



reelyActive

RETAIL ANALYTICS CASE STUDY

Anonymous customer journey mapping analytics via a versatile hardware and software platform.

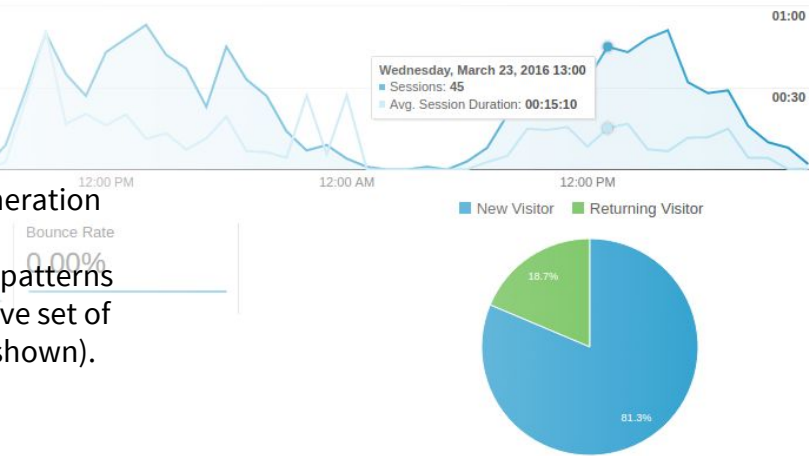
SOLUTION

Turnkey installation of an Internet-connected sensor infrastructure within the store.

A statistically-significant subset of mobile phones and wearables are anonymously detected using latest-generation Bluetooth technology.

Real-time web dashboard displays live in-store traffic patterns and enables one-click integration with a comprehensive set of third-party analytics platforms, ex: Google Analytics (shown).

Hourly Day Week Month



RETAILER BENEFITS

Customer journey mapping at a configurable and manageable level of granularity. Analyse customer behaviour using familiar web platforms without vendor lock-in.

Identify and respond to operational trouble spots in real-time.



CUSTOMER BENEFITS

Contribute to retail data collection in a truly anonymous and transparent fashion.

Enjoy retail experiences adapted, on an ongoing basis, to local needs and behaviours, including better allocation of staff attention.

RESULTS

Continuous improvement of service and operations using data-based decisions.
Efficient path to purchase.

PARTNERS



reelyActive

reelyactive.com