

# SHOPPER TRACKING

detect, track customers in your stores



Cloud managed WIFI with customer location analytics to benchmark your stores on key performance indicators.

The SMI mesh networking solution includes all the components required: a platform with your own portal to manage WIFI delivery plus customer location analytics that show you how efficient your stores are at attracting and retaining customers.

SMI creates low-cost, zero configuration, plug & play wireless mesh networks that spreads an internet connection throughout your stores combined with shopper tracking analytics to measure performance.

### Good for

Fast Food Cafes, Restaurants, Small Stores that don't need zone level analytics.

### What you need

Simply connect 1 router device to an internet cable.

### What you get

- Cloud managed internet across all stores
- Identify customers in your store and traffic outside
- Detection of operational issues by store
- Identify customer gain/loss trends by store
- View store demographic changes and impact

### Pricing

Pay a fixed monthly fee, all inclusive

### How it works

Take the app from SMI marketplace and plug in 1 SMI router into the internet at your store. You are up and running within 5 minutes. Upgrade with Real Time Marketing to target shoppers inside and nearby your store.

Retailers using Shopper Tracking were able to detect underperforming stores and make operational adjustments that increased customer traffic by up to 1.5% in those locations.

### Key Features:

#### Networking features

- Zero configuration, self forming, self healing mesh
- Cloud controller for complete control, and monitoring
- Alerts on power and data outages
- Multiple SSIDs for public and private use
- Block access to web sites, users - limit download size
- Locating and tracking shoppers by detecting the MAC address on mobile phones

#### Tracking analytics by store

- Number of visitors per day/time
- Walk by store traffic vs. walk in traffic
- New visitors vs. repeat by store
- Location and value of visitors "now" in store
- Frequency of visit; number of days from last visit
- Average dwell time spent in stores