



Visitor Analytics for the Physical World

WE ARE...

A global **360-degree visitor analytics suite** for physical locations with products installed in more than **100 countries** and **36,000 points** for our **700+ customers** including **Samsonite**, **Samsung**, **Marks & Spencer**, **Swatch** and **Swarovski**. We have a dynamic **team of 80+** in our **London**, **Hong Kong**, **Dubai**, **Miami**, **Bogota**, **Brussels** and **Istanbul** offices.

100+
Countries

80+
Team

7
Offices



\$3.5M
Funding to date

700+
Customers

36,000 +
Products Installed

SEPHORA

Samsonite

M&S
EST. 1884

SAMSUNG



BOSCH

swatch[®]

SIEMENS

celcom[™]



YVES ROCHER

PHILIP MORRIS
INTERNATIONAL

NESPRESSO[®]

IKEA[®]

THE PROBLEM

Online World



Physical World



Rich Visitor Activity Data

+

Extensive Set of Tools

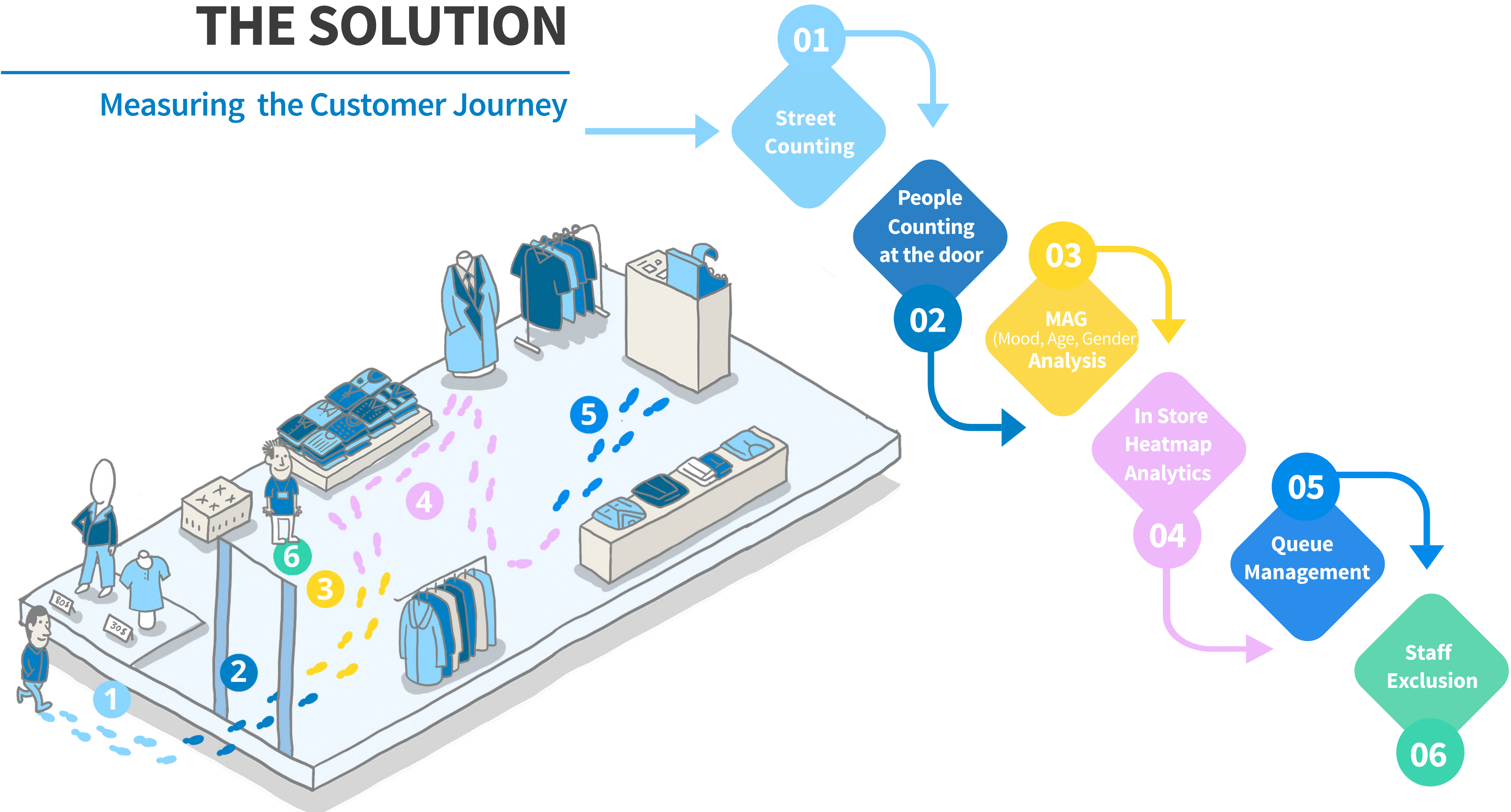
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Optimized Outcome



THE SOLUTION

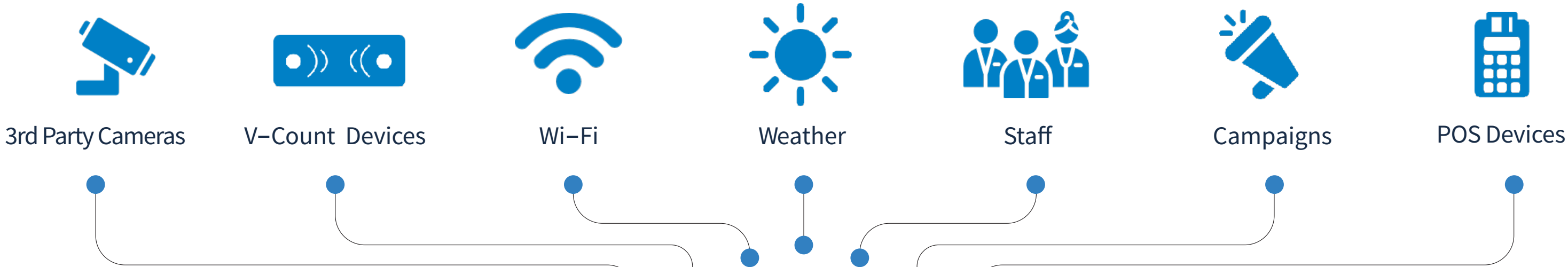
Measuring the Customer Journey



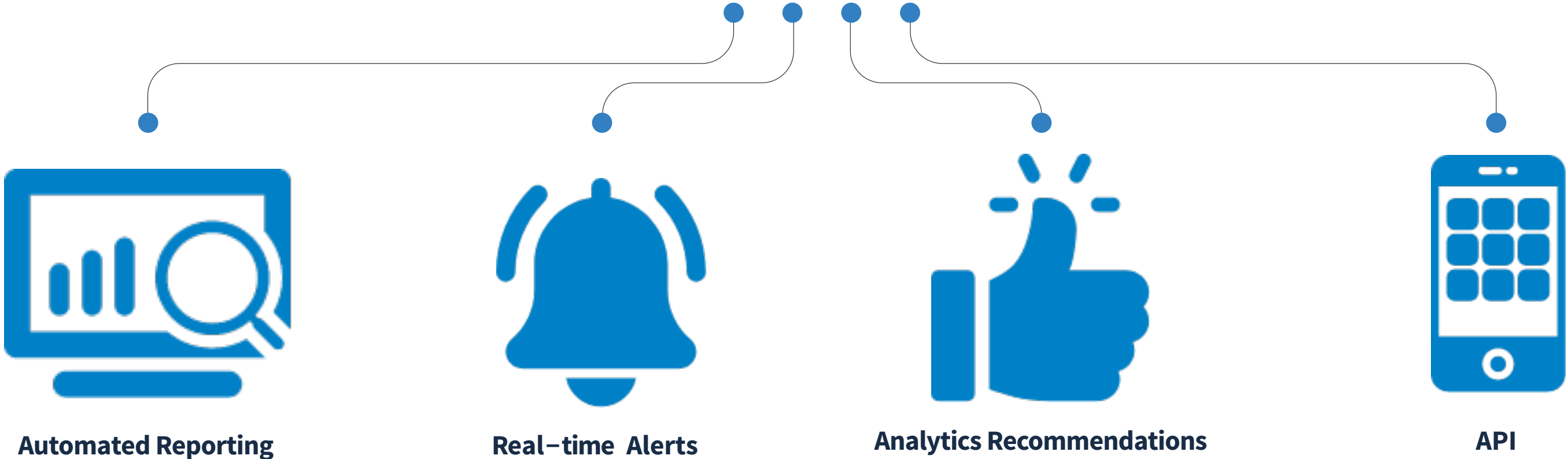
THE SOLUTION

Analysis and Optimization

INPUT



OUTPUT



OUR SOLUTIONS

We help our customers drive their business growth through visitor analytics.



EVOLUTION OF TECHNOLOGY



Beam Sensors

- first technology for people counting
- Bad accuracy
- No bi-directional counting
- susceptible to different illuminance levels

Thermal Cameras

- Second generation of people counting
- Accuracy around 85%
- Problems when +36 °C
- No concrete method to prove accuracy

2D Counters

- can provide up to 85-90% accuracy
- Highly Affected by lighting conditions and direct sunlight

3D People Counters

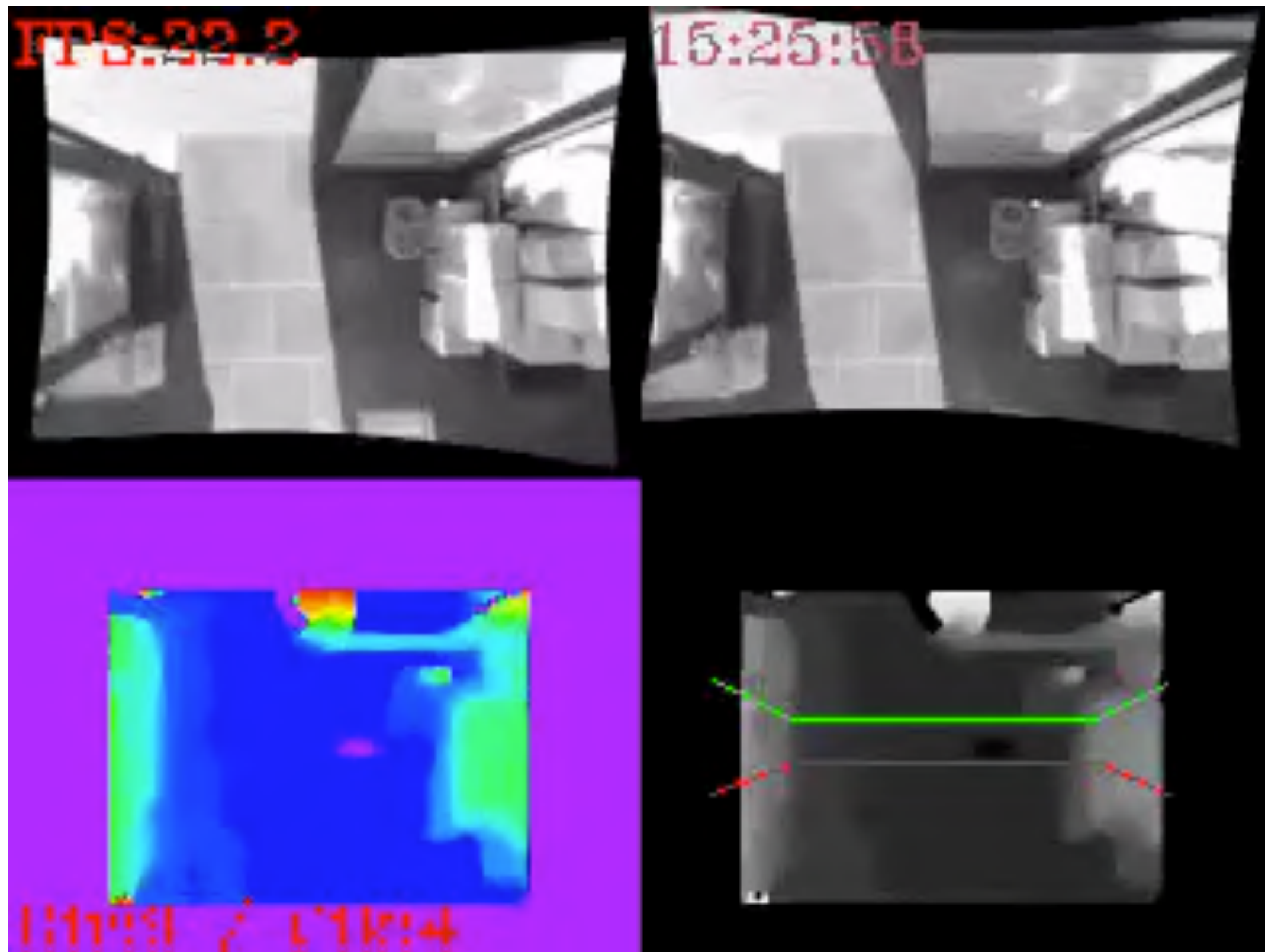
- Single function: people counting
- Accuracy levels up to 95%

All in One

3D Computer vision + WiFi + Bluetooth (All-In-One):

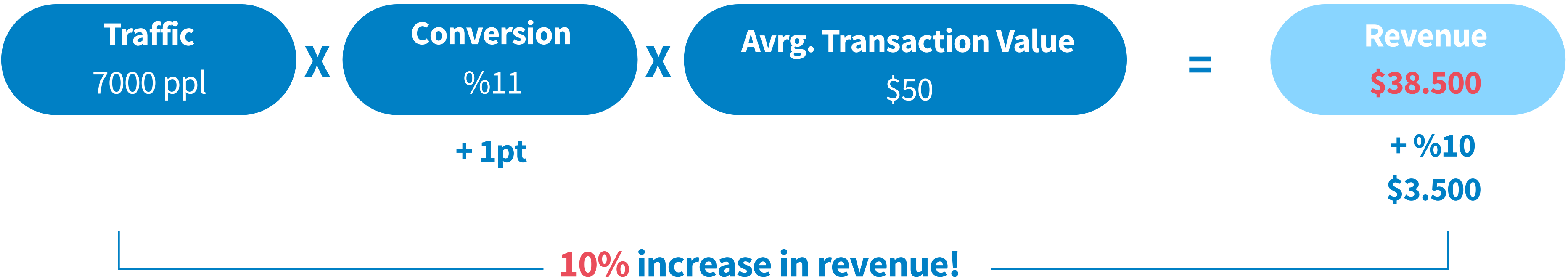
All in one people counters reaches an accuracy level of 98%.

STEREO VISION



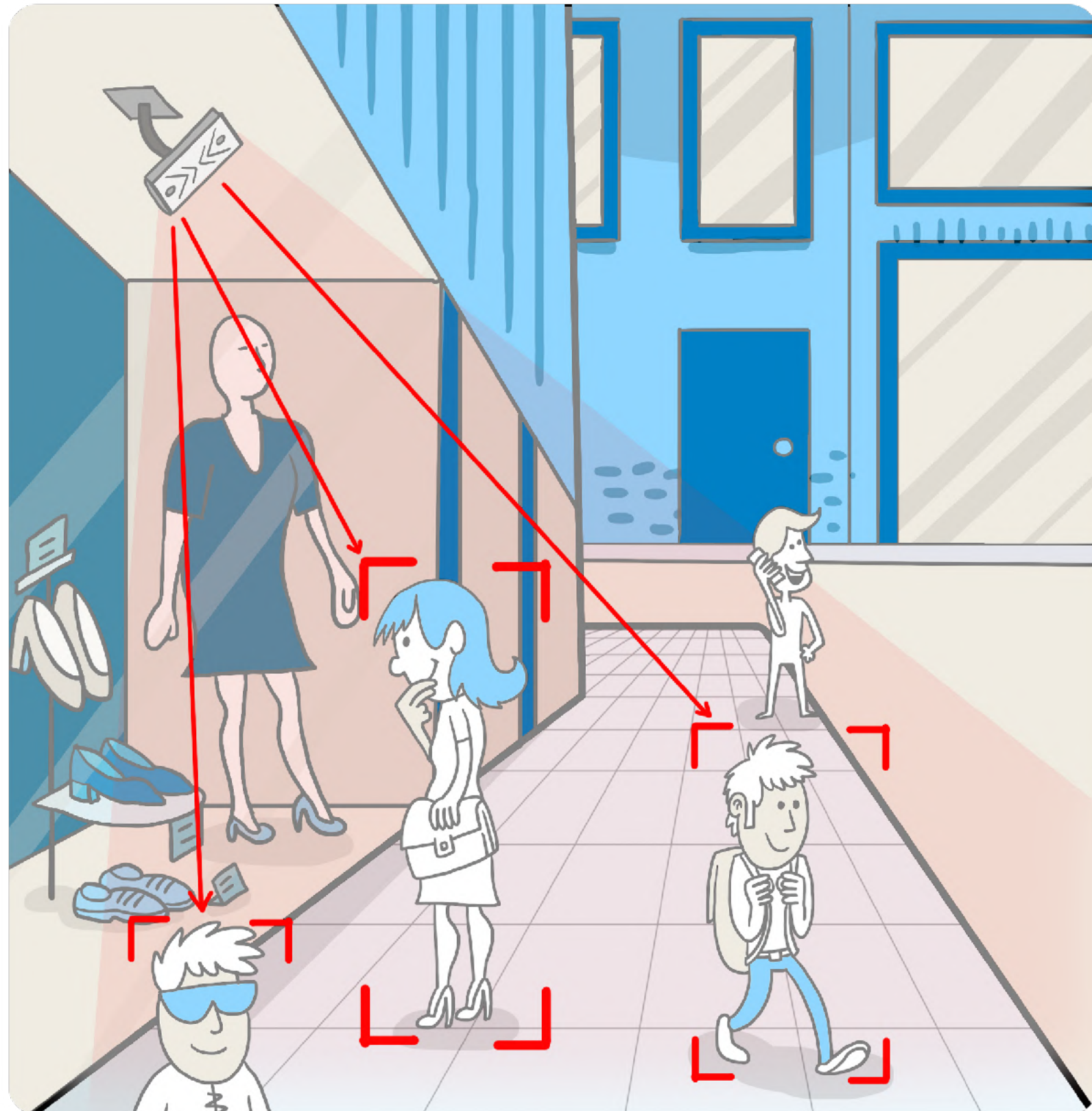
Only stereo vision technology provides depth perception similar to the human eye, counting accurately in shadows.

BOOST CONVERSION RATES



1

STREET COUNTING



Window Displays

Measure the effectiveness of window displays and take immediate action to improve visuals to attract more customers



Leasing/Rent Optimization

Measure the traffic passing by vs coming into your location, benchmark the rent for all your locations, negotiate better deals and close underperforming ones

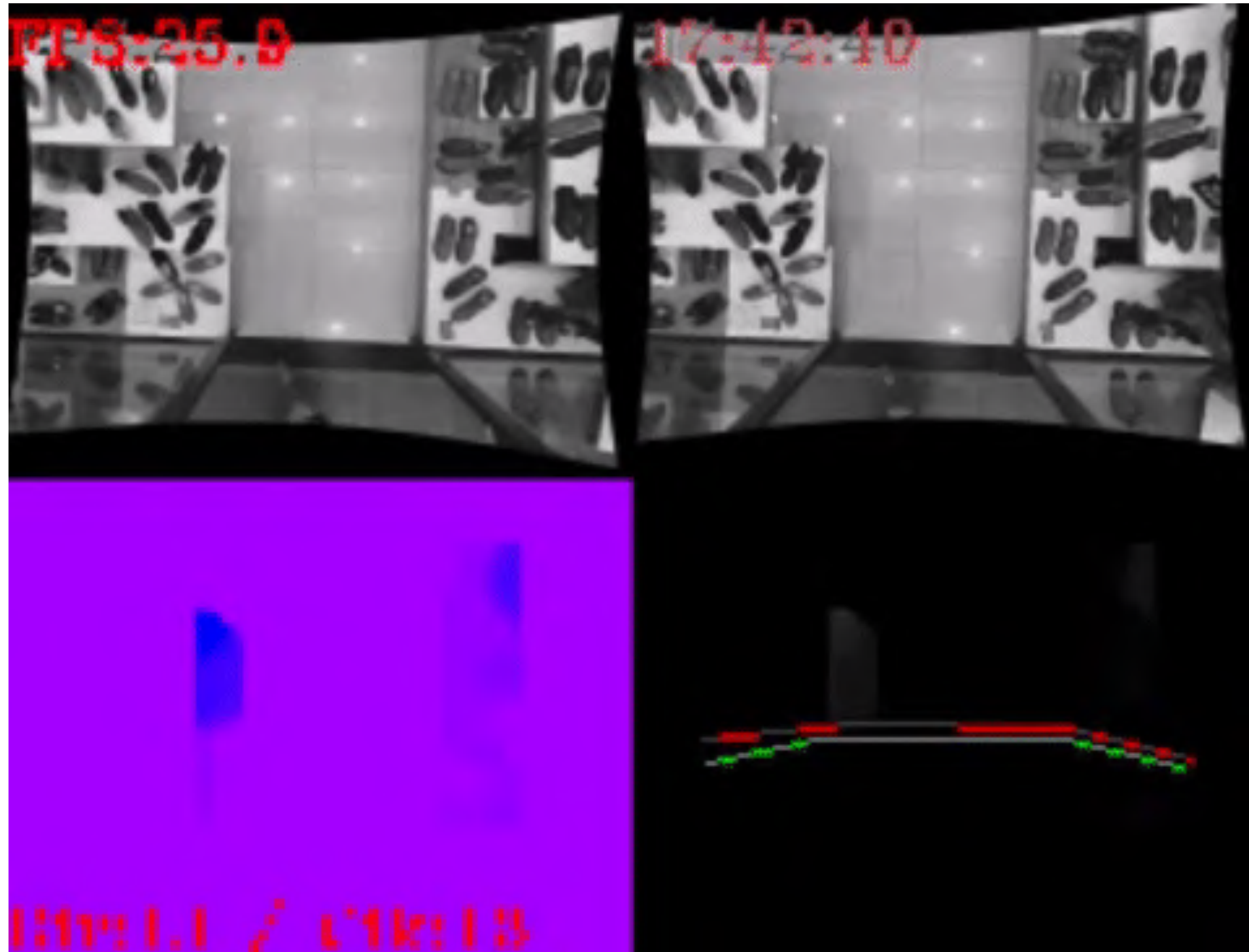


Effective Marketing Campaigns

Determine how successful are your marketing campaigns such as handouts and brochures in front of the store as well as posters on window displays

2

PEOPLE COUNTING



Staff Allocation

Optimize staff operations according to your peak days and hours, equal to the number of visitors and their needs



Real-Time Action

Count the number of people entering and exiting your store, take real-time actions to cater your visitors needs

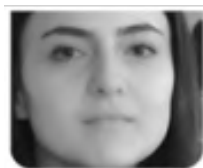
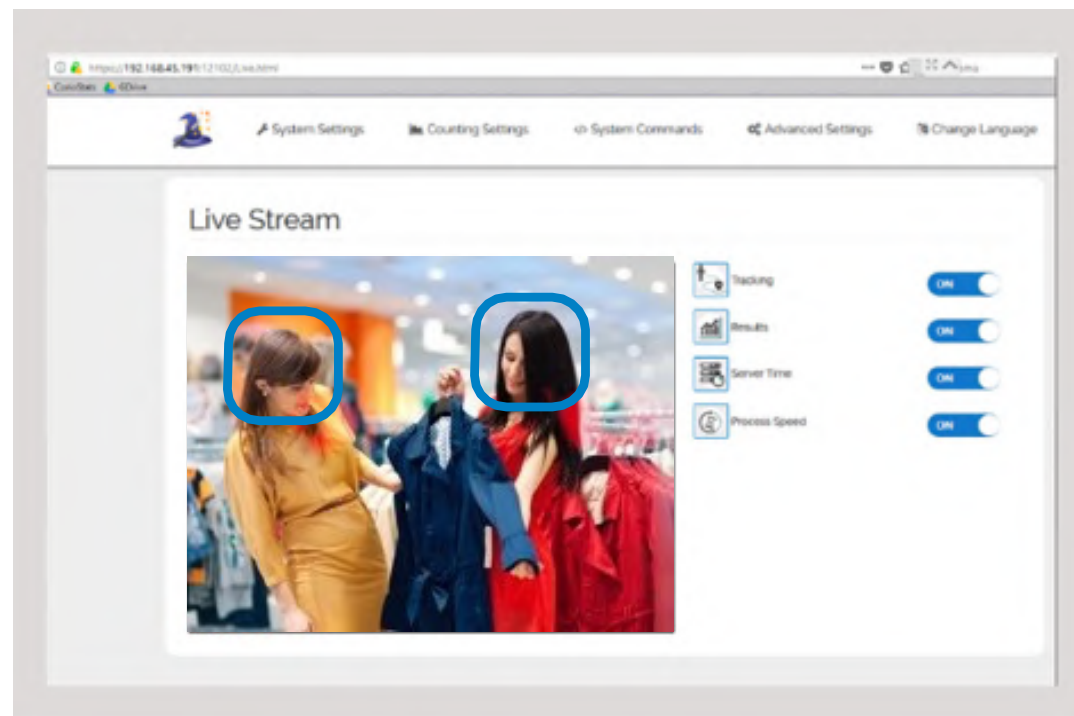


Conversion & Benchmarking

Compare your in-store conversion rates for benchmarking, locate your highest and lowest performing stores to optimize operations

3

MAG (MOOD/AGE/GENDER) ANALYSIS



Gender
female

Age
26

Emotion
neutral



Gender
female

Age
28

Emotion
happiness



Real-Time Marketing

Change digital signage in real-time according to the moods, ages and genders of your visitors to boost conversions



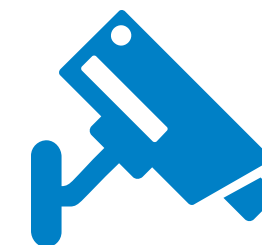
In-Store Optimization

Optimize the design of your store according to the demographics of your visitors



Merchandising Effectiveness

Choose assortments according to your visitors gender and age groups and increase business results

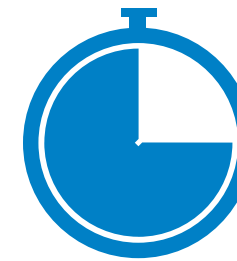
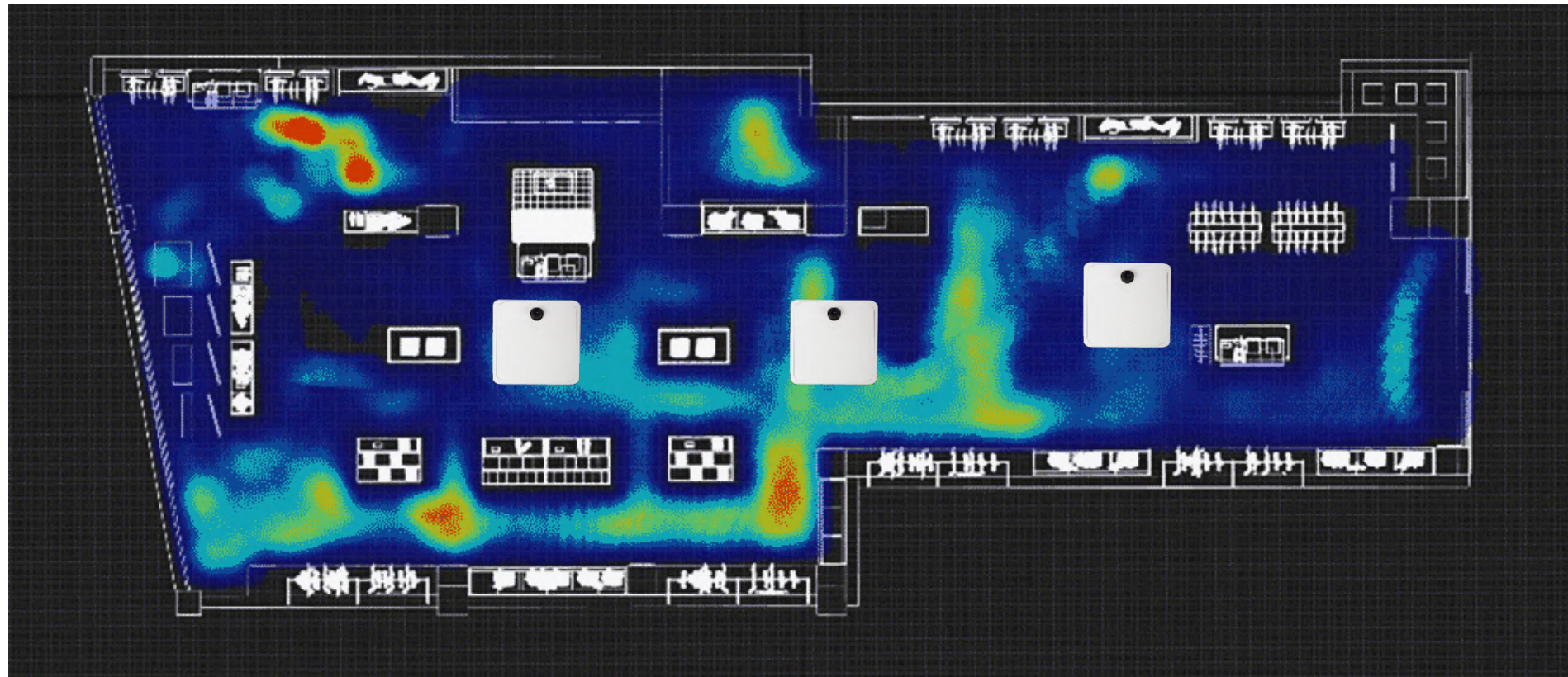


Mood/Age/Gender With IP Cameras

CCTV cameras monitoring entrances with an angle can be integrated for Mood/age/gender analysis

4

MULTICAMERA HEATMAP ANALYSIS



Dwell Time

Compare the time spent in specific zones and compare the sales rate of different products for placement optimization



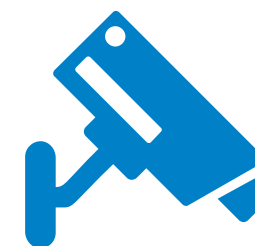
Pricing Optimization

Change the pricing and placement of the products according to hot zones



Merchandising Effectiveness

Place slow moving products in popular zones for better business results



Heatmap With IP Cameras

CCTV topdown cameras can be integrated for heatmap analysis

5

QUEUE MANAGEMENT

Real-time data



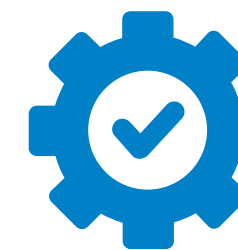
Realtime - Notification

Measure queue lengths and act real-time with the help of notifications



Staff Allocation

Allocate staff to decrease queue lengths and minimize basket abandonment



Optimize Service

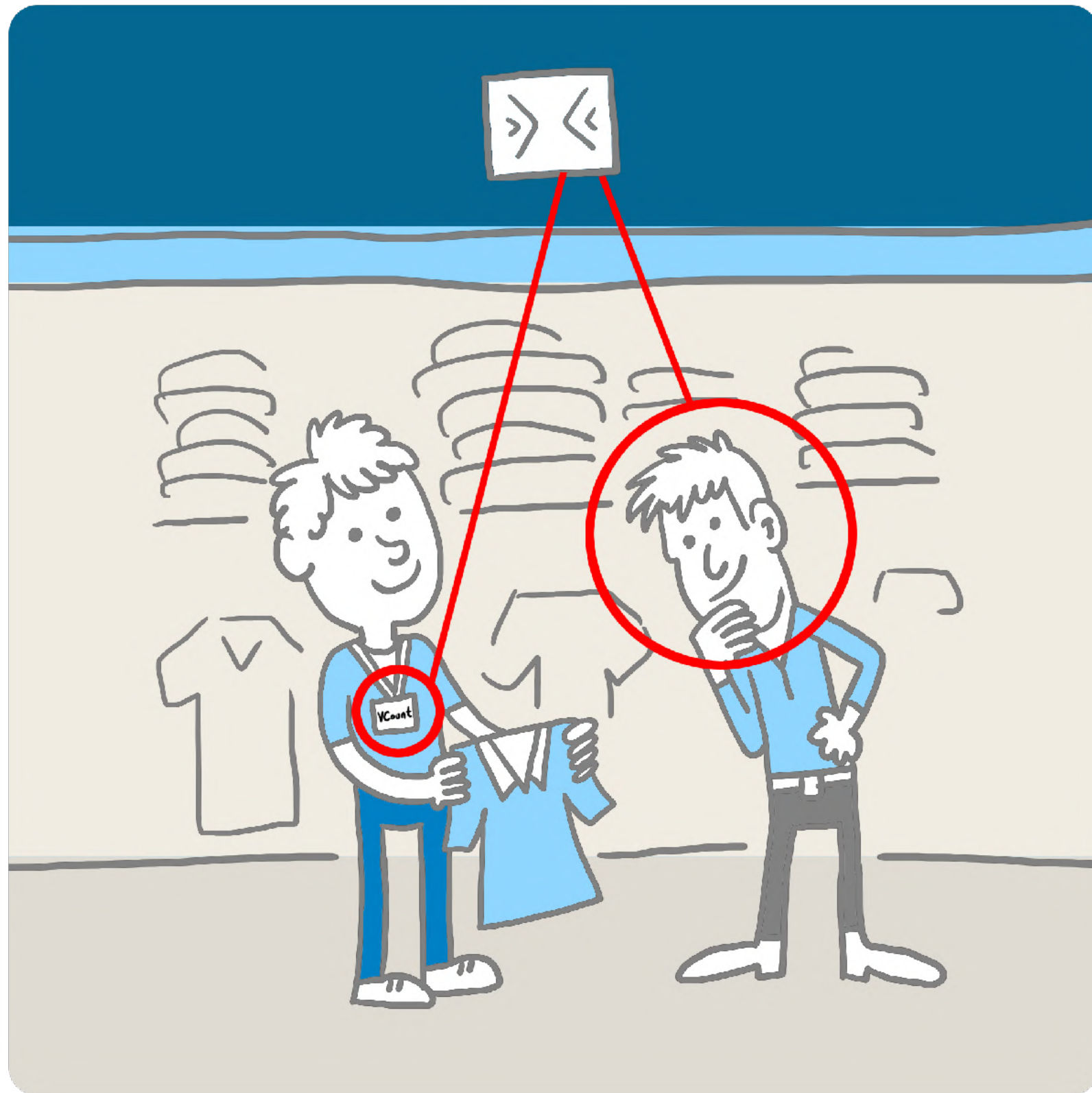
Determine service times of the staff and increase the quality of service in-store

Historical data



6

STAFF EXCLUSION



+



Staff Exclusion

True visitor count, excluding the movement of staff

BLE Tag

Low energy Bluetooth device

BLE tags are provided for each employee exclude them from the total visitor count data.

OUR SOFTWARE SOLUTION:

360-DEGREE VISITOR ANALYTICS SUITE

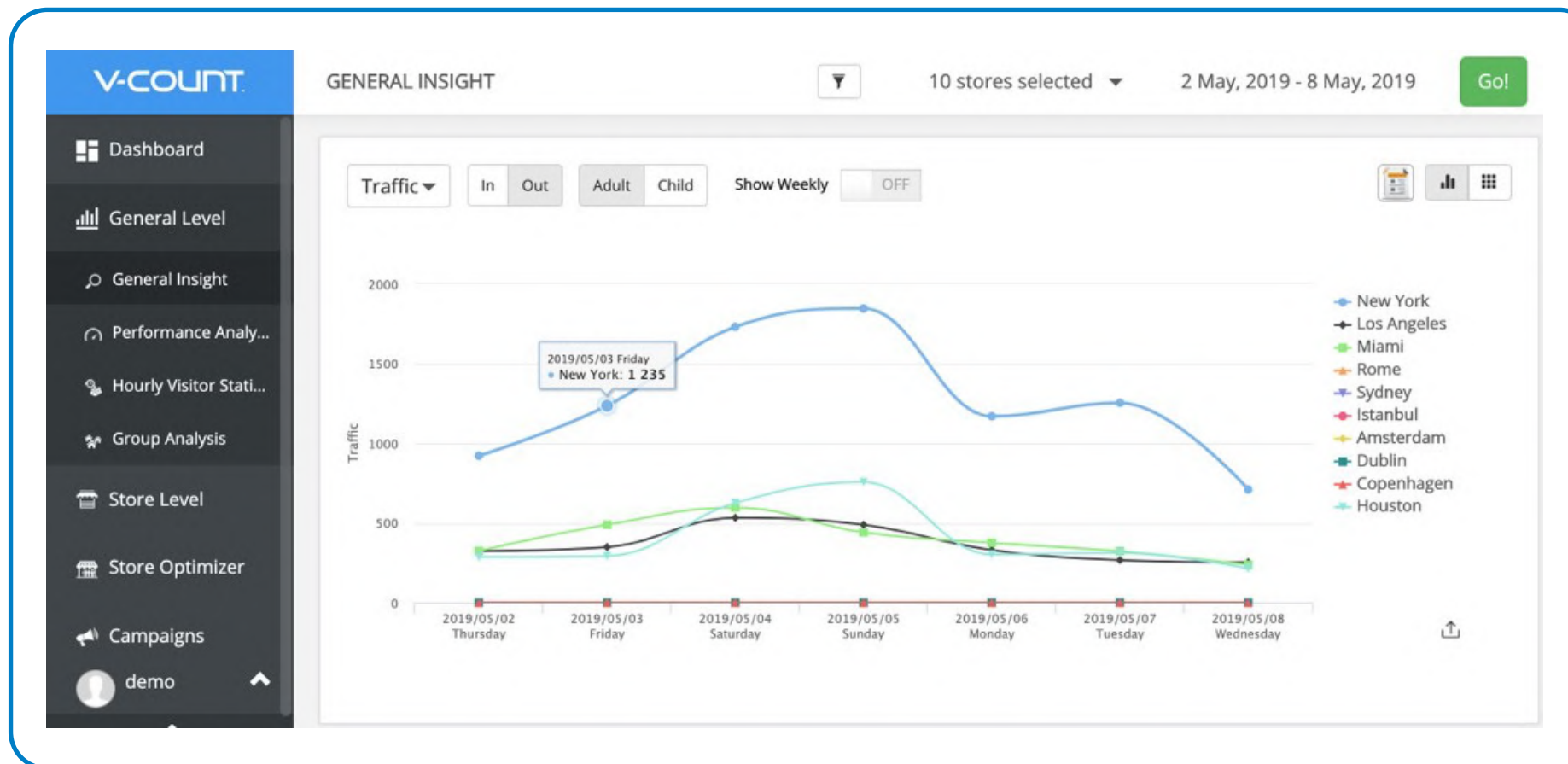
Hardware Agnostic Platform



- Cloud Based
- High integration functionality
- Supports other vendors' hardware
- Hosted on Amazon Web Services or Microsoft Azure Platform
- Includes all retail metrics
- Online health check
- Can integrate w/ online store data and compare online vs offline data side by side
- Specialized interfaces for Retail, Duty Free, Mall & Zone Occupancy (Convention center, Lounge.j
- Fully customizable
- Auto email reports in pdf, excel and API formats
- Available in app for iOS & Android
- Available in 12 languages

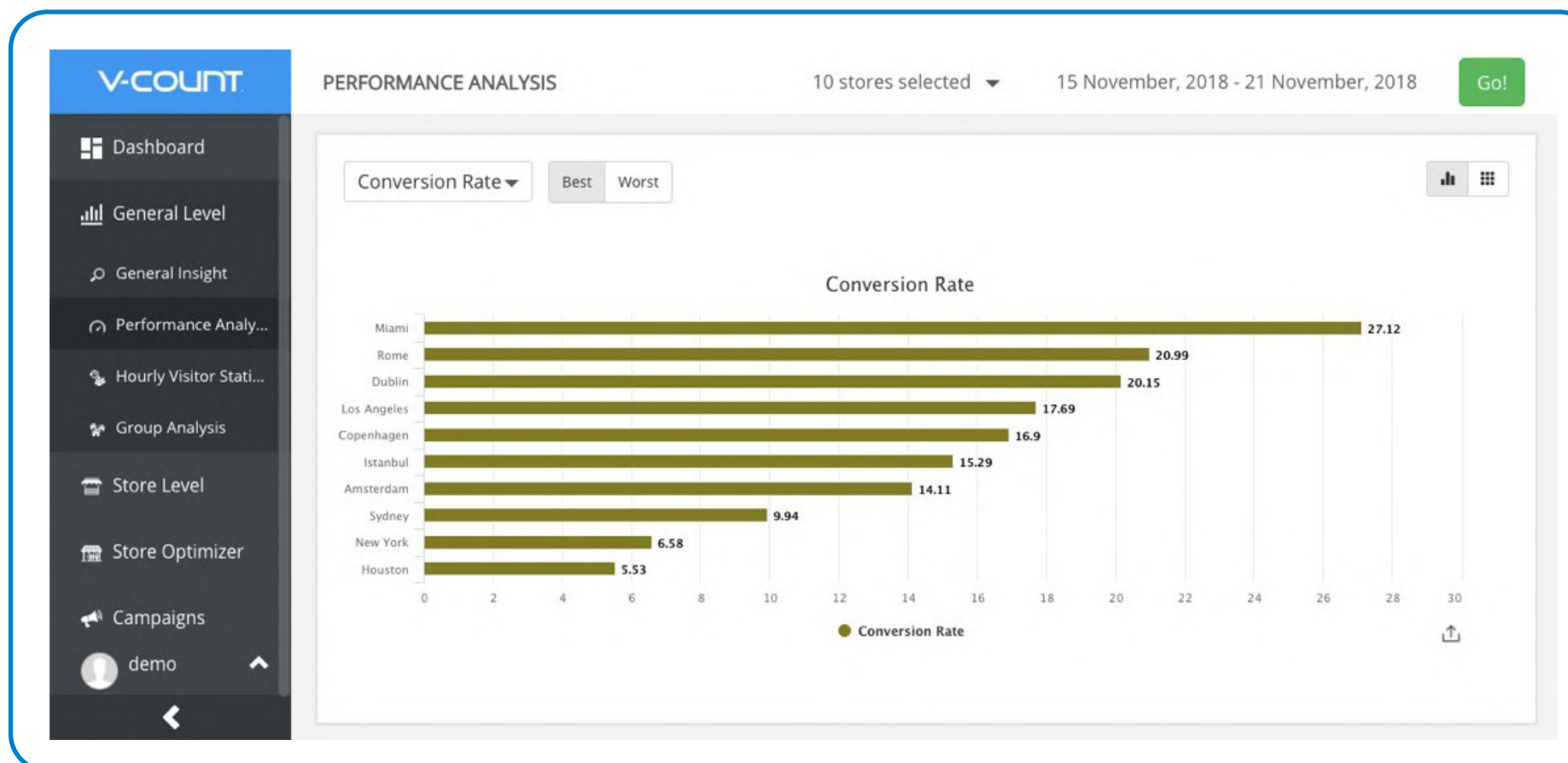
BIP FEATURES

TRAFFIC DATA



- Count the number of people entering, exiting and passing by your location **with +98% accuracy in real time.**
- First metric that should be considered is the traffic as it is the single most important KPI.

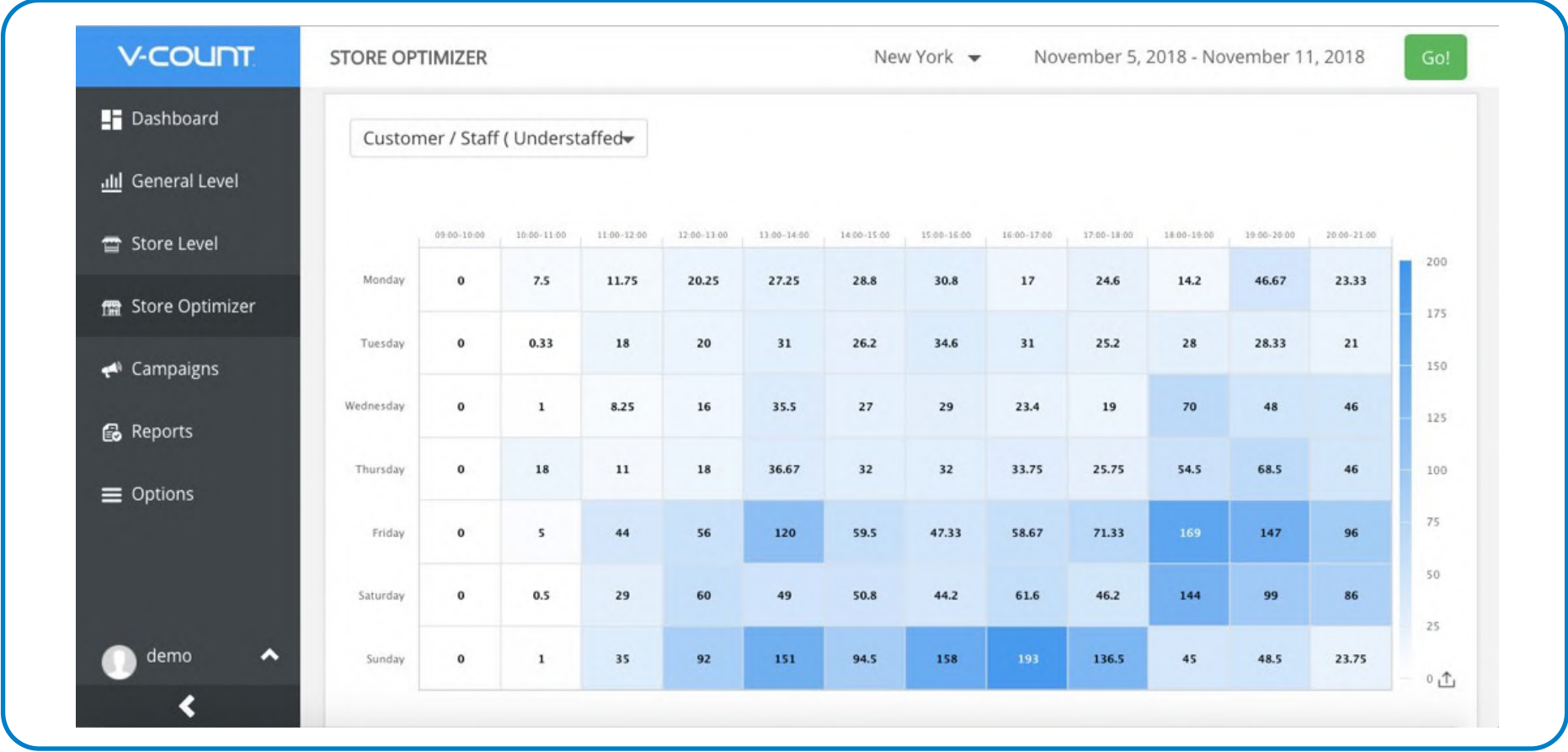
CONVERSION DATA



- To understand the effectiveness of your stores, you need to know not just your sales volume, but also how many customers generated those sales!
- Traffic alone does not translate into sales. **Converting visitors into buying customers is the real opportunity.** This is where the in-store experience gets involved.

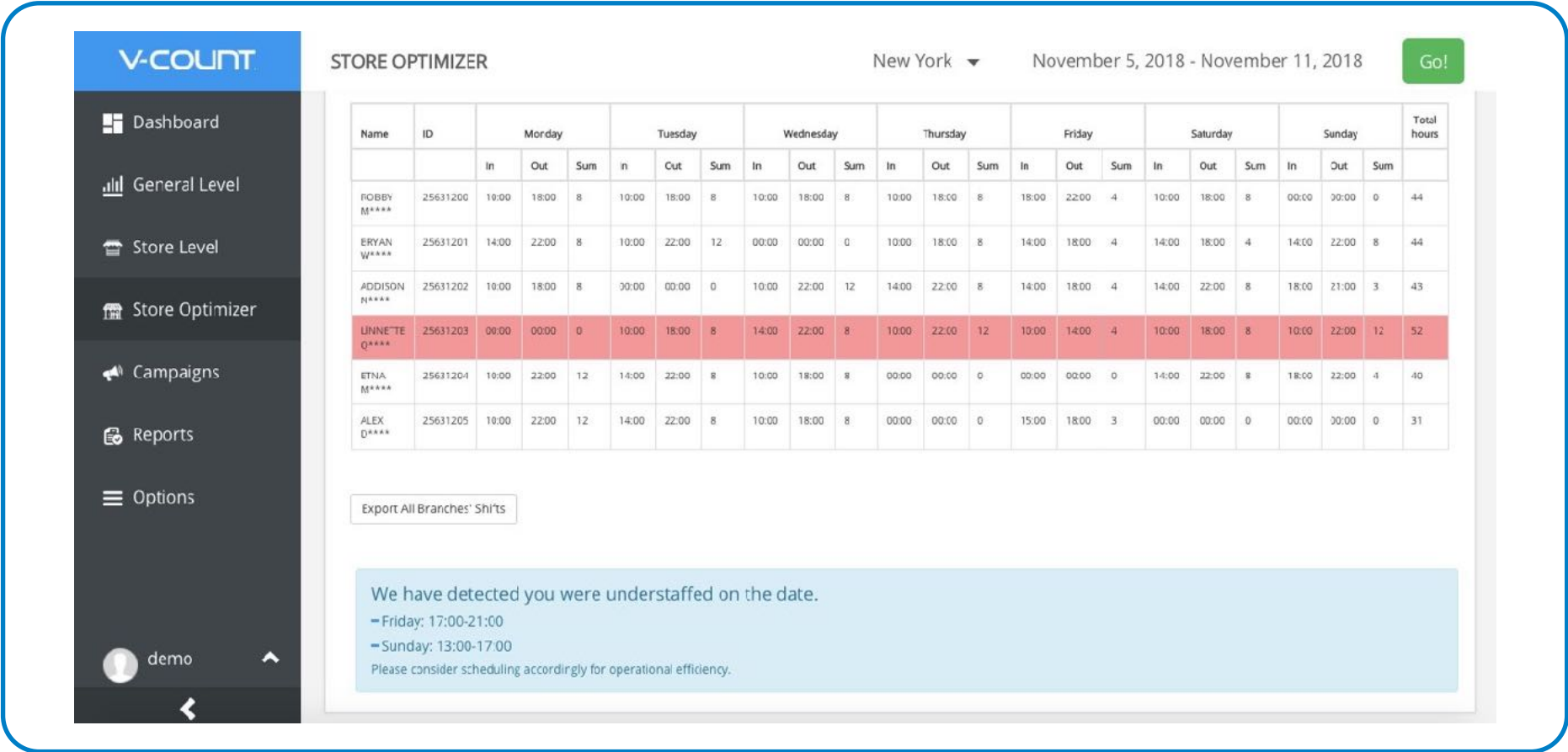
BIP FEATURES

STORE OPTIMIZER



- Overview of customer/staff data reported to you on an hourly basis, highlighting the total number of customers catered to by your staff across the week.
- Dark colors highlight the hours and shifts during which your stores are understaffed- can be used to re-evaluate weekly staff allocations and ensure optimum customer service and experience.

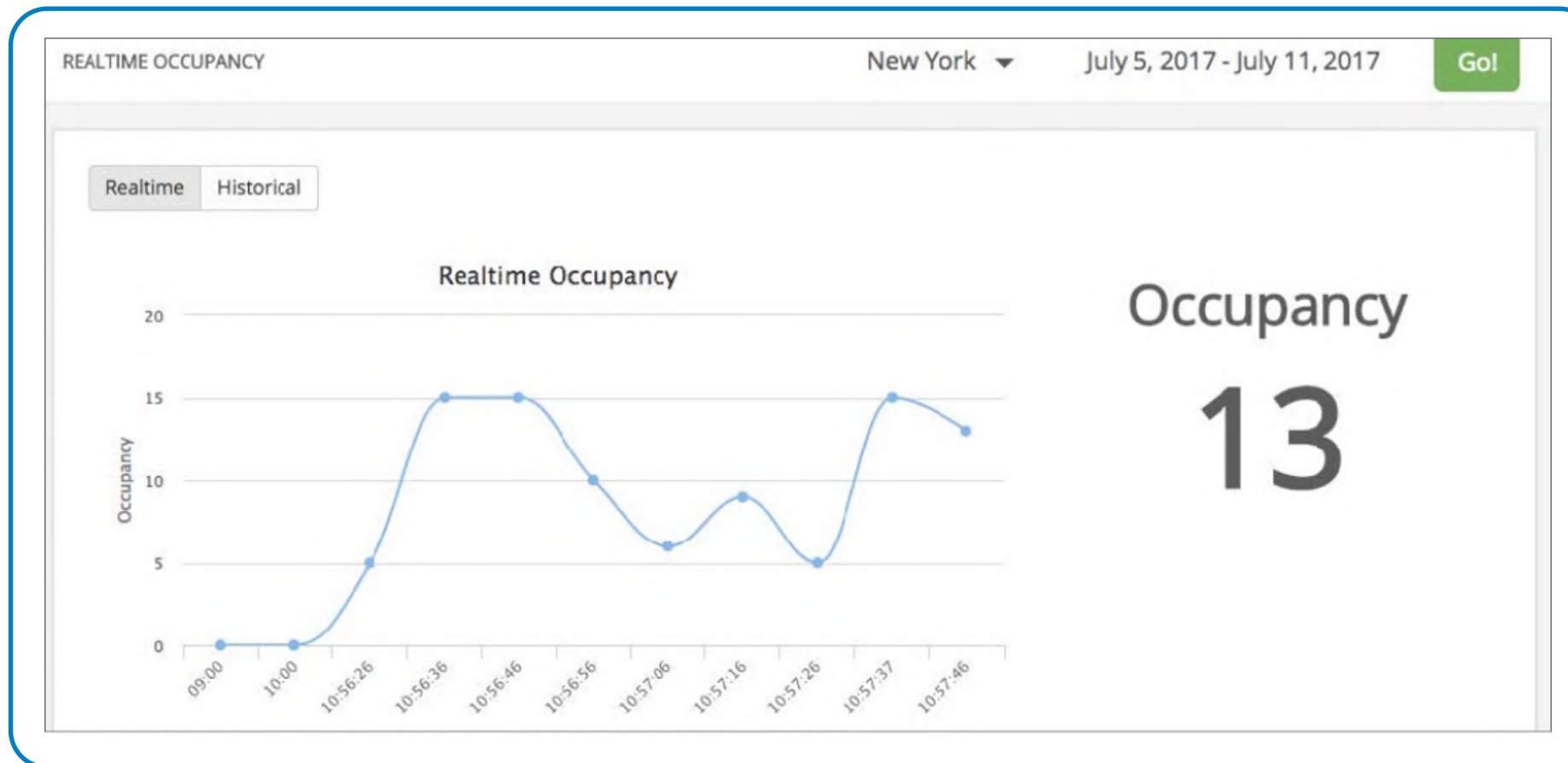
COMPUTER GENERATED RECOMMENDATIONS



- We can now estimate per shift and per hour the number of staff per visitor, giving you an overall view of your staffing status.
- Thanks to Computer Automated Tips, we ensure a day-to-day right staff allocation for an optimum performance, by letting you know when more or less staff is needed.

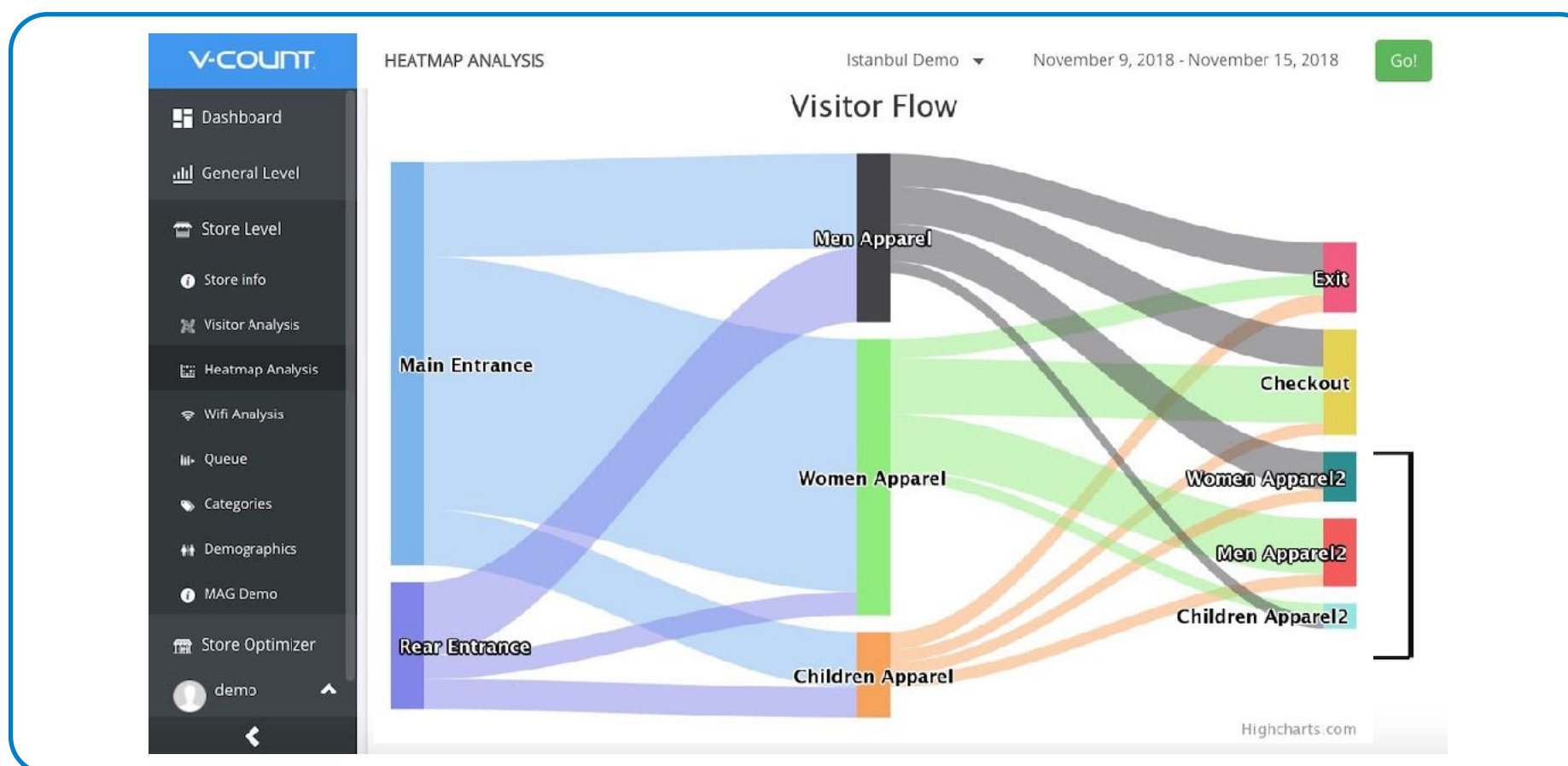
BIP FEATURES

REAL-TIME OCCUPANCY



- V-Count's new, revolutionary real-time occupancy feature enables you to know how many people are in a certain area at any given time.
- Alerting system can be activated if the occupancy exceeds a predetermined threshold that allows you to take immediate actions.

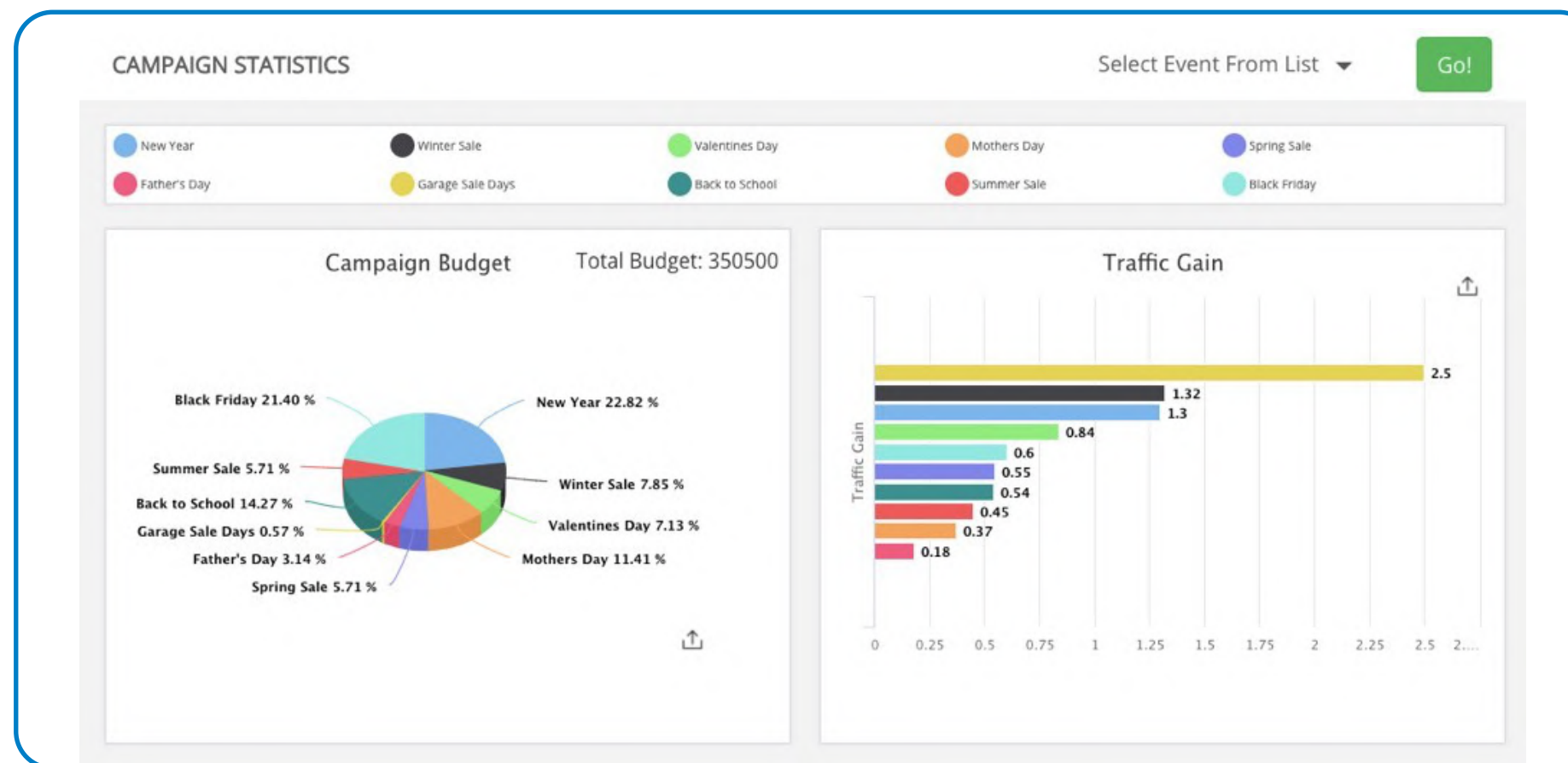
VISITOR FLOW



- Follow the visitors' path into your store.

BIP FEATURES

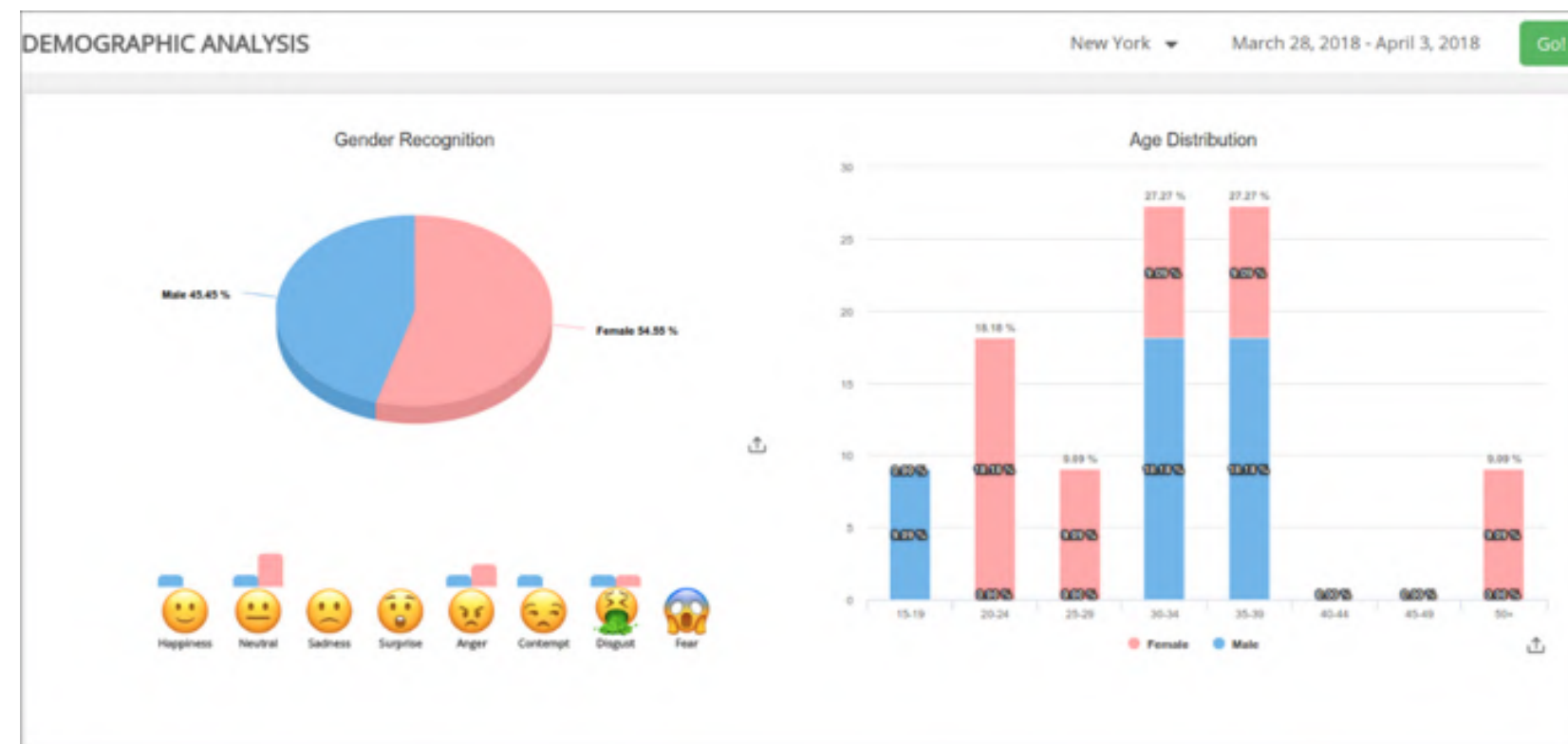
MARKETING EFFECTIVENESS



- Marketing effectiveness feature helps you **to review all your marketing efforts on a single dashboard**. You can compare marketing campaigns and events with different budgets.
- The system automatically shows successful and unsuccessful events to help optimize the campaign budget.

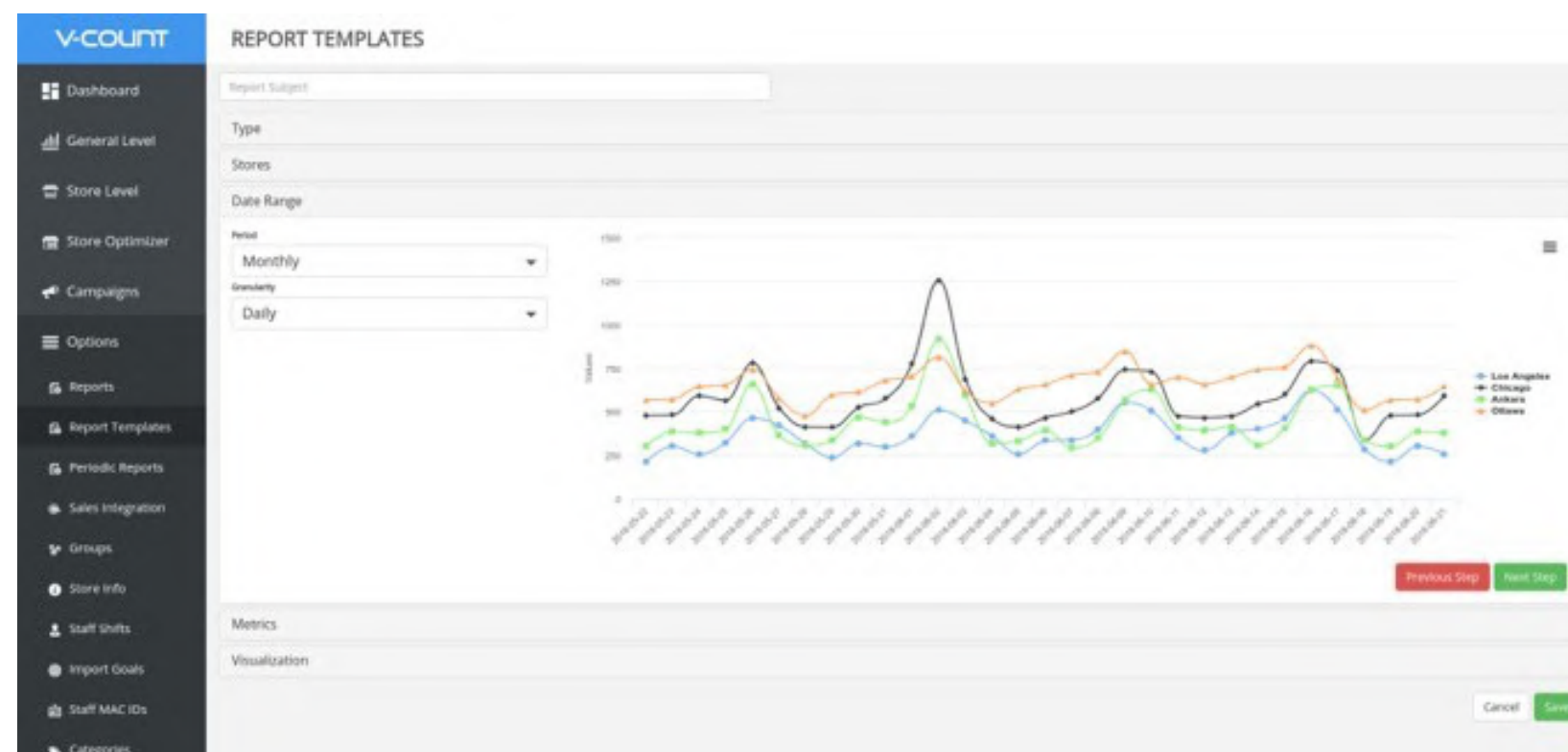
BIP FEATURES

MAG



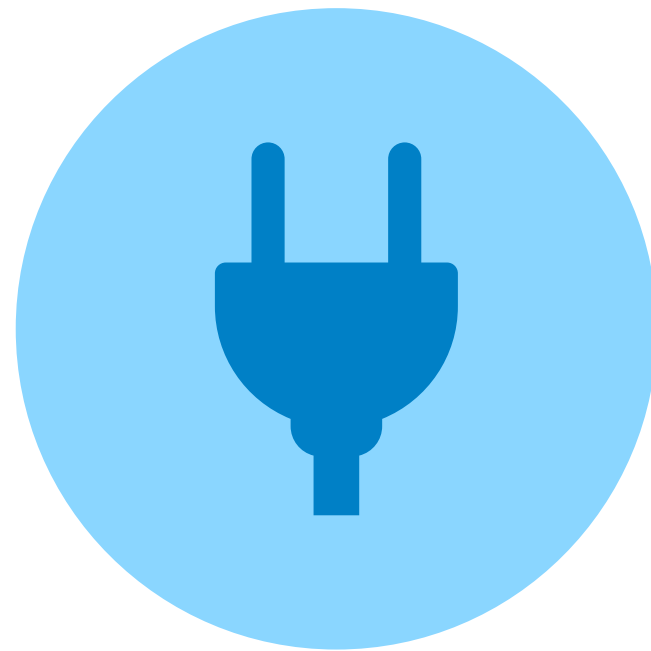
- Transform your business with the power of gathering unique real time insights about visitors by demographic analysis which provides gender, age and emotion data.

AUTOMATED REPORTING



- Automated reports are easy to use, customizable reports that is delivered to each employee according to their job function and level in the organization.

INSTALLATION & SUPPORT



**PLUG & PLAY
MINIMUM 30
LUX API**



**24/7
SUPPORT**



**ONLINE
HEALTH CHECK**



**LOCAL INSTALLER
AND SERVICE
WORLD WIDE**

APPENDIX

CASE STUDIES



CHALLENGE:

Samsonite Group is a wide range of brand including TUMI, Rolling Luggage, Lipault and 250+ owned locations in entire Europe (city stores, outlets, airport locations, department stores).

Initial request: To measure traffic in «high Street» across all countries to get a complete visibility of their traffic data in order to analyze if the rent payed per location was justified by traffic.

SOLUTION:

After a smooth and painless on schedule implementation of our V-Count 3D Alpha+ People Counting devices in 250+ stores, Samsonite started to measure people's footfall activity in and out of their physical stores, resulting in a better understanding of customer traffic and peak hours of business.

The company utilized this data combined with the rent paid per location and actionable insights provided via V-Count Business Intelligence Platform to make critical business decisions.

300+

People Counting

250+

Stores



CHALLENGE:

Istanbul Cevahir, one of the largest shopping mall in the world with a total floor area of 420,000 m2 draw vast number of visitor traffic, due to the extensive shopping opportunities it provides and entertainment value.

Istanbul Cevahir needed a trustable technology partner to measure the actual potential performance of the entrances hallways and key spaces, and to increase the efficiency of areas.

SOLUTION:

After V-Count solutions deployment, Mall managers were able to reach optimum efficiency within Istanbul Cevahir, by measuring visitor traffic in each space, setting rent of these spaces accordingly, and justifying the value to their tenants.

23

People Counting

CASE STUDIES



CHALLENGE:

With 53,000 square meter of shopping area in Istanbul New Airport, Unifree Duty Free is the biggest Duty Free in the world, offering a remarkable shopping experience. It has no doors in order to have modern entrances. Although this is very convenient for customers, it complicates the people counting process.

Unifree Duty Free needed to find the right approach to count the visitor traffic without trade off to be better informed about their customers so they can hold a high level of customer service and improve their operations.

SOLUTION:

After installing 275 people counting solutions, the project was a huge success. Key Performance Indicators they obtained through our cloud-based Business Intelligence Platform enabled them to make informed decisions as optimizing their staff according to occupancy rates, enabling the company to increase its conversion rate, as well as increasing average basket size.

600+
Solutions



CHALLENGE:

Libraries and museums are non-profit organizations so they don't generate a lot of revenue. These types of places rely on government funding so they have to justify their funding needs and present statistical data in order to have access to resources.

SOLUTION:

This is where people counters come in handy to produce accurate reports of the amount of visitors/patrons who enter the libraries or museums on a daily, weekly, monthly or yearly basis. This information can then act as basic foundation metrics for the libraries' labor, budget, and service requests while combatting increasing financial pressure.

8
People counting

CASE STUDIES



CHALLENGE:

Celcom is the oldest mobile telecommunications provider in Malaysia. Celcom needed to track traffic and conversion to give a better picture of how individual stores were performing. Only sales figures weren't enough to understand the whole picture of stores performance and for future planning and growth. A second issue for Celcom was to increase conversion rate and revenue.

SOLUTION:

Through one rollout V-Count installed its people counter solution in 59 outlets and set up the data processing and reporting system. Monitoring traffic and conversion has given the company a more accurate, holistic view of store performance. V-Count Business Platform have given the company invaluable insights into store performance, enabling them to respond with agility, creating a stronger, more responsive operations model.

Celcom also integrated read occupancy in realtime to change in-store music accordingly to traffic. this means if Celcom reports a peak in sales, it can look into the songs playing during that time period and replicate this genre of music to encourage increased revenue.

100+

Devices

59

Stores



CHALLENGE:

Beni Pharmacie wanted to have an overall view of countries performance, with a focus on traffic and conversion rate. First at group level, then at a country level. The group needed to be able to review each store's conversion rate, individually and identify rising stars and poor performers relative to specific geographic regions and their other stores.

SOLUTION:

Following implementation of V-Count people counter and heatmap in 100+ store in Serbia, Hungary, Estonia, Latvia and Lithuania, measurable differences have been seen in scheduling and budget efficiency, and possibly the most immediate noticeable benefit was the ability to identify top-selling employees, resulting in greatly streamlined operational processes, more efficient staff scheduling and better use of the staff budget.

140+

Devices

100+

Stores

CASE STUDIES



CHALLENGE:

Superbet, the leading casino group in Romania, wanted to understand how many of the people passing by actually come in and play as well as value if the store is offering the right mix of gaming machines based on the local demographics and interests.

SOLUTION:

After a successful tender, V-Count started to deploy its solutions to all Superbet location. Using our Business Intelligence Platform, Superbet will be able to benchmark on traffic pattern, revenue per visitor and staffing plan. It will enable the group to determine the profitable mix of gaming machines based on the visit duration, and make the best use of marketing investment by comparing all campaigns results.

100+
Devices



CHALLENGE:

With a capacity of over 19,000 people, Pittsburgh Penguins needed to monitor ingress and egress figures at all points of entry and exit in their home stadium PPG Paints Arena.

SOLUTION:

Pittsburgh Penguins chose V-Count in part due to the ease of use and functionality of our cloud-based reporting software (Business Intelligence Platform) and our ability to configure BIP to meet Pittsburgh Penguins particular needs.

Following a successful pilot, V-Count rolled out the solutions to cover all entrance used by matchers, providing the critical insights necessary to ensure compliance with safety Certificate and other legal requirements.

16
Entrance/exit covered

CASE STUDIES



CHALLENGE:

Measuring dealership walk-in traffic is essential to success in the automotive industry. Ford needed an accurate gauge on their marketing effectiveness and the ability to measure and manage each showroom sales performance, conversion rates and local marketing efforts. Ford wanted to increase dwell-time - Research, has shown that the longer a prospective buyer stays in a car showroom, the higher the likelihood that they will make a purchase.

SOLUTION:

V-Count Visitor analytics provided Ford with occupancy data of 100+ showrooms; With this information, showroom managers came up with new ways to increase customer engagement and keep prospective buyers in the room, increasing dwell-time by 2 points, and sales by 10%. The solutions also helped Ford measure the customer traffic that accompanies the unveiling of new cars and test the effectiveness of new marketing initiatives.

124

Devices

100+

Showrooms

WHY V-COUNT?



Leading all-in-one sensor technology

Camera based stereo vision and bluetooth tracking Cameras w/ counting distance of 10m+



Computer generated recommendations

Providing real time recommendations to store managers for staff scheduling, stocking levels and product placement in the store



Hardware agnostic

Third party cameras can be integrated into V-Count analytics suite as well



360 degree visitor analytics

Following each customer starting from the street all the way to check-out with 5 different solutions: street counting, people counting at the door, queue management, heat- map and MAG



State of the art heatmap camera technology

Ability to track individual customers as they move from the field of view of one camera to another camera (only solution like this in the market)



Patent pending staff eXclusion system

Eliminating staff movements (i.e. counts) from the store data by leveraging bluetooth technology.

QUOTES



Bora Yücel / Head of Retail Marketing

V-Count is a trusted partner. We have been using V-Count's people counting and retail analytics technology since 2016 in our 70+ stores. We have been continually improving our customer services and profitability in Turkey with the support of the reports provided by their system.



Bart Carbonnelle / IT Support Supervisor

We have recently started working with V-Count for many of our stores across Europe. The installation process was smooth, painless and easy to manage across a wide network like ours. Their support team was quick to respond during the installation period and I strongly believe V-Count solutions will help us increase our business results in a short time frame.

Beyhan Figen / CEO Sephora TR

V-count is a reliable partner for sephora turkey. They have demonstrated significant agility and flexibility during our store renovations which impacted half of our network and scheduled within a very limited time table. We believe that the business intelligence provided with their solutions provide us a reliable visibility for our business cycles. Their solid and solution oriented customer services ensure that we are well understood with our needs & requests, furthermore, secure our long-term relationship with them as a Partner.

SEPHORA

Muhammed Özhan / Business & Solution Development Director

After working with V-Count over 3 continuous years in 1000+ stores, they have proven to be a trusted partner, providing us with reliable retail analytics to improve our store operations and performance. We recommend their services and expertise.



QUOTES

■ Hotpoint



İrem Yurttepe / *Retail Development Manager*

V-Count is an esteemed business partner thanks to their excellent solutions which allow us to obtain reliable traffic data and valuable customer insight. It is important for us to make critical decisions and test their efficacy when planning the activities that we need to perform on a daily basis. Based on the key metrics provided by V-Count, we are able to optimize our staff scheduling and increase the effectiveness of our window displays and in-store campaigns. V-Count is our partner of choice in retail sector due to their customer and result oriented approach.



Erhan Akdogan / *Retail Development Director*

We have been working with V-Count for the past 2 and a half years, and we consider them as the foundation block of our business. V-Count's solutions provide the basis for all our distributor investment processes as well as retail development plans. V-Count has also helped us increase our store traffic, efficiency and profits. We are assured that our investment with V-Count is on point, as we have also seen that our average basket size has increased through-out these years.

Ufuk Alpoglu / *IT Supervisor*

Visitor traffic data is highly critical. V-Count has an agile approach and provided us the flexibility we needed during the deployment of the system. Now it works with 95% accuracy on all our locations and the data is transferred into our ERP system via V-Count web services. We include traffic data in all our reports and employ visitor analytics data for entire sales decisions. We are pleased with the service V-Count provides and seldom experience problems which gets fixed really quickly.



Utku Özdel / *Retail Development Director*

We've been working with V-Count team since 2015 and have been using their professional solutions in our retails stores. With the help of their solutions we discovered our improvement areas and increased our conversion rates and revenue significantly by taking data analytics base actions.





v-count.com



linkedin.com/company/v-count



twitter.com/socialvcount



facebook.com/VCountsocial