EVERYANGLE VISIONAI

Know your customer, like never before



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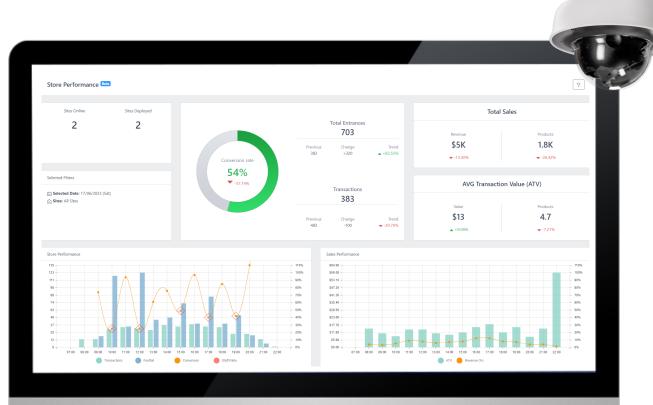


Aurora enables retailers to know their true customer



conversions & optimise labor cost

Understand, Strategize and Cultivate Growth in Your Store.



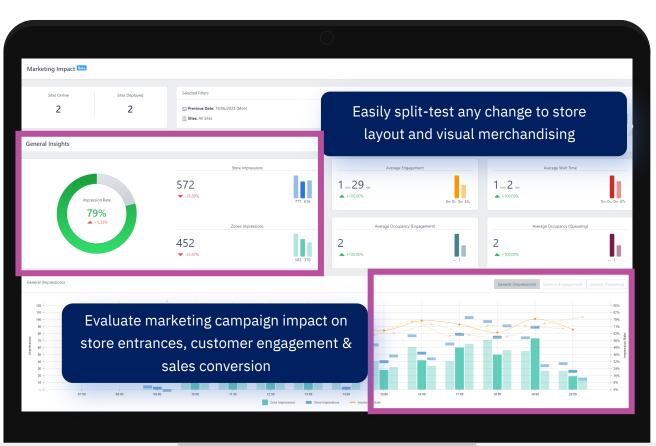
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Drive optimal resource allocation, foster sales growth, and elevate the overall shopping experience with **Store Performance**

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

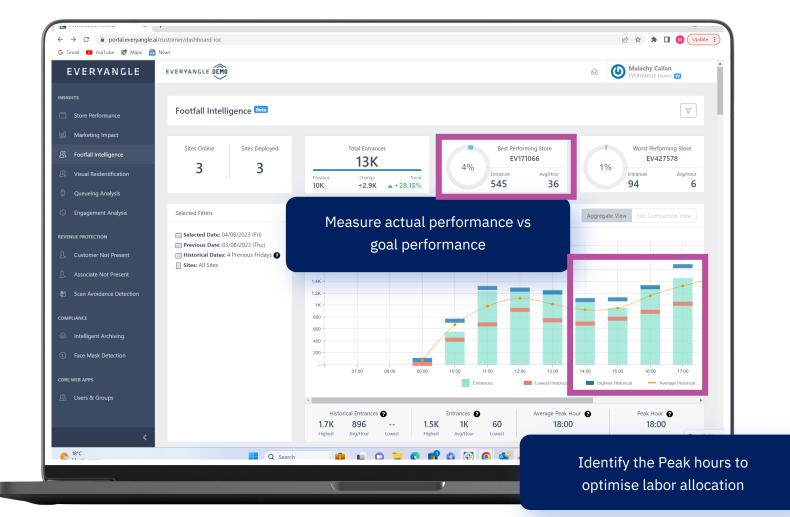
Footfall		Conversion			Revenue	
EV00403	703 (100%) 🕨 0.00%	EV00403	54.48%	▼ -20.71%	EV00403	\$ 5K (100%) ▼ -13.50%

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 nextgen **Footfall Intelligence**

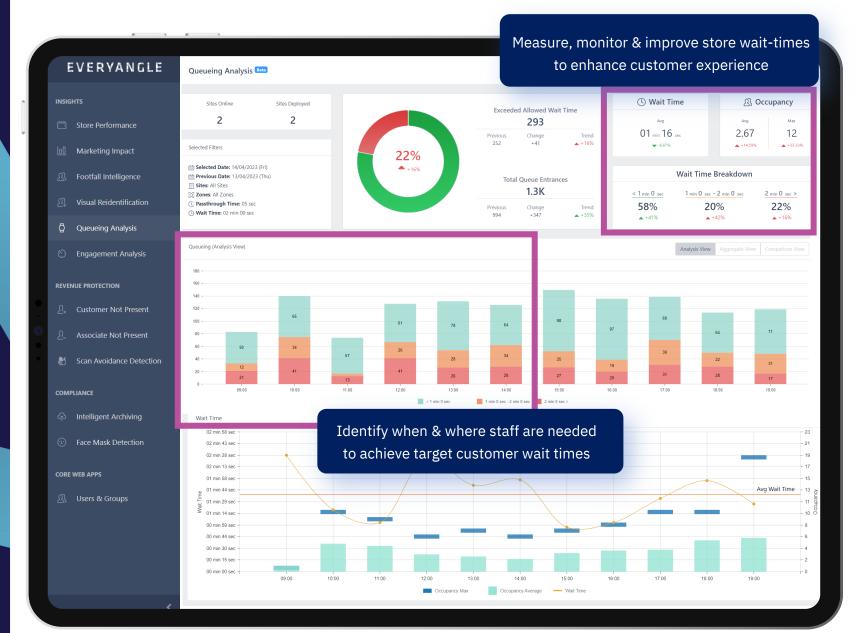


Understanding your true customers with Visual Re-Identification

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G Gmail 🗈 YouTube Ҟ Maps 👼			
EVERYANGLE	EVERYANGLE		Malachy Callan
INSIGHTS			
Store Performance	Visual Reidentification Beta		T
🔟 Marketing Impact			
必 Footfall Intelligence	Sites Online Sites Deployed	Unique vs Total Entrances 12K vs 13K EV171066	Worst Performing Store EV281383
요. Visual Reidentification	3 3	0770 4% Entrances Avg/Hour	1% Entrances Avg/Hour 126 8
🖞 Queueing Analysis		9.6K vs 10K ▲+21.42% 545 30	120 8
_	uish between unique a es, offering clarity on r new visitors		Aggregate View Site Comparison View
Scan Avoidance Detection		116-	
← Intelligent Archiving			
© Face Mask Detection		200 -	
CORE WEB APPS			15:00 16:00 17:00
	Staff Minors	Precisely identify and filter out staff and	Highest Historical — Average Historical
岱 Users & Groups	1791 0	minors, ensuring only relevant data	•
	▲ 0%	contributes to analytics	Peak Hour ? 18:00
<	99.89%		10.00

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.



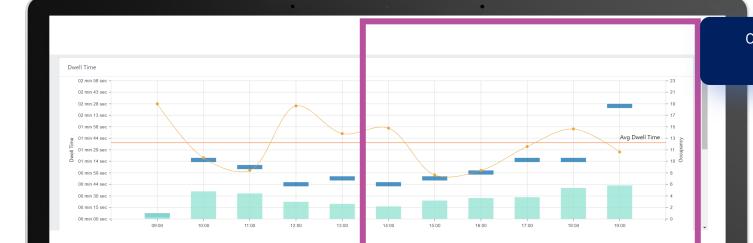
Transform queues into optimized customer touchpoints with **Queueing Analysis**

- 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

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





Zone 2			45%	Dwell Time Breakdown			
	Zone Entrances 597 A 33%	Engaged Shoppers 20% / 119 – -2%	Оссирапсу 2.577 / Мах: 9 ▲ 21%	Avg Dwell Time 0 min 38 sec v 12%	< 1 min 0 sec 60% 42%	1 min 0 sec - 2 min 0 sec 20% ▲ 59%	2 min 0 sec > 20% ~ -2%
Zone 1		55%			Dwell Time Breakdown		
	Zone Entrances 744	Engaged Shoppers 23% / 174	Occupancy 2.76 / Max: 12	Avg Dwell Time 0 min 38 sec • -6%	< 1 min 0 sec 56%	1 min 0 sec - 2 min 0 sec 21%	2 min 0 sec >

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

VISION AI

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