

Reinventing Retail



TRACE Retail provides you with advanced in-store analytics that enable you to measure and analyze—in real-time and with high precision—how shoppers move and interact with products in a physical store, and to turn such data into actionable KPIs to improve processes and optimize your store's profitability.

A scalable real-time location solution, TRACE Sensors extracts and gathers location data and displays it in rich visual analytics on an easy-to-navigate dashboard. Using an electronic digital map of your store, you can quickly locate inventory, follow the customer journey, monitor clusters in real-time, and archive that data for a later date, to establish better flow throughout your store to increase revenue and enhance safety.



Optimize Customer Engagement

- ✓ Measure dwell time for each department or the entire store
- ✓ Know what products customers engage with and how long
- ✓ Open additional check-out lanes to avoid extended wait times
- ✓ Measure the impact of events and promotions while they're happening
- ✓ Provide timely assistance for customers
- ✓ Improve engagement and sales through location-based personalized advertising



Increase Store Performance

- ✓ Support day-to-day operations using accurate analytics
- ✓ Improve inventory control
- ✓ Curtail loss and theft costs
- ✓ Monitor and control workflows in real time
- ✓ Increase workforce coordination



Have Your Data Work for You

- ✓ Utilize actionable suggestions generated by AI
- ✓ Analyze trends and impact of external factors to support your strategy
- ✓ Increase your store's and workforce's overall performance
- ✓ Automatically generate reports, including actionable KPIs and insights on the performance of your store



Let us help you reinvent retail with TRACE Retail.



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