

How to understand advanced audience metrics?

All conclusions and insights of DISPL
Analytics

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Understanding offline customer behavior through advanced metrics



Discover how our unique audience metrics provide insightful data into customer interactions and interests, enhancing business strategies.

Visitor Insights



The 'Visitor Insights' dashboard is the primary section where all data collected by our AI sensor and audience analytics are compiled. In this section, you can observe various metrics, such as the number of visitors, their level of engagement, and visitor demographics.

Please note that you can view the data on the graphs:

- For any specified period: day, week, month, year, or a custom period.
- For the entire store or each device (sensor) within the store.

You should interpret the data based on the sensor's location. For instance:

- When placed on a shelf, the sensor collects data on interactions with products on that shelf.
- When located near a screen, the sensor gathers data on engagement with the displayed content.
- The sensor monitors visitor behavior in that specific zone when installed at the checkout area.

Insights

Factors affecting the number of visitors:

- Online marketing campaigns.
- Outdoor advertising.

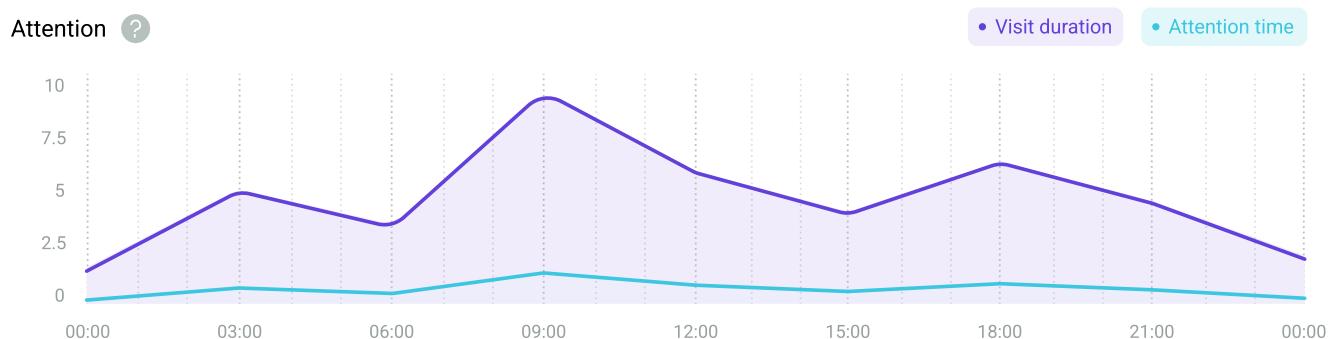
Factors affecting the number of contacts:

- Product types and shelf placement.
- Store layout and merchandising strategies.
- Staff activity and interaction.
- Time-based patterns: daily and weekly.
- Online marketing campaigns.
- Customer time spent in-store.

Application and impact

- Experiment with various store factors and monitor the resulting visitor and contact number changes by hour, day, and week.
- Measure the number of visitors and contacts before and after online marketing campaigns to gauge audience attraction and interest.
- To understand the offline sales funnel, compare the number of visitors, contacts, and sales conversions.

Attention: visit duration and attention time



Key metrics

- **Visit duration** measures a visitor's total time in the store or a specific zone, indicative of overall interest.
- **Attention time** refers to the duration a visitor spends looking near a sensor, an essential measure of engagement.

How it works

Sensors detect when a visitor enters and leaves, determining the time spent in the store or a specific area. Additionally, sensors near screens assess how long a visitor has been watching content by analyzing head tilt.

Interpreting data

Longer visit durations often lead to more spontaneous purchases and sales, suggesting the importance of extending customer journey time. However, it is important to note that excessively long visits may only sometimes lead to sales and can sometimes have negative consequences. Attention time metric is crucial for evaluating engagement with digital displays and the effectiveness of screen-based advertising or information.

Conclusions that can be made:

“

The longest visit duration occurs in the morning at 9:00, and the highest attention time also coincides with this time. These are the most interested visitors, and it's the perfect opportunity to convert them into buyers.

“

While the visit duration is high, attention time is low. Our marketing campaigns must be examined to determine if they target the right audience effectively. It seems that the traffic may not be relevant in this case.

Insights

Factors affecting visit duration:

- Design & color: how visual elements contribute to the shopping experience.
- Lighting: the impact of sensory details on customer comfort.
- Background music: genre, tempo, volume.
- Staff interaction: the role of staff behavior in enhancing customer experience.
- Product interaction opportunities.
- Space organization.
- Demographic considerations (age & gender): understanding varying preferences across demographic lines.
- Customer motivations: insights into what drives various customer groups.

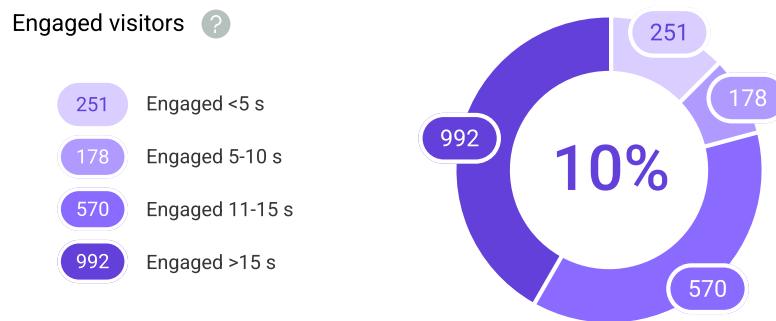
Factors affecting attention time:

- Format of the content: video or picture.
- Visual part: simple designs or complex 3D videos.
- Message: information about the discount or the atmosphere, the vibe.
- Attracting POS materials in the most popular place.

Application and impact

- Experiment with various factors to increase the duration of visits to your store. However, excessive visit duration might indicate poor navigation or overcrowding, necessitating store layout optimization, and special offers during low-traffic times.
- Note that high visit duration and high attention time can be a sign of window shopping by a younger audience - check the traffic portrait.
- Check extended time at the cash desk, which may reflect inefficient processes or understaffing.
- Examine if content engagement time increases with overall store time. Stagnant attention time might signal a need for content experimentation to boost engagement.
- Track attention time; maybe you need to show more attractive content. Analyze attention time to determine the most effective content format and scenario for your audience. Experiment with different formats (digital and non-digital) and durations to find the optimal content strategy for your store.
- Ensure that the most engaging content is featured when customers are most receptive.
- Connect your receipts data with DISPL visit duration data and optimize the product layout.

Engaged visitors



Key metrics

- **Engaged visitors:** this metric tracks visitors who interact with products on the shelf, look at the product, or watch content on the screen.
The percentage displayed in the middle of the circle represents the proportion of visitors engaged for more than 15 seconds.

How it works

The sensor measures the duration of each visitor's engagement in front of it.

Interpreting data

A prolonged engagement duration often indicates a higher likelihood of visitor interest in the product or content, which can lead to sales. This duration is a critical indicator of customer interest and engagement.

Conclusions that can be made:

“

The content on Device A engages visitors more effectively than on Device B. Enhancing the content from Device A to Device B may be good.

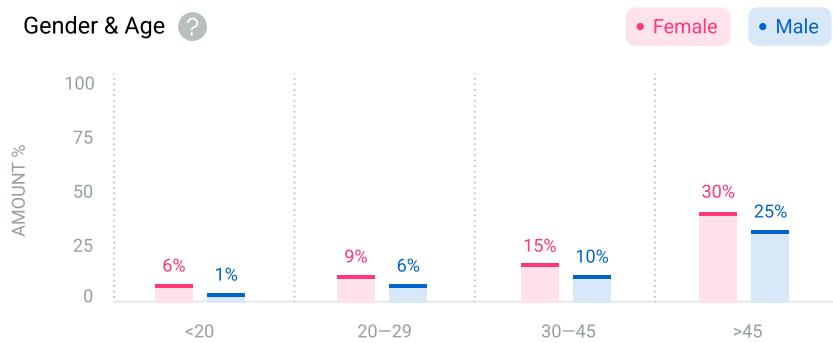
“

The Point of Sale (POS) materials for Product A retain visitor engagement longer than those for Product B. This could imply that the marketing campaign for Product A is more effective. A sales comparison between the two products might provide additional insights.

Application and impact

- The primary goal is to increase the number of visitors engaged with the content or products and prolong the engagement duration.
- By analyzing engagement percentages, you can compare the effectiveness of different campaigns or the appeal of the same content in two different store locations. For example, if one area has an average engagement of 9% and another has 15%, the latter is deemed more engaging. Note: you can open a graph with a particular device on one tab and another tab with another to make it easier to compare.
- Additionally, analyzing the engagement percentages of brand modules across different stores can highlight which locations have more effective brand placement or more appealing content. Variations in engagement rates may result from differences in customer traffic or strategic brand zone placements.

Gender & Age



Interpreting data

The number of visitors is segmented by gender and age. Understanding and adapting to your audience demographics leads to a more personalized shopping experience, increasing customer satisfaction and loyalty.

Conclusions that can be made:

"

My analysis reveals that Store A attracts more women aged 45+, while Store B sees a higher footfall of women aged 30-45. I should tailor the product range in each store accordingly.

"

I notice a predominance of women over 45+, but my target audience is mainly men. This suggests that my advertisements may attract the wrong demographic, or I might need to reposition my store's marketing strategy.

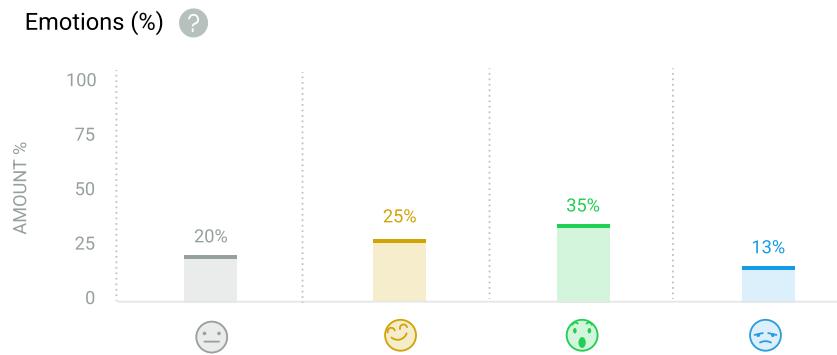
"

I observe that women aged 45+ mostly visit in the middle of the day and during weekends, while men tend to come in the evenings. Accordingly, I should schedule my in-store advertisements to align with these patterns.

Application and impact

- Evaluate whether the age and gender demographics of your in-store audience match those targeted in your online marketing campaigns. This ensures that your marketing efforts are effectively reaching the intended demographic.
- Store customization for audience needs: if a significant portion of your audience is female, consider adding features like children's play areas. For a predominantly teenage audience, engage them with offline marketing activities to sustain their interest.
- Modify the content displayed on in-store screens based on the predominant age group of your audience. For older audiences, show content that is calm and rational.
- Combine age and gender data with purchases to see your customer profiles and start showing targeted online content according to that profile.

Emotions



Interpreting data

In addition to our standard metrics, we also have graphs related to emotional analysis. Our system can identify several emotions: neutral, happiness, surprise, and anger. However, we recommend caution over-relying on these emotion metrics due to the inherent challenges in accurate emotion recognition.

One reason is that people don't always outwardly display their genuine emotions. Additionally, factors like the angle of a person's head can significantly affect the accuracy of the reading. For example, someone might be smiling, but their head tilt could lead the AI to interpret it as indifference or another emotion.

We recommend utilizing this metric primarily for targeted marketing initiatives. For instance, campaigns like 'Smile and Get a Promo Code' or 'Smile to Receive a Discount' can be highly effective. These campaigns not only attract attention and add an element of gamification but also have the potential to enhance customer happiness. To assess its impact, you can measure the change in emotional responses before and after the campaign. This approach allows you to engage customers uniquely and interactively, making the shopping experience more enjoyable and memorable.

Leads & Bounced

Total visitors



3 407

Visitors

Leads



286

Visitors

Bounced



3 407

Visitors

81%

Conversion to Lead

Heatmap all traffic (Average)

	MON	TUE	WED	THU	FRI	SAT	SUN
00:00	7	50	7	7	19	0	0
01:00	7	7	7	62	51	0	0
02:00	51	7	79	62	51	0	0
03:00	7	7	7	51	51	0	0
04:00	7	51	7	79	51	0	0
05:00	16	51	7	79	51	0	0
06:00	16	79	79	51	0	0	0
07:00	7	79	79	51	7	0	0
08:00	7	7	51	51	7	0	0
09:00	7	7	51	11	79	0	0
10:00	7	51	51	51	7	0	0
11:00	79	51	7	7	51	0	0
12:00	7	51	7	7	7	0	0
13:00	7	7	7	51	7	0	0
14:00	7	16	7	51	7	0	0
15:00	79	7	7	79	7	0	0
16:00	51	7	79	51	16	0	0
17:00	7	16	51	16	16	0	0
18:00	51	7	51	7	79	0	0
19:00	51	7	51	7	7	0	0
20:00	51	7	51	7	7	0	0
21:00	7	16	79	7	51	0	0
22:00	7	16	79	7	7	0	0
23:00	7	7	7	7	51	0	0

123 412 95 56 312 0 0

Heatmap all traffic

	MON	TUE	WED	THU	FRI	SAT	SUN
00:00	7%	23%	7%	7%	7%	0%	0%
01:00	7%	7%	7%	23%	23%	0%	0%
02:00	23%	7%	31%	23%	23%	0%	0%
03:00	7%	7%	7%	23%	23%	0%	0%
04:00	7%	23%	7%	23%	23%	0%	0%
05:00	7%	23%	7%	23%	23%	0%	0%
06:00	7%	23%	7%	23%	23%	0%	0%
07:00	7%	23%	31%	23%	7%	0%	0%
08:00	7%	23%	23%	23%	77%	0%	0%
09:00	7%	23%	23%	23%	23%	0%	0%
10:00	7%	23%	23%	7%	7%	0%	0%
11:00	23%	23%	7%	7%	23%	0%	0%
12:00	7%	23%	7%	7%	7%	0%	0%
13:00	7%	7%	7%	23%	7%	0%	0%
14:00	7%	7%	7%	23%	7%	0%	0%
15:00	23%	7%	7%	23%	7%	0%	0%
16:00	23%	7%	31%	23%	7%	0%	0%
17:00	7%	7%	23%	7%	7%	0%	0%
18:00	23%	7%	23%	51%	0%	0%	0%
19:00	23%	7%	23%	7%	7%	0%	0%
20:00	23%	7%	23%	7%	7%	0%	0%
21:00	7%	23%	7%	7%	7%	0%	0%
22:00	7%	7%	7%	7%	7%	0%	0%
23:00	7%	7%	7%	7%	23%	0%	0%

30% 30% 30% 30% 30% 0% 0%

Percentage

Heatmap all traffic

	MON	TUE	WED	THU	FRI	SAT	SUN
00:00	5	50	7	7	19	0	0
01:00	5	7	11	62	51	0	0
02:00	31	7	11	62	51	0	0
03:00	7	7	51	51	51	0	0
04:00	7	51	7	11	51	0	0
05:00	7	51	7	11	51	0	0
06:00	7	7	11	51	51	0	0
07:00	7	7	51	51	7	0	0
08:00	7	7	51	7	7	0	0
09:00	7	7	51	11	11	0	0
10:00	7	51	7	7	7	0	0
11:00	11	51	7	7	51	0	0
12:00	7	51	7	7	7	0	0
13:00	7	7	7	51	7	0	0
14:00	7	7	7	51	7	0	0
15:00	11	7	11	11	7	0	0
16:00	51	7	11	51	7	0	0
17:00	7	7	51	7	7	0	0
18:00	51	7	51	7	11	0	0
19:00	51	7	51	7	7	0	0
20:00	51	7	51	7	7	0	0
21:00	7	7	51	7	7	0	0
22:00	7	7	7	7	51	0	0
23:00	7	7	7	7	51	0	0

	MON	TUE	WED	THU	FRI	SAT	SUN
00:00	123	412	95	56	312	0	0
01:00	123	412	95	56	312	0	0
02:00	123	412	95	56	312	0	0
03:00	123	412	95	56	312	0	0
04:00	123	412	95	56	312	0	0
05:00	123	412	95	56	312	0	0
06:00	123	412	95	56	312	0	0
07:00	123	412	95	56	312	0	0
08:00	123	412	95	56	312	0	0
09:00	123	412	95	56	312	0	0
10:00	123	412	95	56	312	0	0
11:00	123	412	95	56	312	0	0
12:00	123	412	95	56	312	0	0
13:00	123	412	95	56	312	0	0
14:00	123	412	95	56	312	0	0
15:00	123	412	95	56	312	0	0
16:00	123	412	95	56	312	0	0
17:00	123	412	95	56	312	0	0
18:00	123	412	95	56	312	0	0
19:00	123	412	95	56	312	0	0
20:00	123	412	95	56	312	0	0
21:00	123	412	95	56	312	0	0
22:00	123	412	95	56	312	0	0
23:00	123	412	95	56	312	0	0

	MON	TUE	WED	THU	FRI	SAT	SUN
00:00	123	412	95	56	312	0	0
01:00	123	412	95	56	312	0	0
02:00	123	412	95	56	312	0	0
03:00	123	412	95	56	312	0	0
04:00	123	412	95	56	312	0	0
05:00	123	412	95	56	312	0	0
06:00	123	412	95	56	312	0	0
07:00	123	412	95	56	312	0	0
08:00	123	412	95	56	312	0	0
09:00	123	412	95	56	312	0	0
10:00	123	412	95	56	312	0	0
11:00	123	412	95	56	312	0	0
12:00	123	412	95	56	312	0	0
13:00	123	412	95	56	312	0	0
14:00	123	412	95	56	312	0	0
15:00	123	412	95	56	312	0	0
16:00	123	412	95	56	312	0	0
17:00	123	412	95	56	312	0	0
18:00	123	412	95	56	312	0	0
19:00	123	412	95	56	312	0	0
20:00	123	412	95	56	312	0	0
21:00	123	412	95	56	312	0	0
22:00	123	412	95	56	312	0	0
23:00	123	412	95	56	312	0	0

Key metrics

- Total visitors:** this metric shows the distribution of store visitors by days and hours.
- Leads:** represents visitors who interact with content or products for more than 15 seconds, distributed by days and hours.
- Bounced:** shows visitors who interact with content or products for less than 6 seconds, also distributed by days and hours.

I had a lot of traffic Thursday morning, and 50% of them converted to leads - this indicates effective performance by my sales team!

Despite high traffic on Friday morning, only 23% converted to leads. This could be due to insufficient staffing or attracting the wrong audience. I'll need to review the age/gender distribution for Friday to understand this anomaly better.

Application and impact

- Optimize staffing levels based on visitor traffic patterns throughout the day.
- Identify low visitor traffic hours for internal store operations.
- Redistribute high visitor traffic using special offers and discounts.
- Compare traffic patterns across different weeks to identify trends or changes, possibly related to external factors like holidays, weather, or local events.
- Use demographic data to understand which customer segments are more likely to visit at certain times, aiding in tailored marketing and product offerings.
- Improve staff-customer interactions and the overall in-store experience.
- Convert more visitors into engaged leads.
- Integrating purchase data from your system is necessary to discern who among the visitors made purchases. This enables us to match the time of purchase with visitor traffic, providing detailed insights. *For example, men around 30 are likely to buy Phone Model 1, women prefer Phone Model 2, and younger individuals opt for Phone Model 3. With purchase data integrated into our system, we can offer even more precise and valuable information.*

Device statistics

Name	Visitors	Leads	Conversion	Bounced	Lead type
COMFY KREMENCHUK, NEBES...	423	23	5%	400	Male 30-45
KTC RIVNE, SOBORNA 57 - 2\1	283	15	5%	268	Male 30-45
UCOM Bagratunyats 16 str	268	29	10%	239	Female 20-29
COMFY KREMENCHUK, NEBES...	244	25	10%	219	Male 30-45
COMFY KYIV, OLIMPIYSKIY - 2\2	219	7	3%	212	Male 20-29
EPICENTR KYIV, KOTSYUBINSK...	212	24	11%	188	Male 30-45
COMFY KYIV, OLIMPIYSKIY - 1\2	206	7	3%	199	Male 30-45
COMFY KYIV, OLIMPIYSKIY - 2\1	176	4	2%	172	Male 30-45
KTC I-FRANKIVSK, ARSEN - 2\1	175	12	6%	163	Male 30-45
KTC I-FRANKIVSK, ARSEN - 2	168	7	4%	161	Male 20-29
KTC I-FRANKIVSK, ARSEN	162	7	4%	155	Male 20-29
DS TECHNODOM TARAZ TAU...	128	9	7%	119	Male 20-29
UCOM Komitas 8	125	20	16%	105	Female 30-45
DS TECHNODOM KULSARY, 12...	92	6	6%	86	Male 1-19
DS TECHNODOM ATYRAU NUR...	86	6	6%	80	Male 20-29
COMFY KYIV, OLIMPIYSKIY - 1\1	73	9	12%	64	Male 20-29

Conclusions that can be made:

“

The device located in Area A is extremely popular. This is the ideal spot to place high-margin goods to maximize profitability.

“

Considering the placement for my non-digital POS material for the brand promotion, Area A appears to be the most frequented spot, making it a prime location for this campaign.

“

Given the significant number of men visiting Area B, it's a strategic move to target them with specific advertisements in this area to increase engagement.

Application and impact

- Enables immediate detection if a device is off or disconnected, allowing for prompt resolution of any issues.
- If your store has several devices, this system allows you to identify the most popular locations and understand the demographic profile of visitors in each zone.
- You can evaluate how effectively each location converts general traffic into engaged leads, providing insights into the impact of your marketing and merchandising strategies.

Conclusion

DISPL's advanced audience analytics system offers a comprehensive solution for understanding offline customer behavior through a range of metrics, including visitors, contacts, attention time, engagement, demographic data, emotional analysis, and device statistics. By analyzing these metrics, businesses can gain invaluable insights into customer interactions and interests, enabling them to tailor their marketing campaigns, store layout, and merchandising strategies more effectively.

The ability to segment data based on gender, age, and emotions provides a deeper understanding of the audience, allowing for more personalized and targeted approaches. The real-time targeting capabilities for digital signage, combined with the analysis of visitor engagement and behavior, present significant opportunities for enhancing customer experience and increasing sales.

Overall, DISPL represents a powerful tool for businesses looking to make data-driven decisions and improve their understanding of customer behavior in the offline retail environment.

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