Axper Analytics
COUNTING SOLUTIONS MADE ESPECIALLY FOR SHOPPING CENTERS
PEOPLE COUNTING DEVICE

OUR 3D CAMERA

STEREOSCOPIC CAMERA
Our camera uses stereoscopic vision to insure the highest level of accuracy for people counting within various environments such as heavy traffic and is not affected by environmental issues.

AXPER ANALYSIS TOOL

The Axper analysis tool is a flexible software that includes a custom dashboard, multiple zone reports, marketing and the ability to create custom reports. Our software offers to all levels of management valuable information for you to take the right decisions, impact your business and drive sustainable growth. All of these in a friendly and modern environment.

• Custom report creation tools
• Flexible reports by attributes: by banner, by region/territory/country and by real estate
• Facility to visualize the mall plan
• Facilitate the planning of location operational activities
• Accessible from most mobile platforms: iPhone, iPad, etc.

DASHBOARD & REPORT

• Quickly identify the impact of events on the traffic between locations, periods, regions, etc.
• Highlight the KPI’s that need to be maintained and those to be addressed
• Plan objectives on measurable facts
• Flexible reports and analysis to evaluate specific events such as : promotion, advertising and mailing
• Evaluation of shopping and buying patterns for different periods
- Visualize quickly the KPI's in real time
- Customizable by user
- Easy control of fixed objectives
- Quick view of good performances and those needing to be addressed
- Cartographic vision performance by attributes
- Compare KPI's and locations

**DEMOGRAPHIC ANALYSIS AND CUSTOMER BEHAVIOUR**

**OUR SOFTWARE SUITE PROVIDES MORE THAN JUST TRAFFIC COUNTS**

**THE AXPER TECHNOLOGY CAN PROVIDE**

- Traffic per zone
- Gender and age
- Average time per zone
- Queue management
- Service delay
- New & repeat visitors (optimizing shopper's experience for continued repeat visits)
- Frequency (multiple dates and times of visits)
- Visit duration (average dwell time)
- Bounced traffic (customers that walked in & left within a defined time period)
- Passerby traffic (customers that walked in front of location)
- Dwell time within your business location or per zone;
- Customer loyalty (how often people return and time lapse between each visit)
- Other metrics customizable according to user needs
USING 3D CAMERA AND SMARTPHONE TRACKING, THE AXPER SOFTWARE ALLOWS YOU TO GATHER ADDITIONAL INFORMATION ABOUT YOUR CLIENTELE. THIS INFORMATION, WHICH WAS PREVIOUSLY ALMOST UNOBTAINABLE, HELPS WITH VALIDATING THE EFFECTIVENESS OF DIFFERENT CAMPAIGNS AS WELL AS OVERALL MARKETING.

**FEATURES**

- Heat map
- Customization of metrics
- Production of history reports
- Sending of alerts by e-mail at specified metrics thresholds
- Compatible with iPhone, iPad, Android

**ENTRANCE TRAFFIC:** 985
  
  **% ENTRANCE:** 12%

**ZONE TRAFFIC:** 3126
  
  **% ZONE:** 26%

**STORE A**

- **STORE TRAFFIC:** 325
- **PASSERSBY:** 2132
- **CAPTURE RATE:** 15%

**DWELL TIME:** 42 MIN.

**www.axper.com**

PEOPLE COUNTING & TRACKING SOLUTIONS