

a reliable measurement of your customers' habits



Easily gather audience demographics analytics from all your locations in real time.

The problem



How to attract customers to your shop window? Who is watching my window display? Who is coming to my store? Who is buying products?

Traditional methods used to create shopper profiles are very expensive and only provide a picture at an specific time. The shopper's population is dynamic and their behaviour changes through time. The triggers which lead to purchases in retail are still largely unknown.

The market



Spain

Digital Signage
spending 15M€ 2013

Fashion + Food Retail
5000+1000 = 15000 stores
41kM€+24kM€ = 65kM€ turnover

src: kineticww.com

The solution

Releable Demographics is the easiest and most reliable **vision-based solution** on the market **to provide customer demographic profiling**. You will be able to understand trends and patterns in your customer behaviors. Get robust data about what type of shoppers stare at your window display and how effective it is. Know exactly what profile of customers enter into your store and who are purchasing products and who aren't. Make strategic changes to engage those missed shoppers and increase your sales.



Running on Low Cost Hardware



Anonymous measurement of Gender & Age Attendance & Attention Smile expression



Attract customers with Personalized Advertising about your products & campaigns



Consult relevant reports from anywhere