

Optimize shop spaces  
and boost sale



# Heatmaps

## Visitor Walking Patterns and Lengths of Stay

### Analyze and Optimize Shop Spaces

Is your shop space optimally equipped? Can visitors find what they are looking for? Do they make purchases or just browse? How long your visitors stay in the shop and the way they move around can provide you with insights:

Hot spots, full paths and KPIs in individually definable zones can be produced. Identify the impact and potential of your shop spaces to boost floor sales.

Video-based sensors record the total number of customers on the floor in absolute terms, thereby making it possible to accurately determine visitors' walking patterns and lengths of stay.

An analysis platform evaluates the data, including the number of people per square foot, visitor paths and the length of stay of persons per square foot.

A pool of information for planning and implementing strategic measures: It'll let you track trends, improve the appeal of your shop spaces, perfectly align and control marketing campaigns and in the process boost sales.

### Range of Uses

- Assess shop layouts
- Optimize shop design
- Evaluate the appeal of promotional spaces
- Analysis of walking patterns as part of the security concept



Shop space: analyze walking patterns and lengths of stay right down to the square foot

## Your Benefits

- Crosscan 3D Sensor for heat mapping and people counting
- Suitable for all floor sizes
- Data-based heat maps
- Identify hot spots/cold spots
- Variable data analyses: heat maps, tables, graphs
- No server hardware required on site
- 100% compliant with EU GDPR
- Further KPIs for your in-store tracking available in conjunction with Crosscan Retail Analytics data

## CONTACT



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## INFO

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