

## Improve your merchandising effectiveness. Get the full picture with network video.

Gathering information about customer behavior can be tedious, and may involve diverse persons such as managers, employees and external consultants. And when done manually, it is not easy to analyze customer traffic patterns, and understand the implications of customer behavior in relation to signage and store layout.

Network video offers many possibilities to rapidly improve in-store intelligence. Video recordings alone would require hours and hours of watching to reveal valuable pieces of information. With a network video system, retailers get the full picture of how shoppers move in their stores at different times. And the information is only a few clicks away.

The network video system also integrates with available POS and IT systems to efficiently analyze and compare customer and sales statistics from single or multiple stores.

### **Floor plan optimization**

A network-based video system makes it easy to identify the hot spots, dead areas and bottlenecks of a store. Heat maps that visualize customer traffic for selected time periods are quickly generated and provide invaluable input for store design improvements. After changes are made to the store layout, the system allows retailers to immediately evaluate the impact on customer flow, sold items, average sales amount and other factors.

### **Quick improvement of end caps and displays**

The network video system enables efficient analysis of product placement and display strategies. Managers can simply record customer interaction with different displays, and then view the heat maps to see how efficient they are. The system can also be used to compare traffic flow and sales figures between stores with different end-caps and displays.



- > Clear view of customer traffic
- > Immediate evaluation of marketing and advertising efforts
- > Quick identification of bottlenecks and dead areas
- > Optimization of product and display placement
- > Real-time access to statistics from single or multiple stores

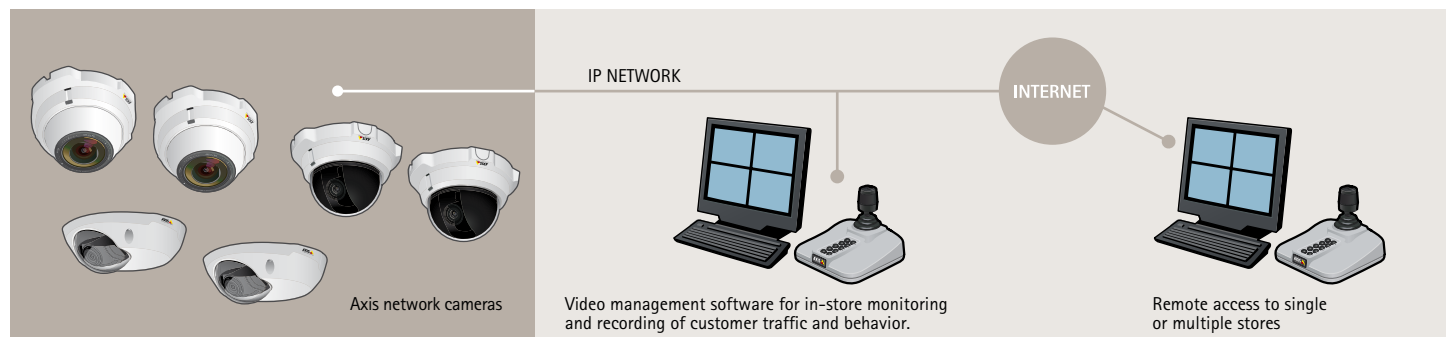


Image from a network video system that registers and visualizes aisle traffic. The blue tracks represent customers. Image courtesy of IBM.

## Efficient evaluation of advertising and signage

In similar ways, retailers can test the effectiveness of promotion campaigns, in-store advertising and signage by studying customer flow. Analysis tools can also measure the amount of time – the so-called “dwell time” – that a customer spends in front of a sign or display. Such tools provide key performance data including average viewing time, distribution of viewing times, and number of viewers at selected time periods.

## True merchandising effectiveness

With a network video solution, retailers get an efficient tool to analyze customer traffic and behavior. It makes it possible to evaluate and compare merchandising and marketing initiatives at single or multiple stores. As a result, retail managers can optimize store layout, product placement and advertising to enhance customer experience and improve their bottom line.

## Why network video?

- > Superior image quality
- > Remote accessibility
- > Easy, future-proof integration
- > Scalability and flexibility
- > Cost-effectiveness
- > Distributed intelligence
- > Proven technology

## Why Axis?

- > Worldwide #1 in network video, the world's leading expert
- > Proven installations across all continents
- > Broadest product portfolio in the industry
- > The largest installed base of network video products
- > Over 20 years of networking excellence

The best in network video!