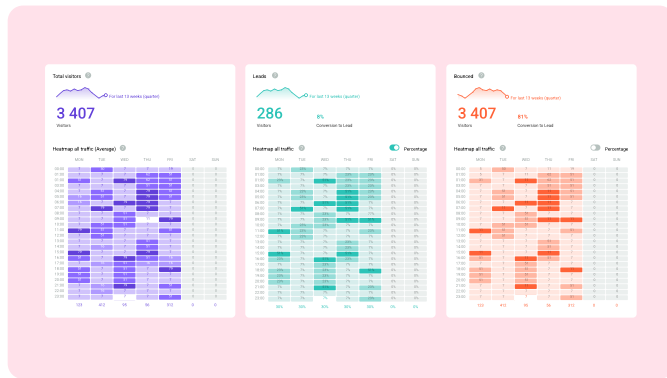
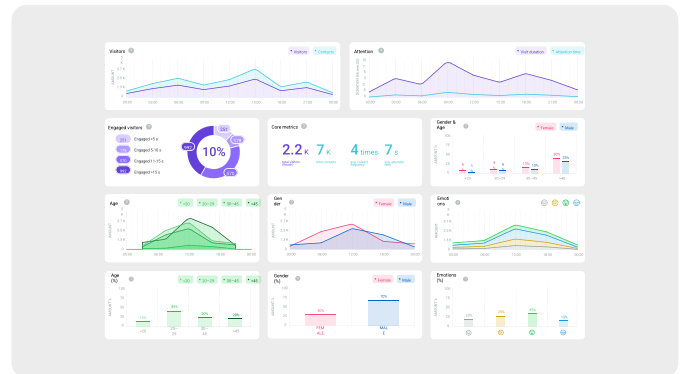




Visitor Insights API add-on

Enrich your BI system

Integrate DISPL's audience analytics data into the **existing BI system** using the Visitor Insights API. Gain comprehensive insights into customer demographics, behaviors, and preferences to drive data-driven decision-making and strategy development.

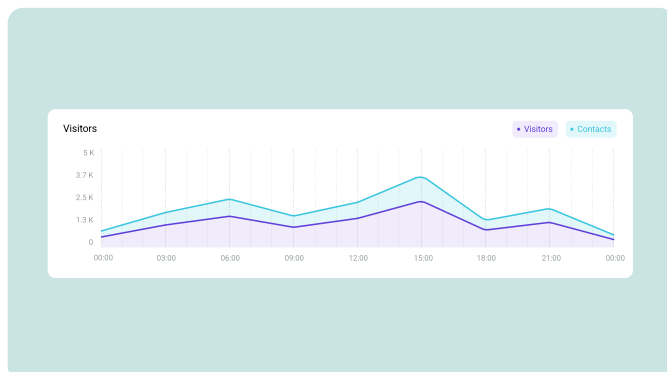
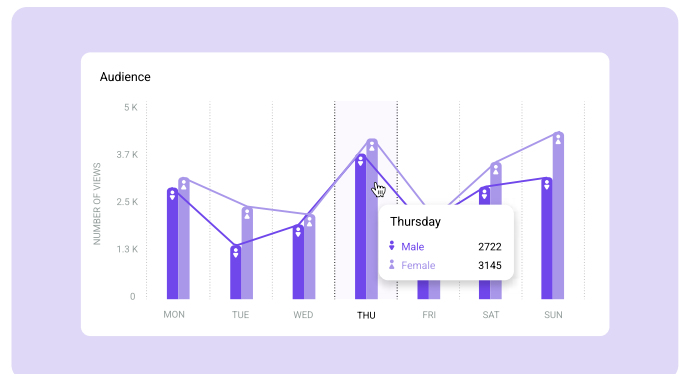


Optimize your sales forecast

Combine **various types of data** to get the most **accurate forecast**: sales history, offline customer data, weather conditions, marketing campaigns, and staff schedules. **Visitor Insights API provides offline audience data**, including offline visitor demographics, dwell-time, and traffic patterns.

Combine sales and audience data

Combine offline audience analytics with sales data to obtain a **detailed view of the sales pipeline** for physical stores. API capability helps in understanding the impact of customer traffic and demographics on sales performance, enabling **more accurate sales forecasting** and strategy refinement.



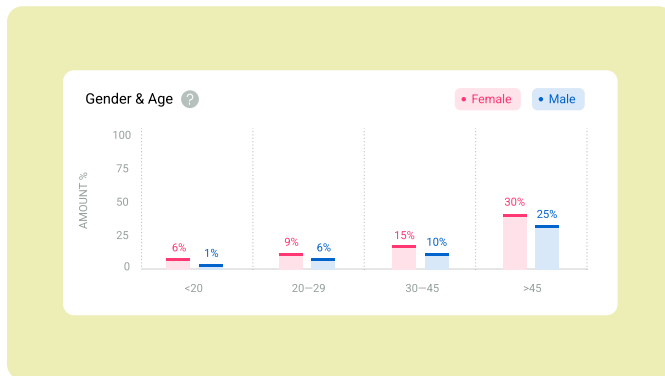
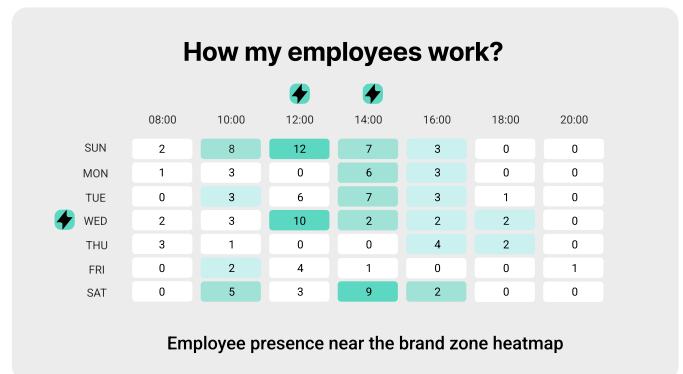
Use Visitor Insights with your CMS

Businesses with CMS can integrate audience analytics data into their platforms. This capability ensures that even **non-DISPL CMS users can enrich their systems with regular audience insights** for improved content planning and higher customer engagement.

Visitor Insights API add-on

Analyze store staff performance

Utilize **data on employee interactions and engagements with visitors** to construct sophisticated efficiency graphs. **Assess staff performance**, **optimize workforce management**, and identify training needs to improve customer service and sales outcomes.



Better customer segmentation

Exploit detailed audience insights to refine **customer segmentation and tailor marketing efforts**. The API's data on customer behavior and preferences enable the delivery of highly personalized advertising and promotions, increasing engagement and conversion rates.

Universal data analysis platform

API users gain the flexibility to employ a single, universal application for analyzing data across different platforms. This unified approach simplifies data analysis, reduces the need for multiple tools, and enhances the efficiency of insights generation.

Visitor external ID	Start time	Start time	Dwell time	Age	Gender	Device	Campaign
ID37485049	2022-06-24 12:37	2022-06-24 12:38	0:00:03	29	Female	143685	Ad_campaign_brand_1
ID37485050	2022-06-25 12:37	2022-06-25 12:38	1:00:03	29	Male	143685	Ad_campaign_brand_2
ID37485051	2022-06-26 12:37	2022-06-26 12:38	2:00:03	29	Female	143685	Ad_campaign_brand_3
ID37485052	2022-06-27 12:37	2022-06-27 12:38	3:00:03	29	Male	143685	Ad_campaign_brand_4
ID37485053	2022-06-28 12:37	2022-06-28 12:38	4:00:03	29	Female	143685	Ad_campaign_brand_5
ID37485054	2022-06-28 12:37	2022-06-27 12:39	5:00:03	29	Male	143685	Ad_campaign_brand_6
ID37485055	2022-06-28 12:37	2022-06-28 12:39	6:00:03	29	Female	143685	Ad_campaign_brand_7

Visitor Insights API add-on

\$32 /year per device

- **API access is paid as an add-on to your main Visitor Insights license.** Each data collecting device requires its own API license. **You can't use API without Visitor Insights license.**
- Additional cost is justified by the additional load from your API requests on DISPL servers.

Contact us

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