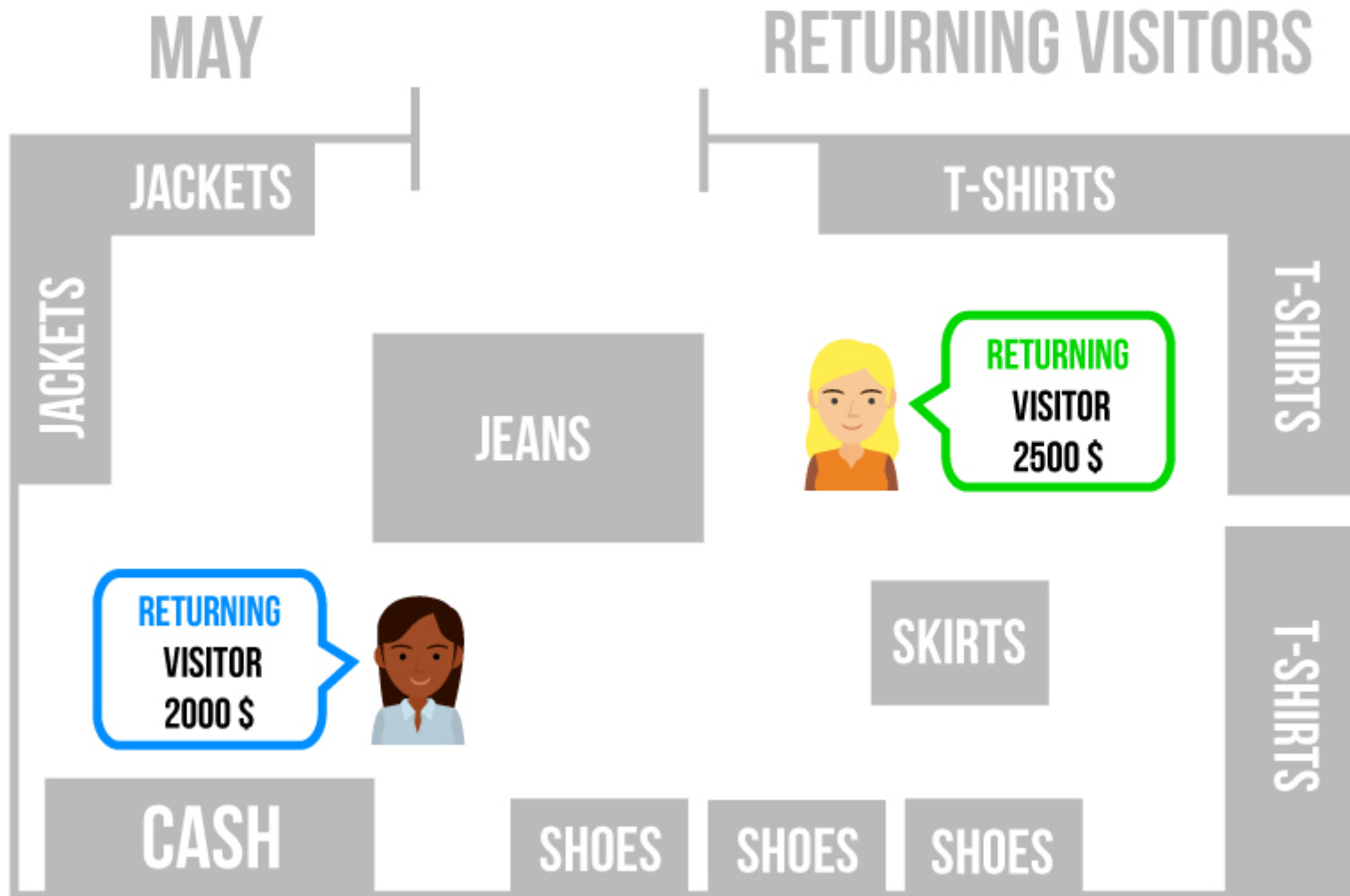
Do you
know...

... how much your customers **spent** in your store?



Do you
know...

... how many of them have **returned** and when?



Do you
know...

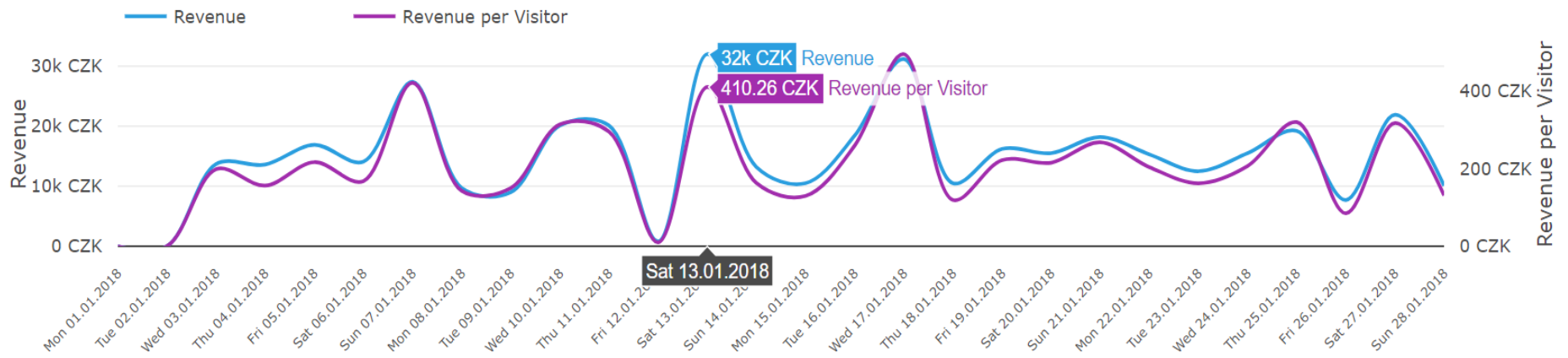
... how much did they spend in your shop **on average**?

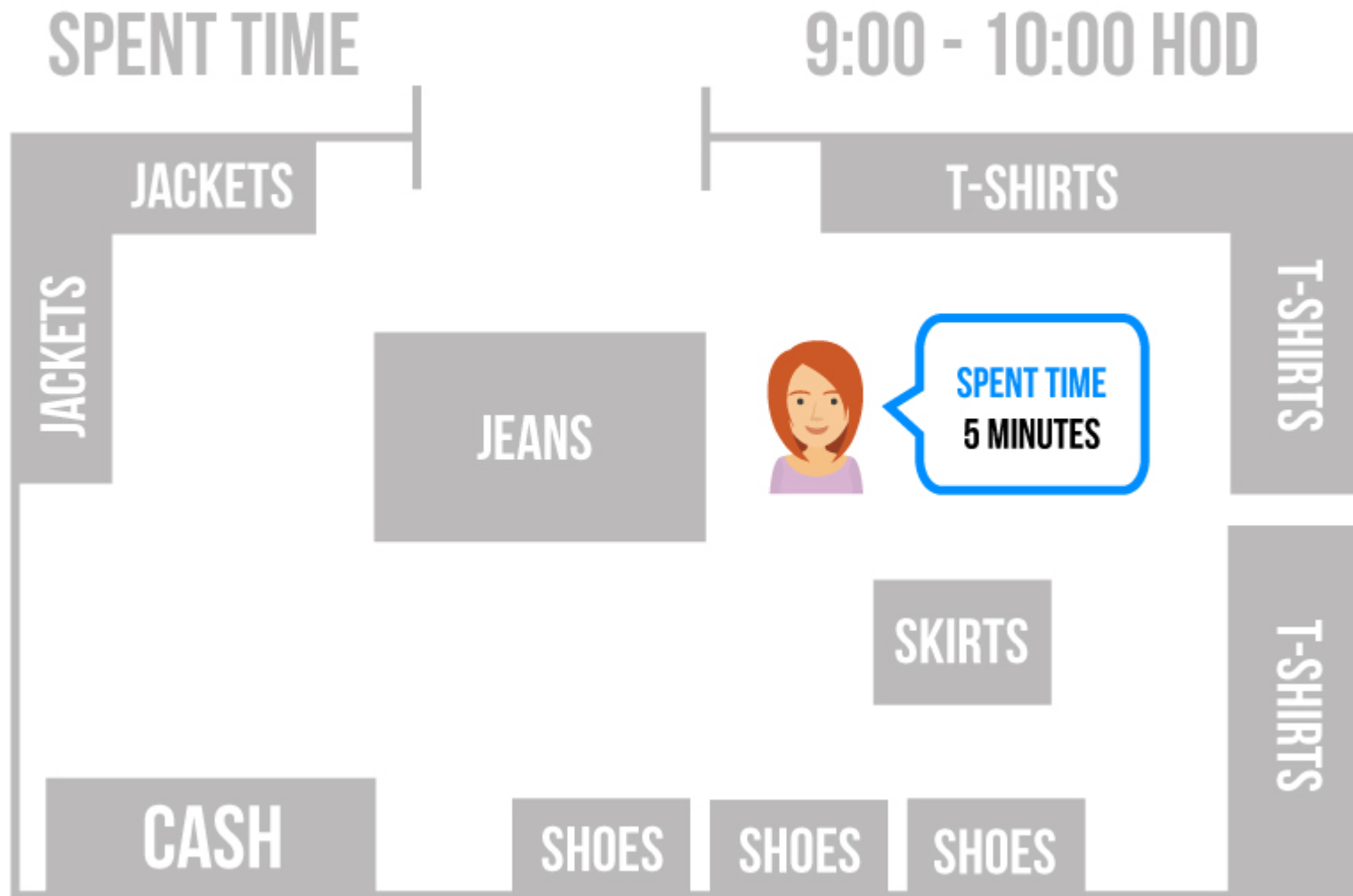
No? We do, again.

With **Trackio** you can:

- compare 'transaction per visitor' among different stores and employees to **find low performers**
- compare 'conversion of traffic to transaction' among store sections, it helps you to identify **the sections that sell the most**
- and a lot more!

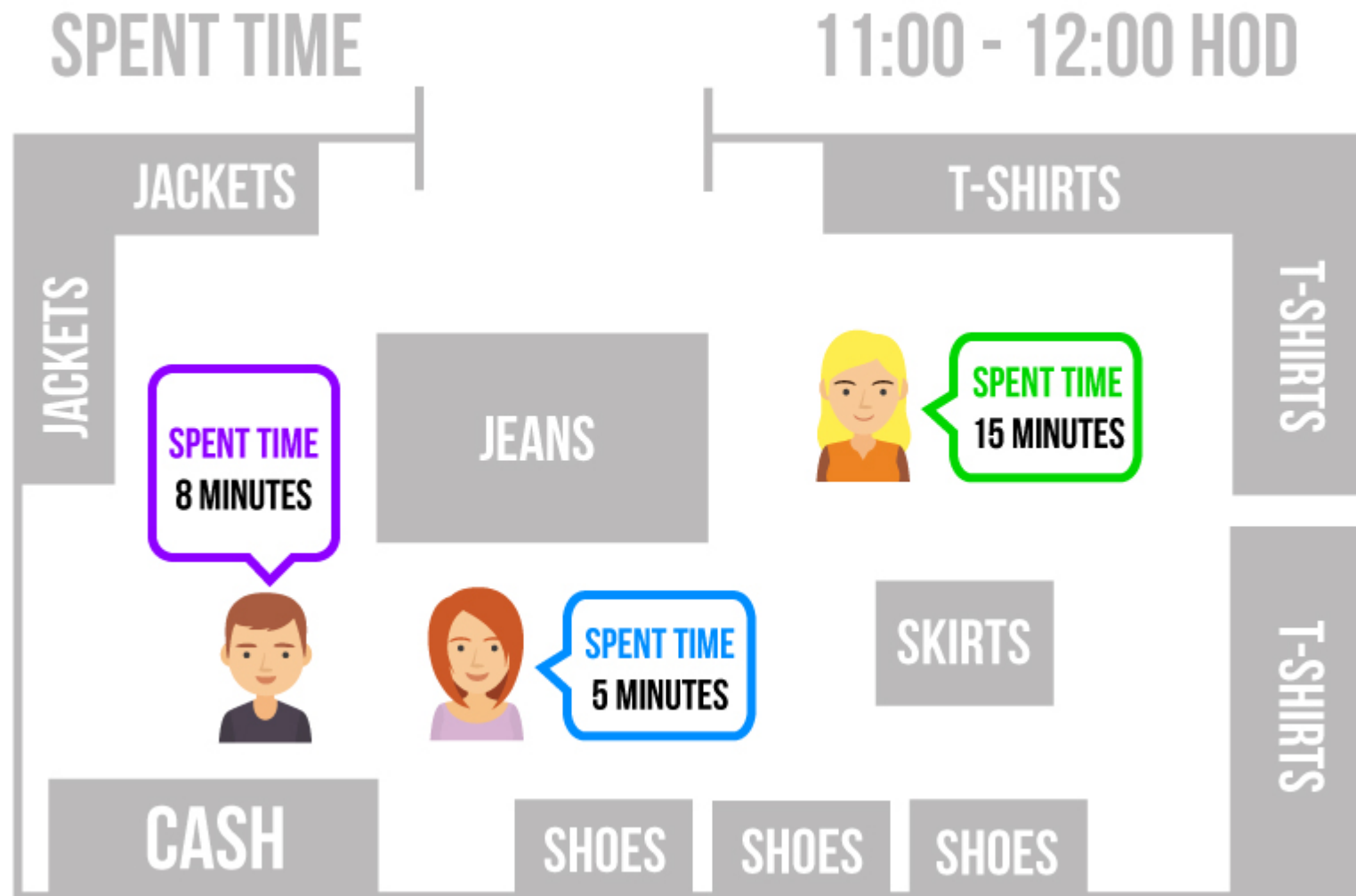
Revenue + Revenue per Visitor





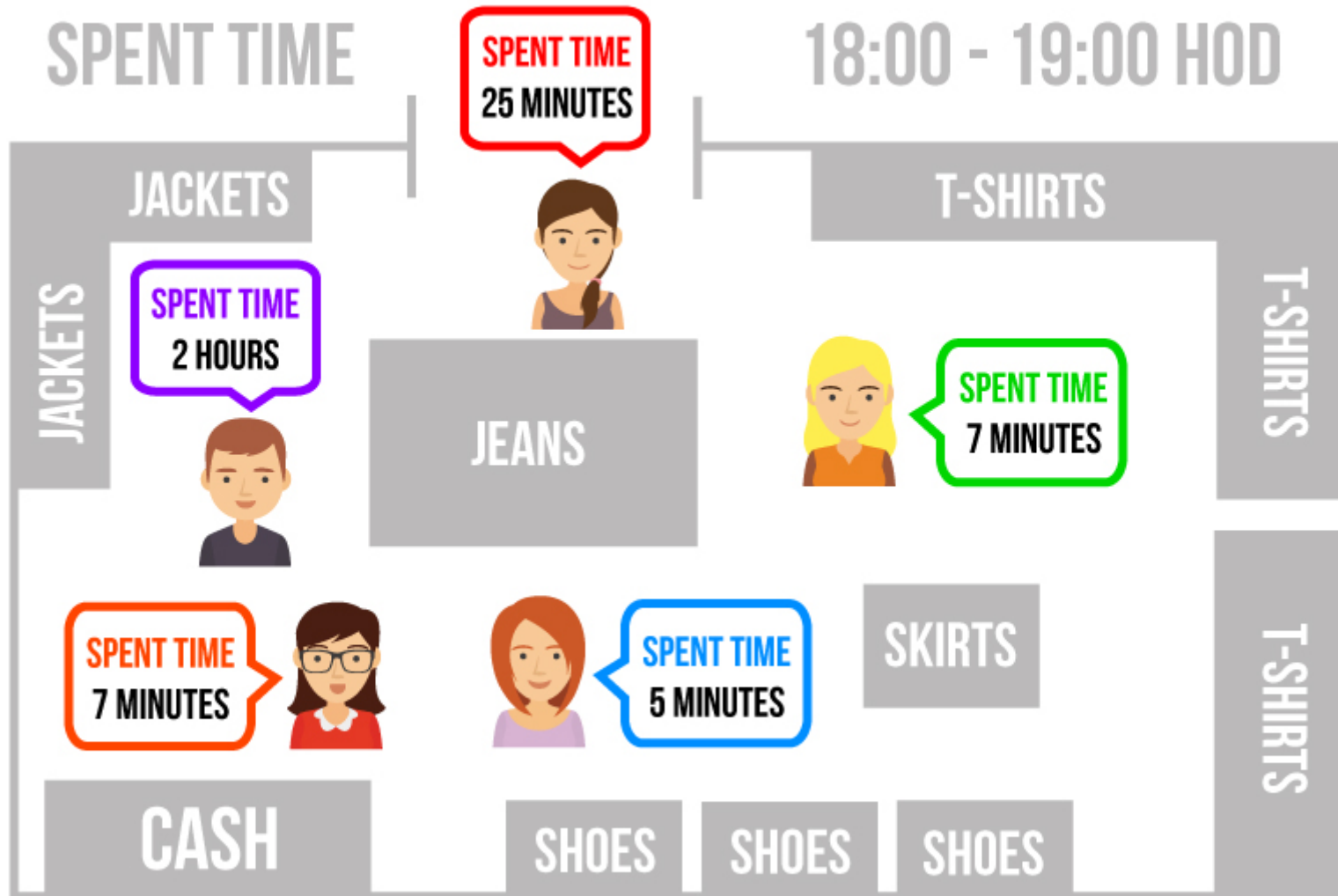
Do you
know...

... how long do customers **stay** in your store?



Do you
know...

... which sections are **the most occupied**?



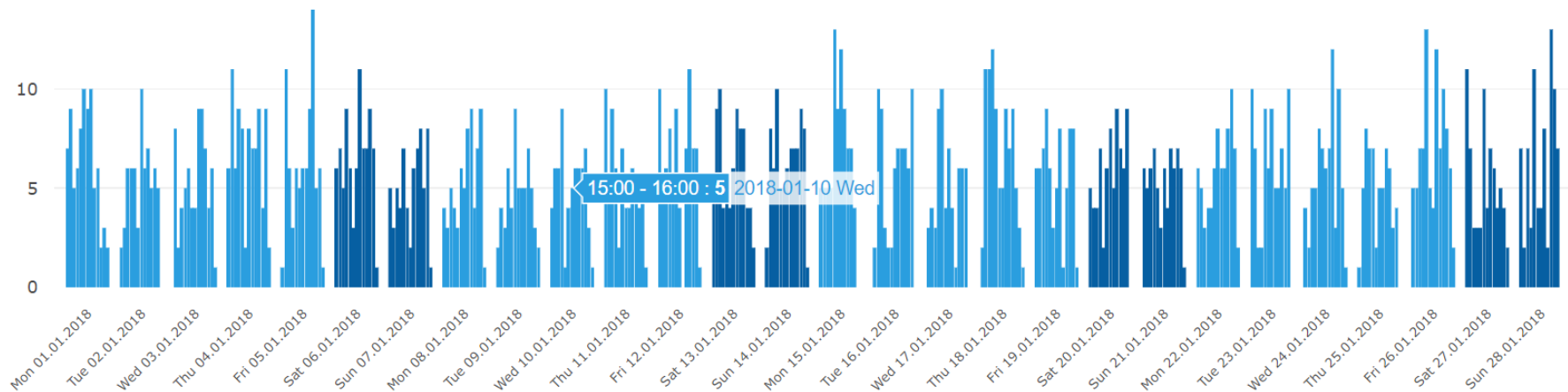
Do you
know...

... which hour has **the highest traffic**?

No? Well, guess what...

With knowledge about **peaks** and **off-peaks** you can effectively allocate vendors in your store.

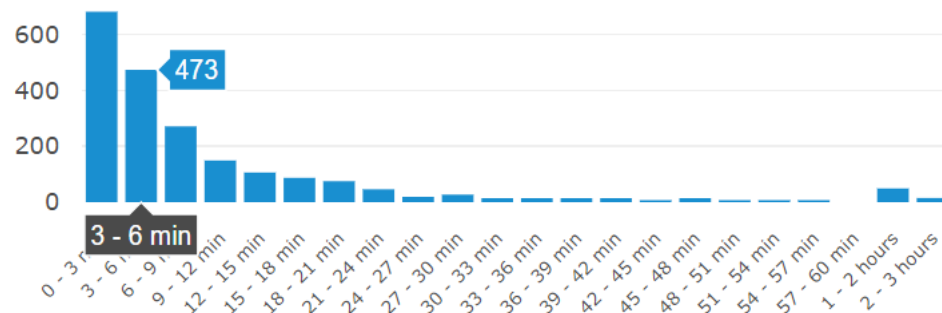
Footfall



And that's just a tip of an iceberg...

With knowledge about the **dwell time distribution**, you can estimate if customers like to spend their time in your store or if they leave after they get what they wanted.

Dwell Time Distribution



Sometimes one parameter is not enough.

Footfall analysis can help you to adjust opening hours.
Knowledge about overlapping visits can help you to **adjust number of vendors in the store at the same time.**

Average Number of Overlapping Visits

(Fri 23.03.2018 - Mon 16.04.2018)

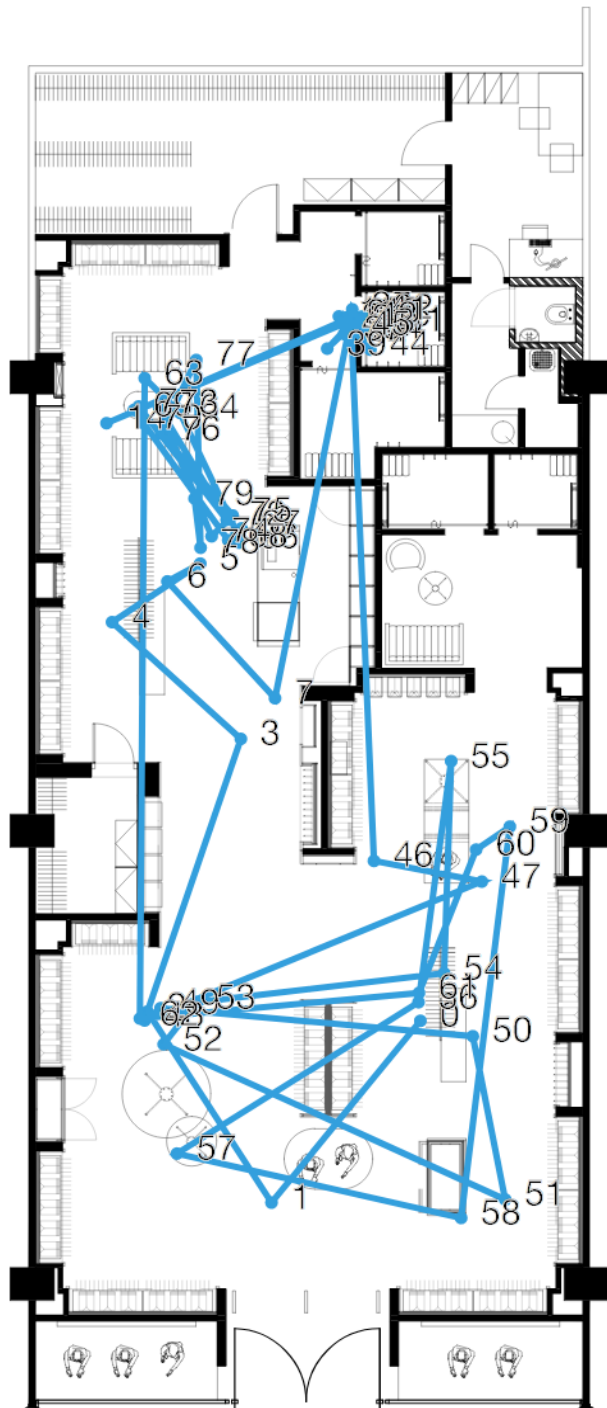




Heatmaps help you to understand in which parts of your store customers remain and which parts they pass unnoticed.

With this knowledge you can:

- **rearrange** shelves and highlight preferred goods for sale
- identify places that people avoid
- distribute your staff into **the most occupied** parts



Browsing paths help you to understand what trajectories customers going through.

With this knowledge you can:

- create **a shopping tour** on the most repeated routes
- **compare the paths** of different customers with a different revenue

What if we have more stores?

Then you can **compare** them by **selected parameter**.

| STORES VISITORS REVENUE RETENTION STORE | | | | | | | | | | | |
|---|--|-------------------|--|--|--------------------|------------------------|-----------------------------------|------------|---------------------|---------------------------------|------------------------|
| Fri 23.03.2018 - Mon 16.04.2018 Shop in Shop Demo | | | | | | | | | | | |
| Last 7 Days Compared to Week Before | | | | | | | | | | | |
| (Tue 10.04.2018 - Mon 16.04.2018) Compared to (Tue 03.04.2018 - Mon 09.04.2018) | | | | | | | | | | | |
| Store | Visits | People Passing by | Average Conversion of Passing by to Visitors | Average Percentage of Returning Visitors | Returning Visitors | Number of Transactions | Visitor to Transaction Conversion | Revenue | Revenue per Visitor | Average Revenue per Transaction | Average Visit Duration |
| Shop in Shop Demo | ↑ +50.00 % | ↑ +44.24 % | ↑ +10.42 % | ↑ +23.08 % | ↑ +61.54 % | N/A | N/A | N/A | N/A | N/A | ↓ -8.40 % |
| Demo Store 1 | ↑ +8.16 % | ↓ -2.29 % | ↑ +9.68 % | ↓ -26.49 % | ↓ -16.67 % | ↑ +12.00 % | ↑ +4.54 % | ↑ +4.74 % | ↓ -3.36 % | ↓ -8.25 % | ↓ -1.15 % |
| Demo Store 2 | ↑ +2.86 % | ↓ -2.30 % | ↑ +5.60 % | ↑ +3.94 % | ↑ +6.67 % | ↑ +2.78 % | ↓ -0.19 % | ↓ -1.07 % | ↓ -4.17 % | ↓ -3.96 % | ↓ -2.53 % |
| Demo Store 3 | Previous Value: 272 Recent Value: 280 | ↓ -2.29 % | ↓ -5.08 % | ↓ -4.35 % | ↓ -11.76 % | ↓ 0.00 % | ↑ +6.60 % | ↓ -2.77 % | ↑ +4.01 % | ↓ -2.77 % | ↑ +4.14 % |
| Demo Store 4 | ↓ -3.02 % | ↓ -2.29 % | ↑ +0.88 % | ↓ -31.69 % | ↓ -33.33 % | ↑ +7.35 % | ↑ +8.46 % | ↑ +0.06 % | ↑ +1.25 % | ↓ -7.88 % | ↑ +3.06 % |
| Demo Store 5 | ↓ -7.65 % | ↓ -2.29 % | ↓ -2.50 % | ↓ -36.30 % | ↓ -42.86 % | ↑ +2.22 % | ↑ +6.54 % | ↓ -11.18 % | ↓ -6.27 % | ↓ -13.71 % | ↓ -6.50 % |
| Demo Store 6 | ↓ -0.98 % | ↓ -2.29 % | ↑ +1.14 % | ↓ -60.86 % | ↓ -62.50 % | ↓ -27.45 % | ↓ -26.14 % | ↓ -18.77 % | ↓ -17.54 % | ↑ +6.81 % | ↓ -6.78 % |

Great! What about employees?

It's very similar. You can compare their efficiency and decide if their **success is based on store location or their proactivity.**

STORES

VISITORS

REVENUE

RETENTION

STORE

Fri 23.03.2018 - Mon 16.04.2018

Shop in Shop Demo

Sellers

Last 28 Days (Fri 23.03.2018 - Mon 16.04.2018)

| Seller | Conversion of Visitors to Transaction | Total Number of Transactions | Average Revenue per Day | Revenue per Visitor | Total Revenue | Average Number of Transactions per Day | Number of Working Days | Number of Visits During Working Days |
|--------------|---------------------------------------|------------------------------|-------------------------|---------------------|---------------|--|------------------------|--------------------------------------|
| Boyce Reyes | 28.38 % | 21 | 23,750.00 CZK | 641.89 CZK | 47,500.00 CZK | 10.5 | 2 | 74 |
| Demo Store 5 | 28.57 % | 10 | 18,300.00 CZK | 522.86 CZK | 18,300.00 CZK | 10.0 | 1 | 35 |
| Demo Store 6 | 28.21 % | 11 | 29,200.00 CZK | 748.72 CZK | 29,200.00 CZK | 11.0 | 1 | 39 |
| Billy Bogan | 27.72 % | 28 | 23,133.33 CZK | 687.13 CZK | 69,400.00 CZK | 9.33 | 3 | 101 |
| Demo Store 3 | 36.36 % | 8 | 17,900.00 CZK | 813.64 CZK | 17,900.00 CZK | 8.0 | 1 | 22 |
| Demo Store 4 | 23.26 % | 10 | 27,700.00 CZK | 644.19 CZK | 27,700.00 CZK | 10.0 | 1 | 43 |
| Demo Store 5 | 27.78 % | 10 | 23,800.00 CZK | 661.11 CZK | 23,800.00 CZK | 10.0 | 1 | 36 |

OK! How does it work?

Trackio **detects the signal strength of Wi-Fi** enabled devices.

The system usually consists of **multiple short range sensors**:

- standard dimension is **15x15x3cm** & does not have to be visible
- powered by **Power over Ethernet**, up to 100m from the switch
- visitors position accuracy with **1 sensor per 20m** is **1 - 3m**
- we are **able to track 75 - 85%** of visitors

The sensors transmit collected data to our **cloud system**, and they are visualized on our **web platform**.

Additionally you can **integrate your transactional data** to our platform to have insight about conversions of different parts of your store. The cloud platform also offers data using our API.

Still not sure?

If you still hesitating whether Trackio is a proper solution for you, feel free to ask us! We can have a chat in your store and **analyse your individual needs**.

Don't worry, we don't bite and it's free of charge. :)

Would you like to give it a try? Say 'Hello' to **Filip, our Product Manager**, and he'll take care about all the next steps:

- **e-mail:** filip.hajek@eprovement.com
- **mobile:** +421 948 470 662