

# ShopperTrak

## Traffic Counting Solution: Shopping Centers



Optimize the shopper experience in your stores with comprehensive store analytics.

### Solution Overview

Of all the advantages of retail traffic counting, staffing alignment is viewed by many as being the most critical advantage. ShopperTrak's in-store traffic analytics solution enables store and district managers to identify power hours, those times when traffic peaks consistently week after week, month after month. Because conversion potential increases when traffic spikes, bringing in additional customer-facing staff during these windows of opportunity is a common-sense way to boost sales and profit. In other words, traffic analytics translates into ideal customer experiences and better business outcomes.

### Pain Points

If you are facing the below challenges, then you should consider our Traffic Counting solution:



You don't have a reliable source to help you understand shopping center traffic



You are just guessing how many visitors enter and exit your space each day



You aren't sure when your best opportunities for traffic occur

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## Key Insights

With ShopperTrak's Traffic Counting solution, retailers will gain access to metrics and insights to help them make informed decisions for their businesses. You will be able to view metrics such as:

- Traffic: Total number of visitors to a site
- Power Hours: Peak time for customers to visit your retail space
- And much more if you integrate your sales and labor data into ShopperTrak's reporting portal, ShopperTrak Analytics

## Use Cases / Retailer Values

By understanding how many shoppers enter and exit your space you can:

- Identify opportunities to increase sales per shopper (conversion, basket size)
- Improve labor allocation / scheduling
- Assess promotion effectiveness and align with operations

## Why Partner with ShopperTrak?

ShopperTrak is the leading global Traffic Counting provider. No other competitor can roll-out a traffic program faster than we can. We have over



**2,100+**  
clients



**400+**  
Shopping Centers



**20+**  
years of experience



**24/7**  
Support and much more

Each client receives a customer success manager who will partner with them on strategic initiatives, train them to ensure they get valuable and actionable insights from their data and provide high-level analysis to help identify opportunities for operational efficiencies.

For additional information, please visit [www.shoppertrak.com](http://www.shoppertrak.com)

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