EVERYANGLE

VISION AI

Know your customer, like never before

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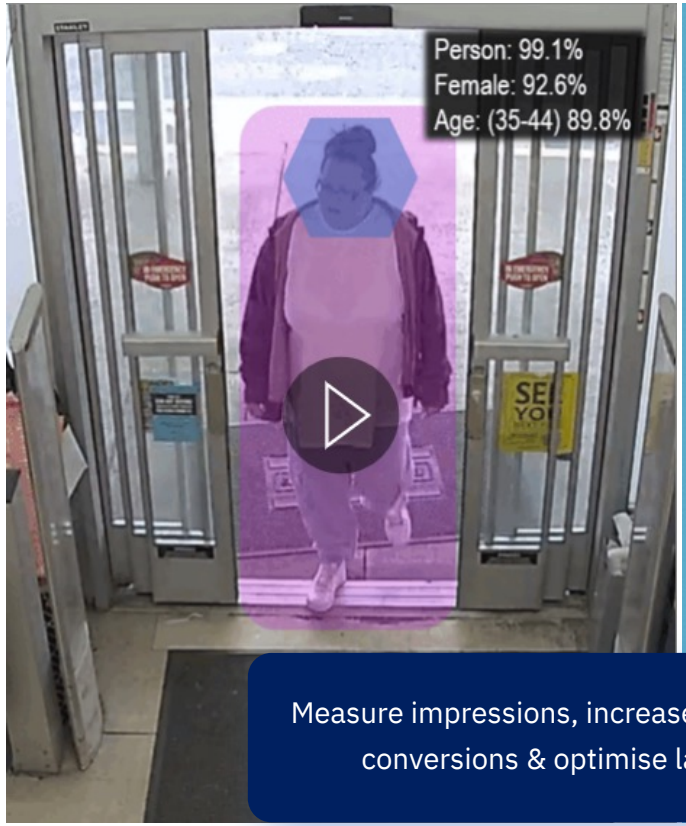
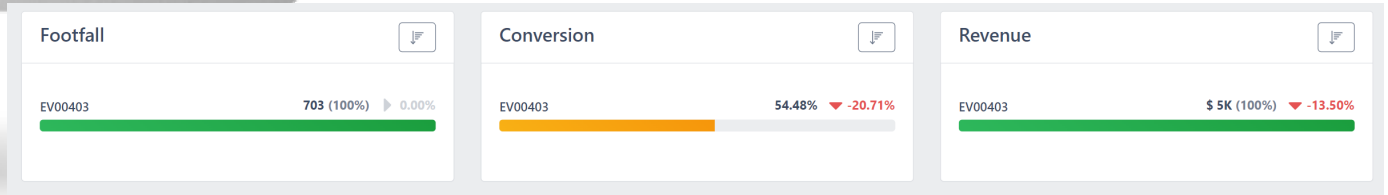
Aurora enables retailers to **know their true customer**



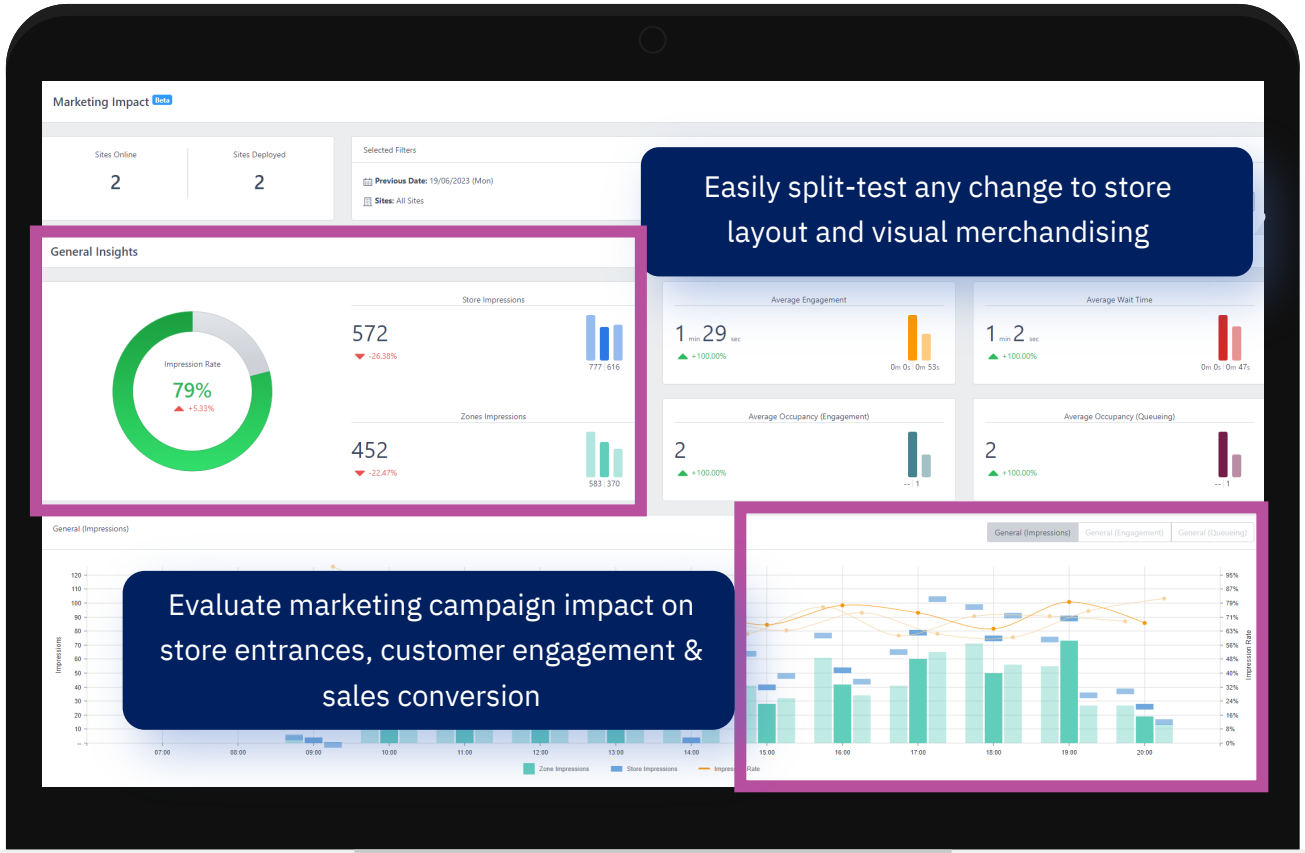
Measure impressions, increase engagement, conversions & optimise labor cost

Drive optimal resource allocation, foster sales growth, and elevate the overall shopping experience with **Store Performance**

- ✓ Enables targeted staff deployment during peak hours.
- ✓ Identifies areas for improvement through real-time metrics.
- ✓ Bolsters decision-making with data-driven strategies.



Measure campaign success, adapt messages based on shopper behaviors and time promotions for maximum engagement with **Marketing Impact**

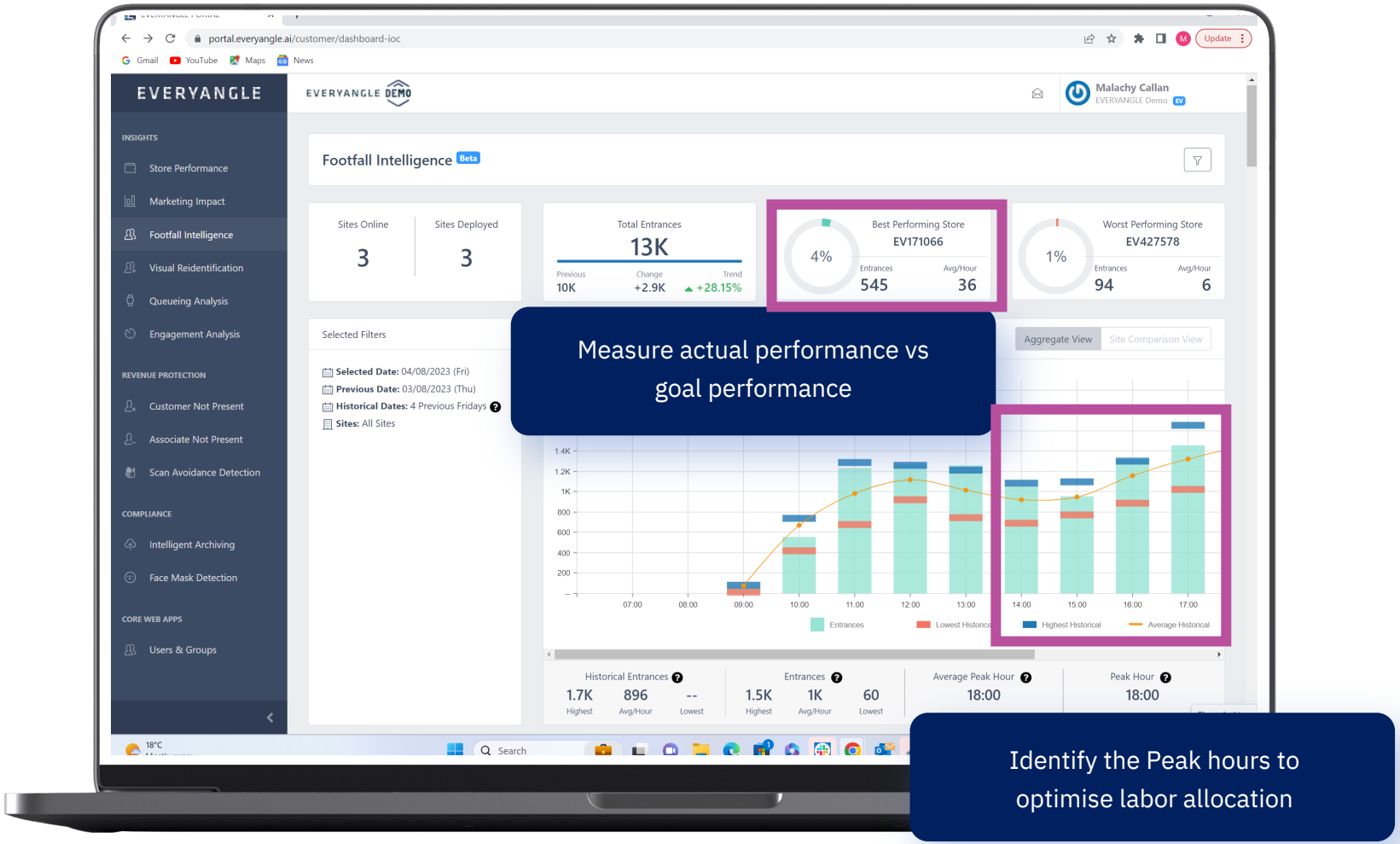


1. **Campaign Effectiveness**: Aurora's insights reveal direct correlations between marketing efforts and in-store traffic, enabling marketers to measure and refine campaign ROI accurately.

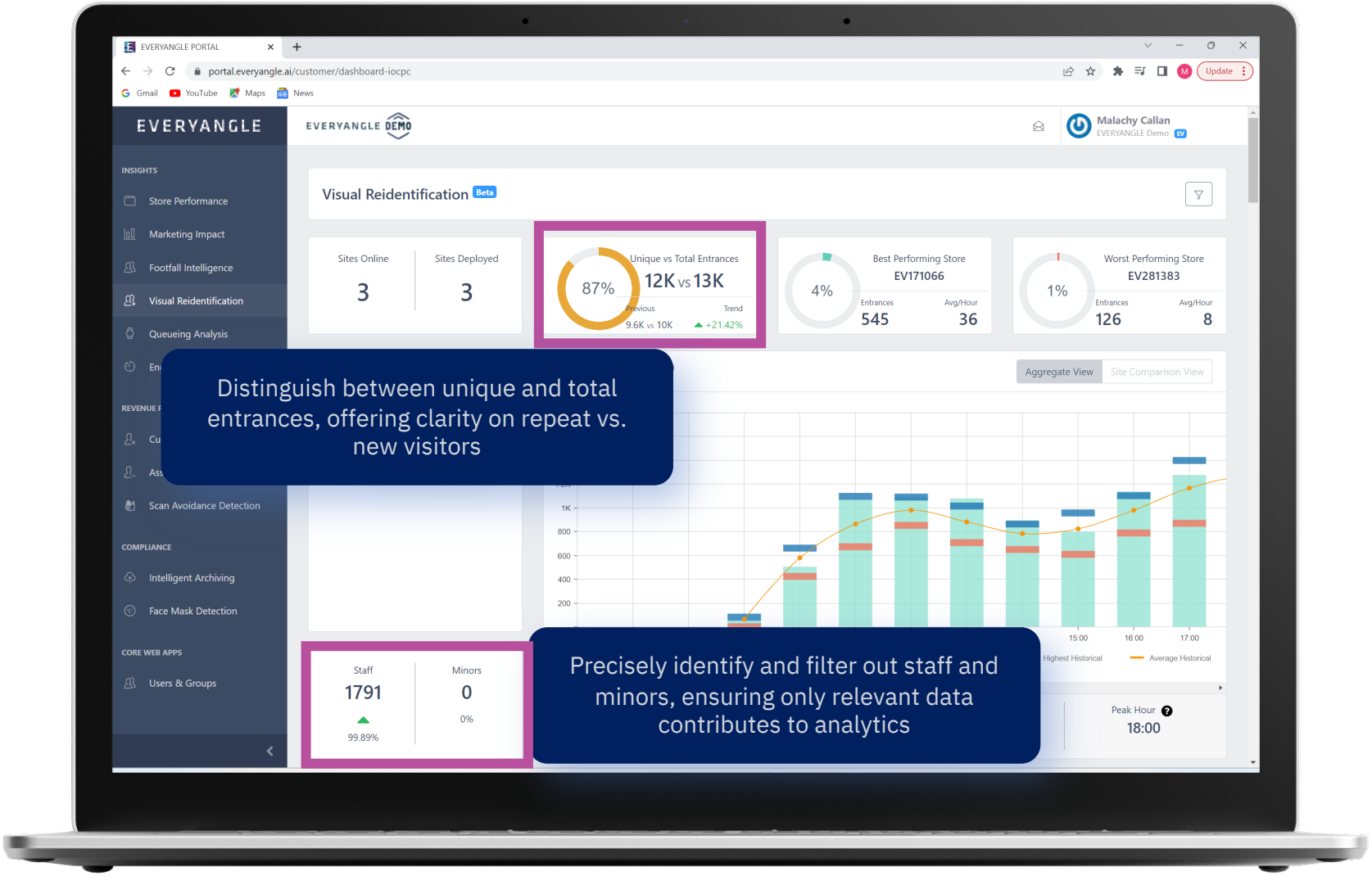
2. **Behavioral Targeting**: Harness Aurora's data to understand shopper preferences and behaviors, tailoring marketing messages to specific audience segments for maximum impact.

3. **Event-Driven Promotions**: Utilizing Aurora, marketers can pinpoint peak footfall times, strategizing event promotions and flash sales for optimal engagement and conversion.

Unlock your retail stores full potential with next-gen **Footfall Intelligence**

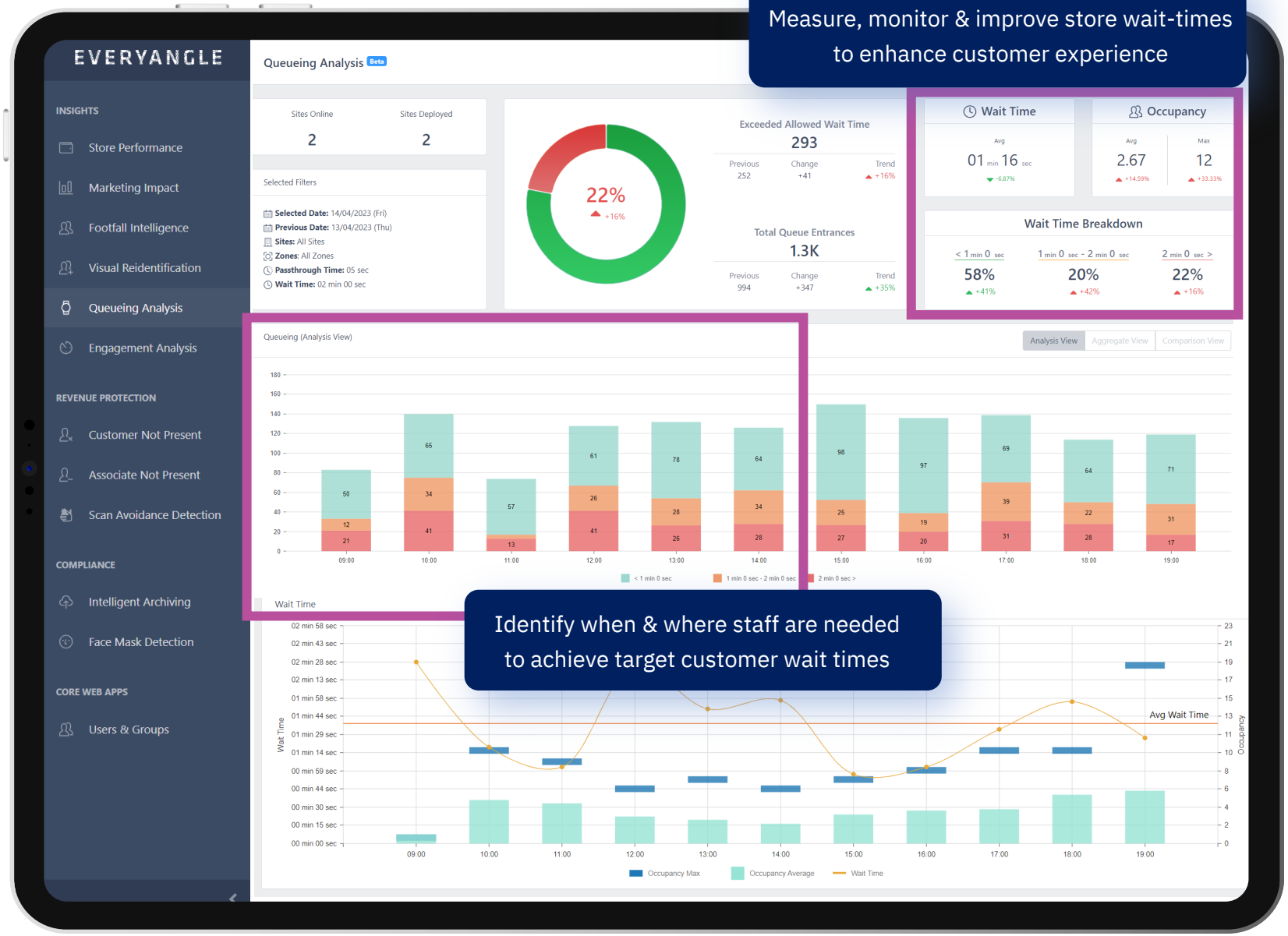


Understanding your true customers with **Visual Re-Identification**



Visual reidentification empowers retailers to discern unique customer visits, optimize staff allocation, and enhance personalized shopping experiences.

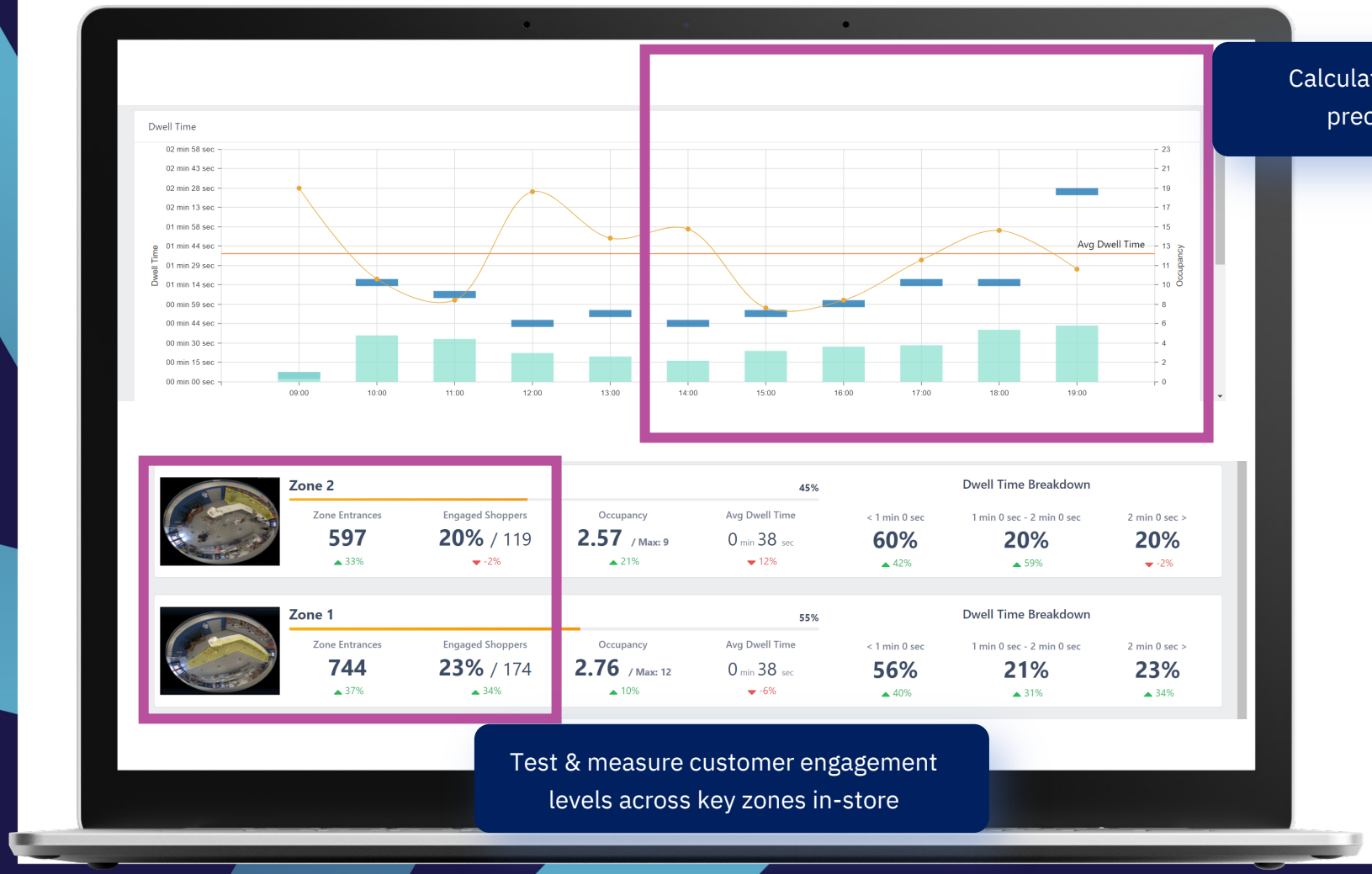
- ✓ Recognize returning customer patterns
- ✓ Filter out non-customers such as staff and minors.
- ✓ Operational Efficiency: Automate movement tracking and reduce manual monitoring.



Transform queues into optimized customer touchpoints with **Queueing Analysis**

- ✓ Minimize wait times to boost customer satisfaction.
- ✓ Streamline staffing during anticipated queue surges.
- ✓ Improve in-store layouts for smoother traffic flow.
- ✓ Enhance checkout efficiency and sales

Engagement Analysis illuminates customer interests, guiding retailers toward tailored in-store experiences



Calculate customer dwell times more precisely than basic heatmaps

- ✓ Highlights products or displays that captivate attention.
- ✓ Offers insights into dwell time, pinpointing zones of high engagement.
- ✓ Facilitates personalized marketing strategies based on interaction trends.

Test & measure customer engagement levels across key zones in-store

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PLEASE CONTACT

hello@everyangle.ai

WWW.EVERYANGLE.AI