TRACKIO

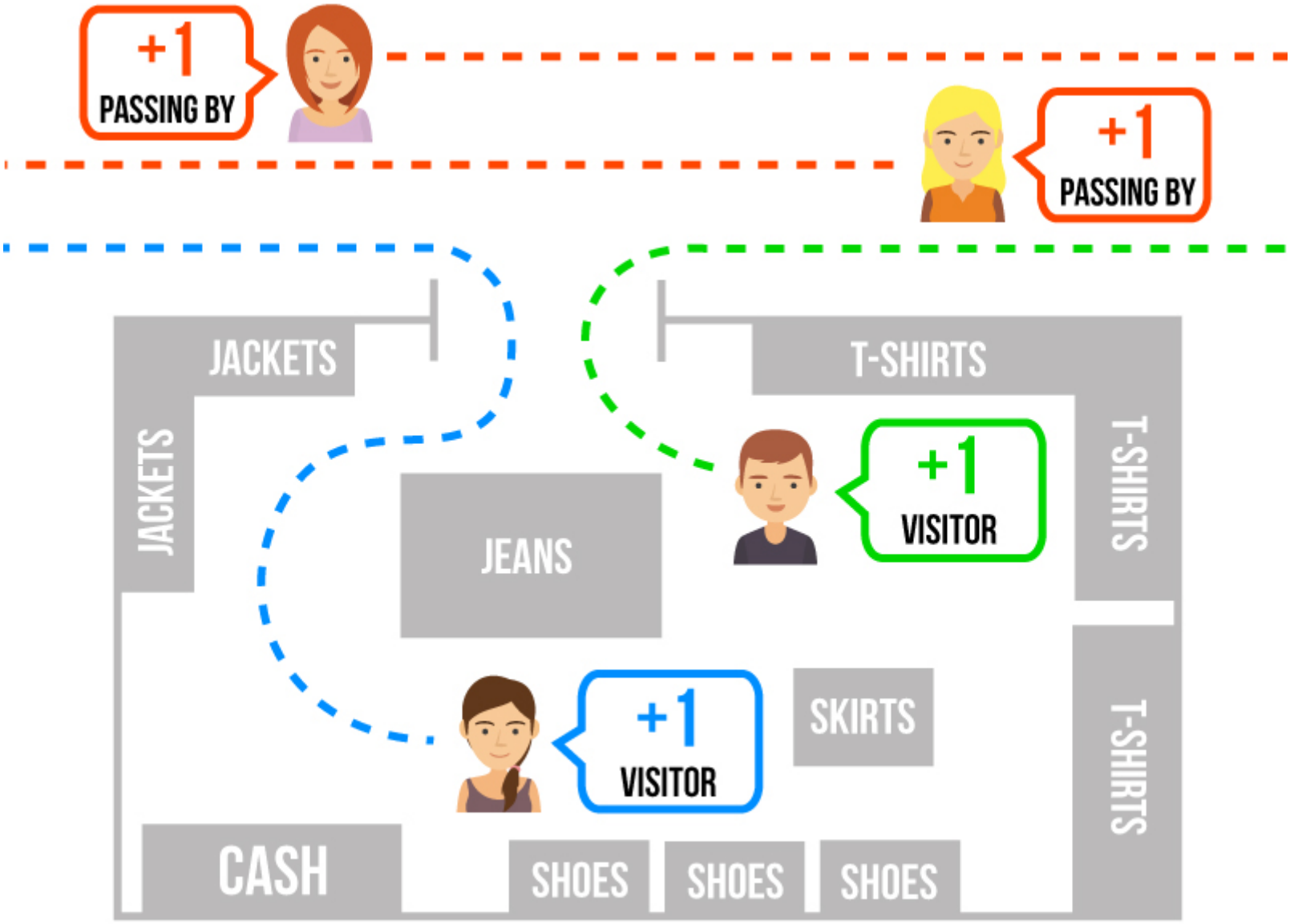
customer tracking solution

for retail stores

since 2017

DEVELOPED BY

info@eprovement.com



Do you know...

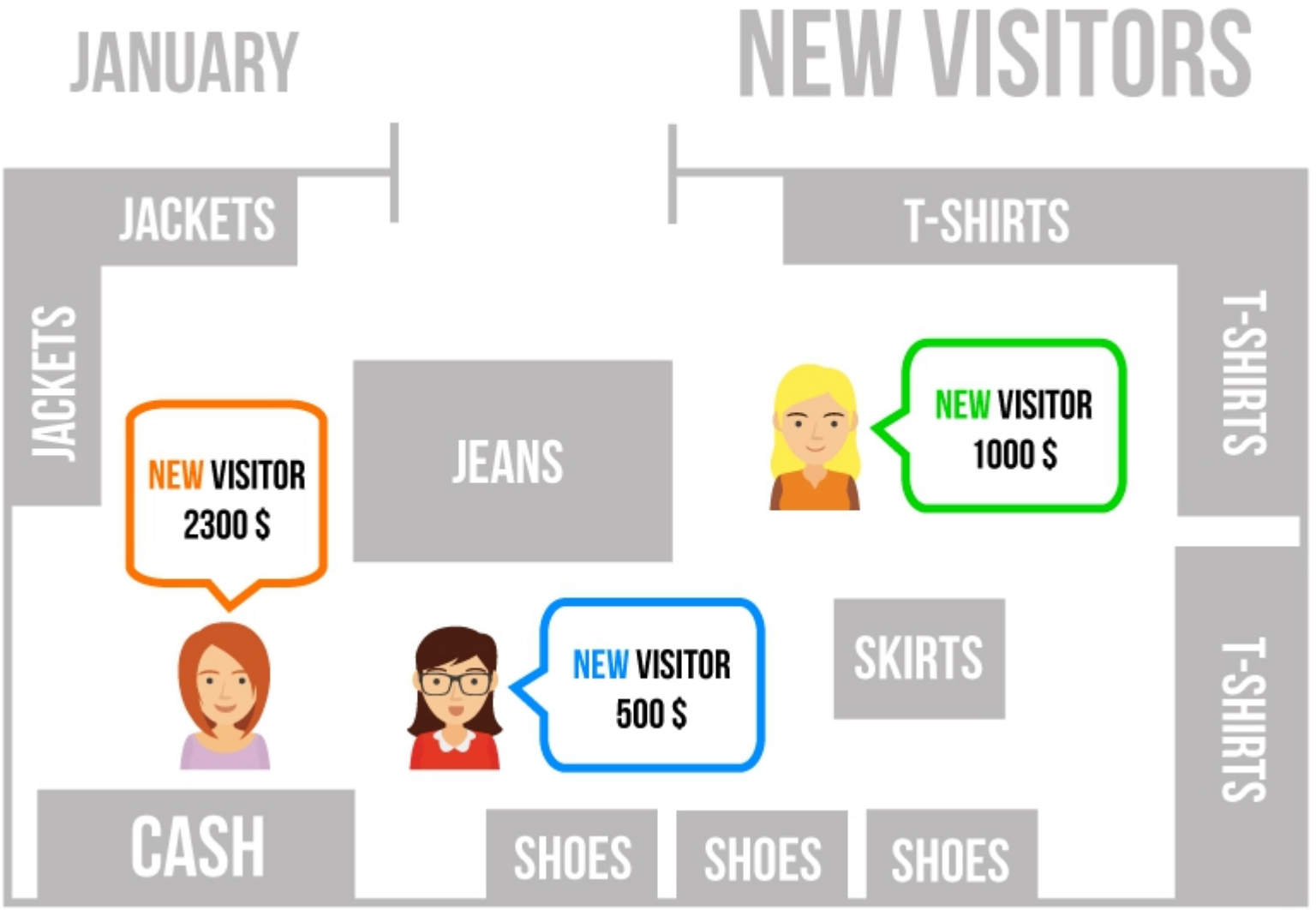
… how many people **visited** your store last month?
how many just **passed by** it?
and **where** were they moving?

No? We do!

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

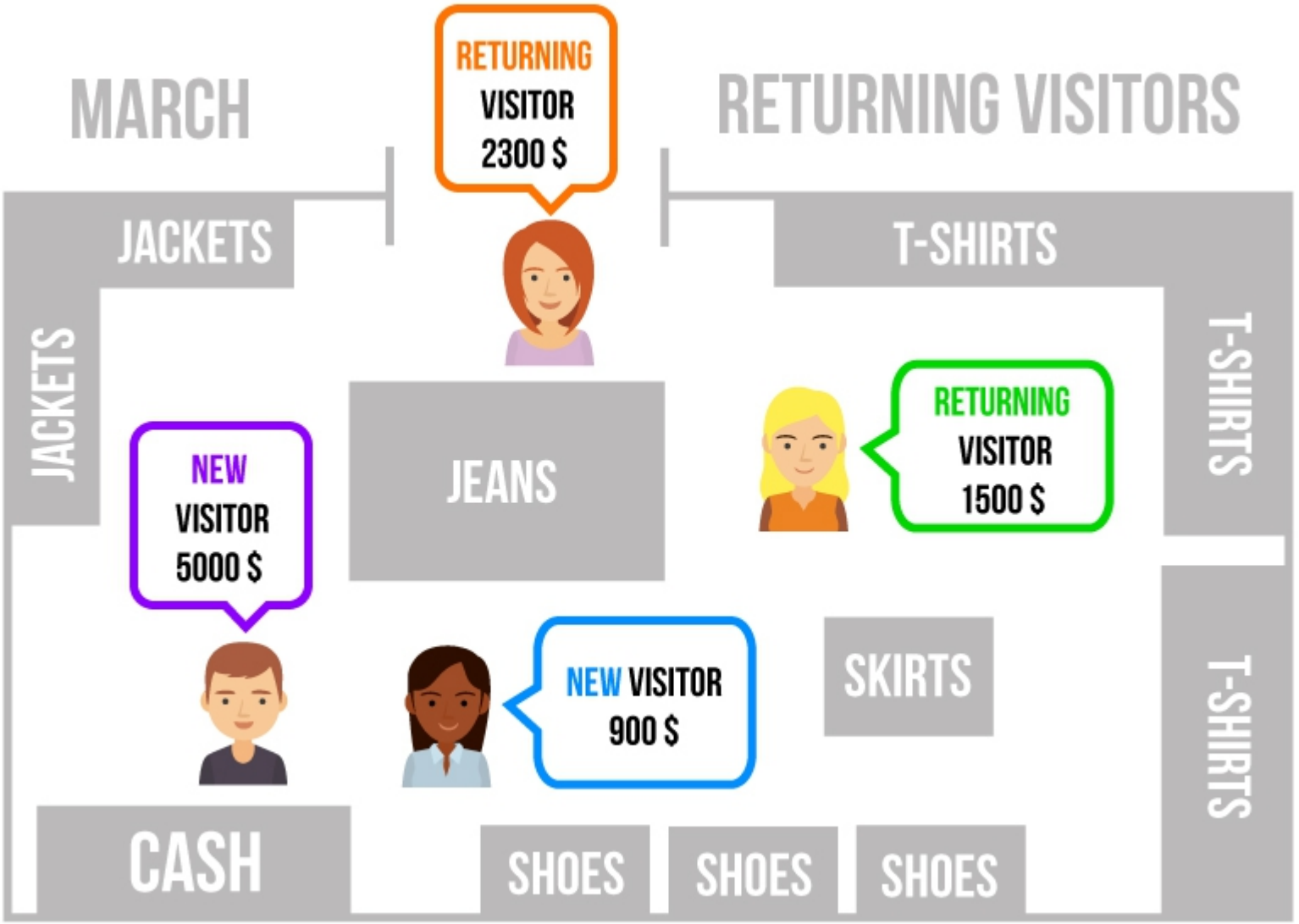
Did your new shop window advertisement **raise your visits**?
Which day was **successful** and which day was a **failure**?

We can tell you exactly!



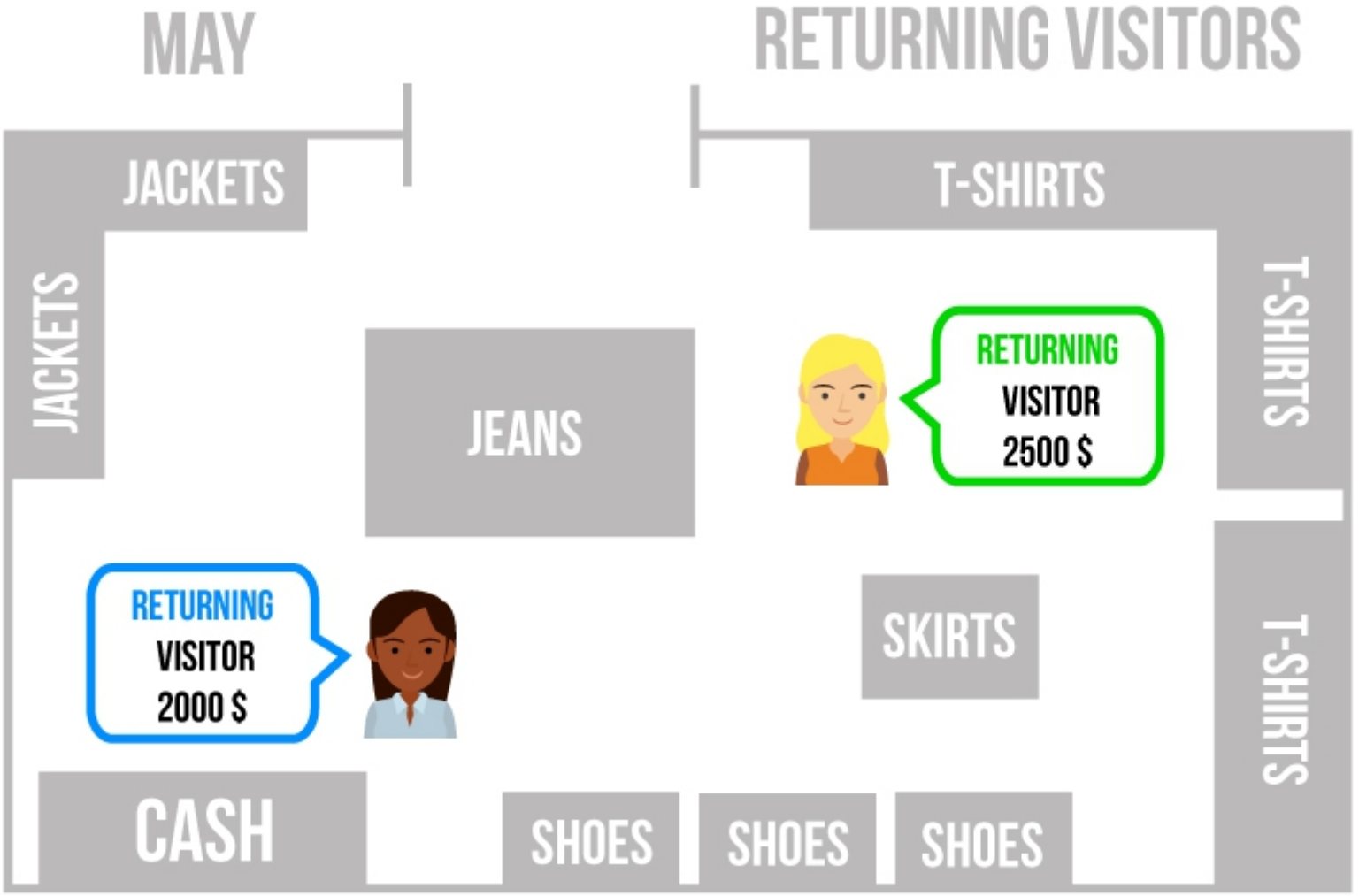
Do you know...

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



Do you know...

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



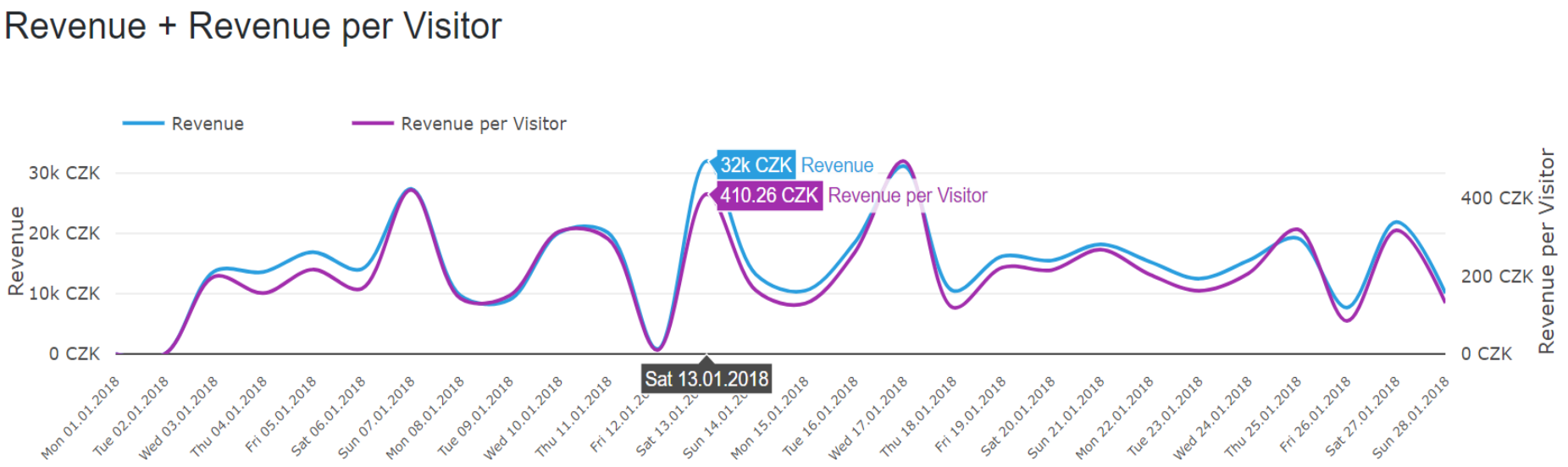
Do you know...

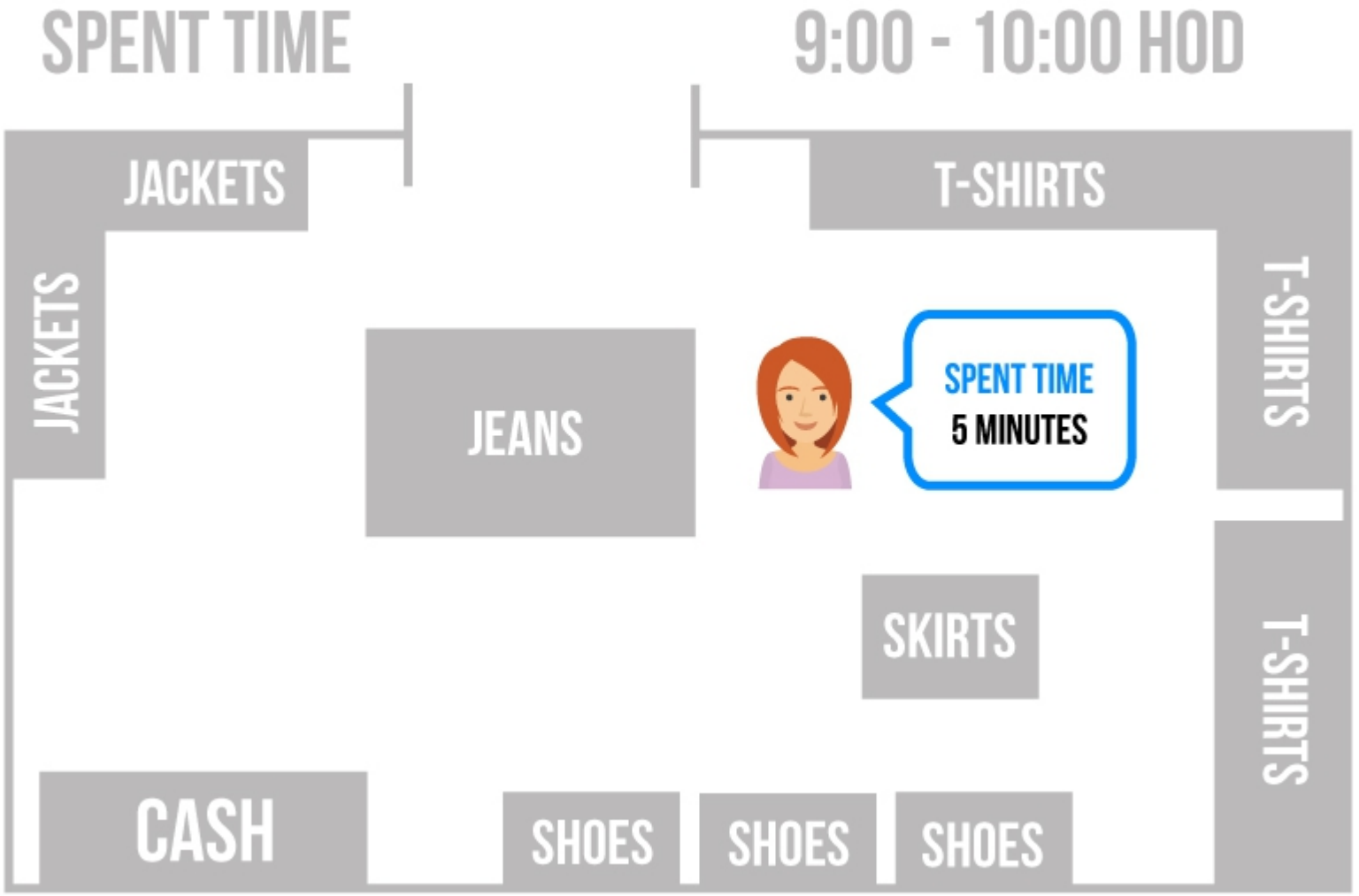
… how much did they spend in your shop **on average**?

No? We do, again.

With **Trackio** you can:

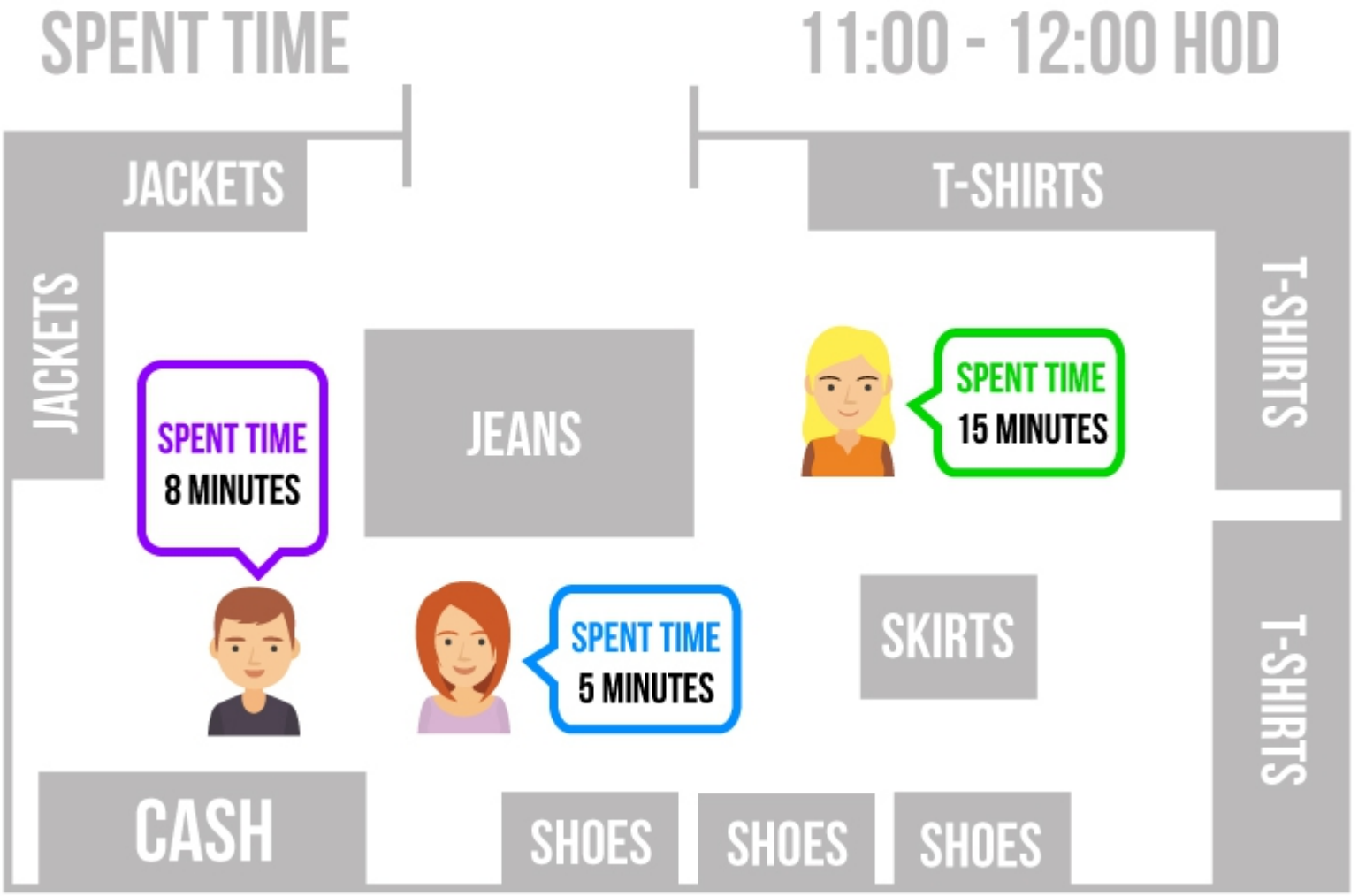
- compare 'transaction per visitor' among different stores and employees to **find low performers**
- compare 'conversion of traffic to transaction' among store sections, it helps you to identify **the sections that sell the most**
- and a lot more!





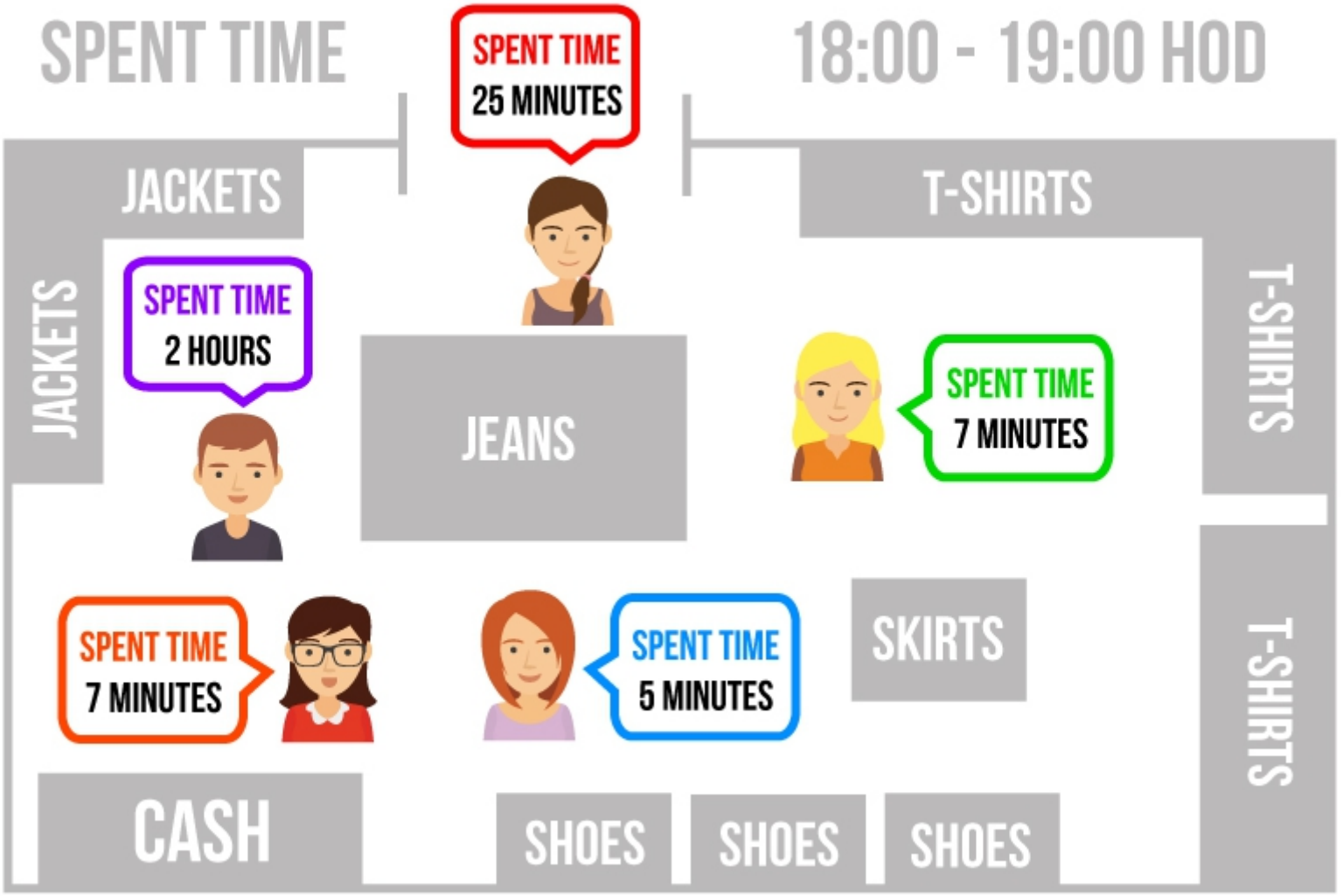
Do you know...

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



Do you know...

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

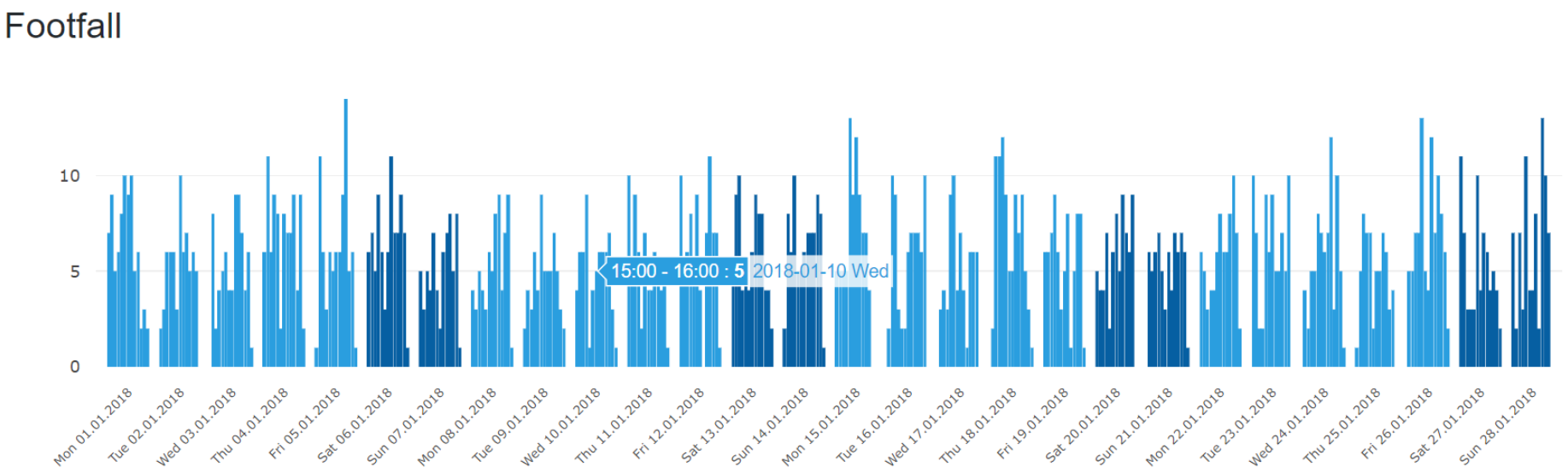


Do you know...

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

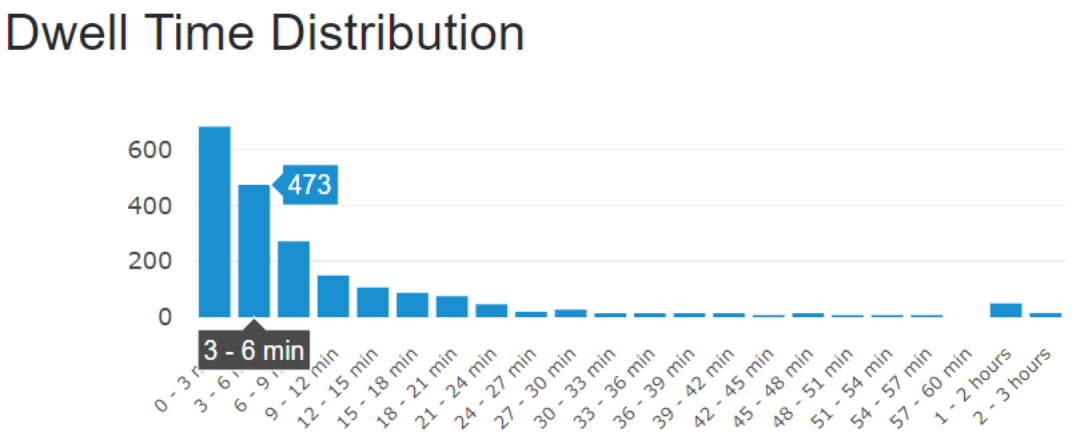
No? Well, guess what...

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



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

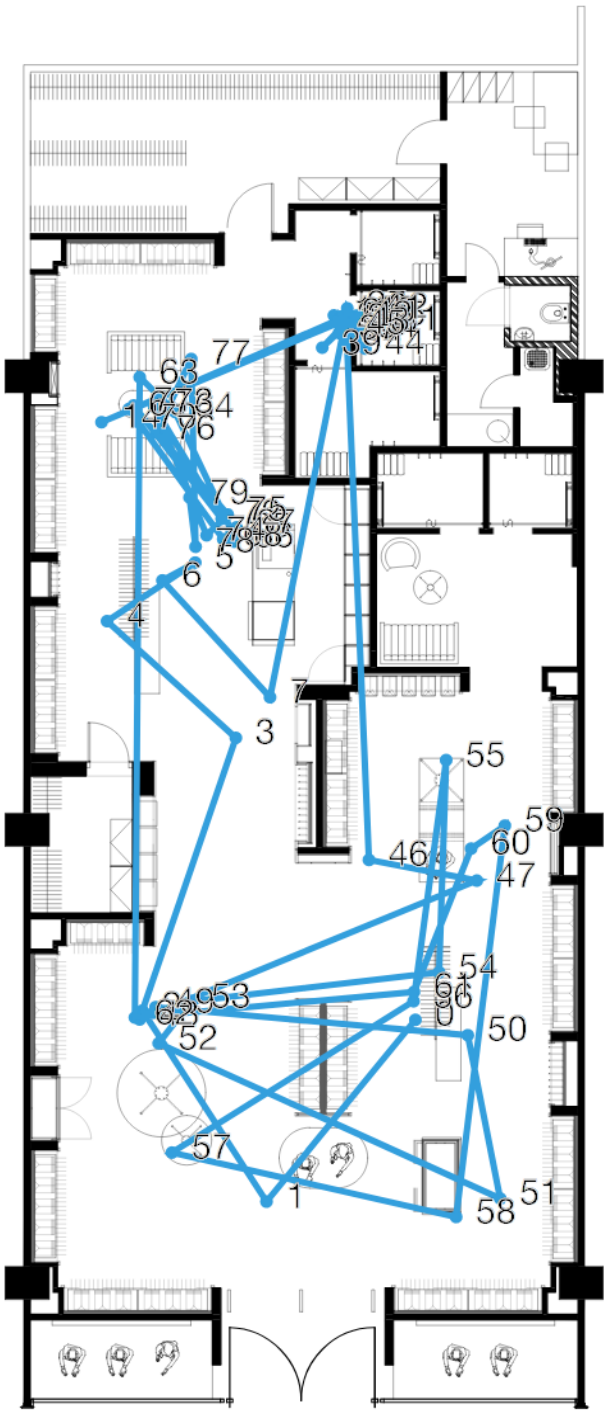
With knowledge about the **dwell time distribution**, you can estimate if customers like to spend their time in your store or if they leave after they get what they wanted.



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 helps 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

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.

And how much does it cost?

Thanks to our **custom assembled hardware**, we provide accurate data at very low cost.

Price for sensors and installation:

- **120 EUR** per basic sensor
- **160 EUR** per sensor with camera
- **240 EUR** for power supply for up to 16 sensors
- **400 - 600 EUR** for installation and calibration of one store in Prague (depends on the store configuration and the amount of sensors)
- plus **a monthly fee** for the **support** and **maintenance** depending on the solution size

For example: we were able to do a complete installation on 200 square meter store in Prague at a cost about 2.000 EUR.

Note: Installation takes **4 - 8 hours** and is done **during night hours**.

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