

# WHAT IS THE INTEREST OF YOUR SECTIONS

## CHALLENGE

Which are the areas inside the store that get the best engagement?

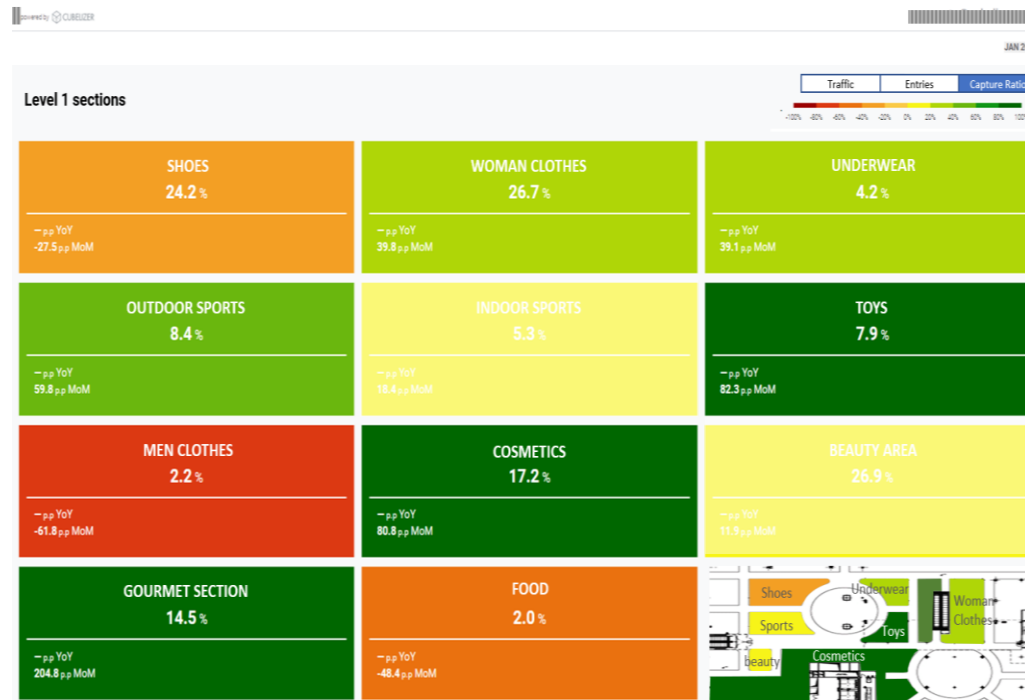
## DO YOU WONDER...

- What are the most awesome sections in the store? And the scariest ones?
- Where do customers spend more time?
- How is the journey of your customers inside the store?
- Are the specific marketing strategies impacting as they were expected?
- Which part of your funnel is failing?

## HEATMAP

As the system gathers information about **people flow**, it is possible to **draw a heatmap about how people behave inside the store and analyze its space performance and detect high/low activity sections.**

Therefore, store managers and visual merchandisers will have the opportunity to identify the worst performing areas and figure out layouts to transform them into hot spots, and thus, **improve conversion funnels.**



## OUTCOMES

### BECOME "COLD" SECTIONS INTO "HOT" ONES

- Transform cold sections into hot ones and improve conversion funnels.
- Better match between visitor's behavior with the layout.

### IMPROVE CUSTOMER EXPERIENCE

- Adapt staff to provide proper assistance and increase sales.

### NEW MARKETING STRATEGIES

- Based on people flow and behavior. Know if marketing campaigns drives traffic as it was expected in each area or even to the store.