

The complete customer insights solution

# SHOPPER ANALYTICS



## DISCOVER WHAT MAKES YOUR STORES WORK (AND WHAT DOESN'T) WITH **REAL-TIME TRACKING AND ACTIONABLE DATA.**

Effective retail analytics is much more than just traditional door tracking.

Shopper Analytics is a safe, scalable and accessible customer purchase behavior solution that is easy to install, implement and maintain. With passive tracking, no opt-in is necessary, and it starts collecting valuable data as soon as you plug it in!

Grow your business with industry-leading data collection and customer insights that are understandable and fully actionable. Unlock previously inaccessible information and powerful customer insights with FastSensor's Shopper Analytics.





## DEVELOPED FOR RETAIL, POWERFUL FOR ALL INDUSTRIES

Retail	Automotive
Finance	Consumer Durables
Healthcare	Government
Events	Real Estate
Banking	Food & Beverages
Hospitality	Household
Plus all other customer-facing industries!	

## DITCH DATA OVERLOAD WITH OUR **SMART DASHBOARDS**

Access accurate customer insights whenever you need them with real-time reports that are **easy to understand, analyze and act upon.**

### PRIMARY BENEFITS



#### Seamless Integration

- ▶ No opt-in required
- ▶ Works on AC or Battery
- ▶ IT integration not needed
- ▶ Data goes from customers straight to your dashboard
- ▶ For multiple stores, data is collected from each location
- ▶ Data is collected 24/7/365
- ▶ No Wifi? No problem!



#### Customer Experience

- ▶ Get more data and insight on the effectiveness of your loyalty programs
- ▶ Track repeat customers and their behavior
- ▶ Monitor wait times on checkout and CS desks
- ▶ Track interactions with sales associates



#### ROI-Boosting Insights

- ▶ Know how many shoppers pass by and come inside
- ▶ Learn the path shoppers take and what displays don't catch their eye
- ▶ Know how many shoppers speak with sales associates
- ▶ Discover wait times for purchases, and if they leave before paying



#### Fully Optimized Stores

- ▶ Optimize in-store product placement and displays
- ▶ Gain insight on ideal store layouts and designs
- ▶ Learn valuable data on A/B testing product placement, displays, store flow
- ▶ Get insight on shoppers that pause to look at your window display