

Whitepaper Showcase: Introduction & Key Takeaways

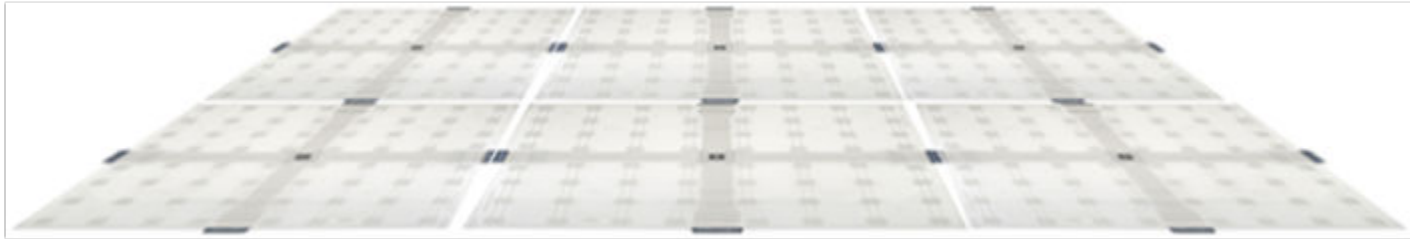
Report & Next Steps

Provided by: Scanalytics Account Team

Scanalytics SoleSensors

The Scanalytics intelligent floor sensors effectively transform existing spaces into smart environments that track and analyze individual patterns.

From boutique shops to international department store chains, Scanalytics provides anyone with a physical footprint the tools to discover actionable insights about their customers/visitors.



↑ *6 SoleSensor Array

SoleSensor Stats

- 27 million counts to date
- +99% Representation
- Flexible durations
 - 4 hours to several years
 - Sensor lasts +7 years
- Daisy-chain to cover any space

2' x 2'
mat size

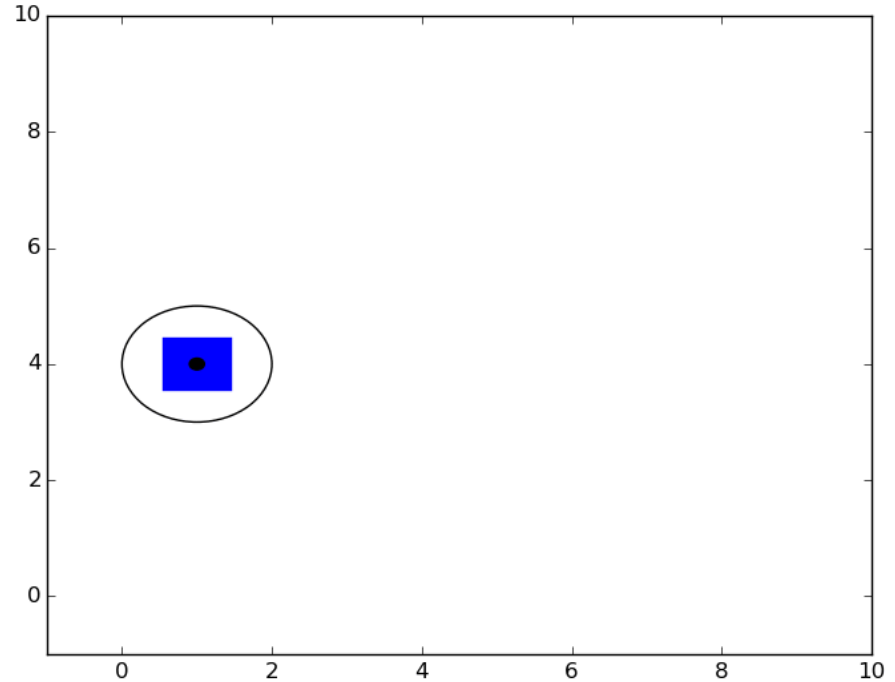
1' x 1'
resolution

1 / 32"
thickness



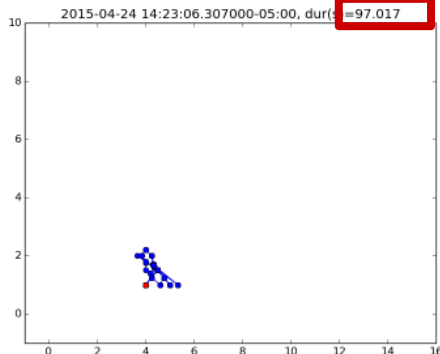
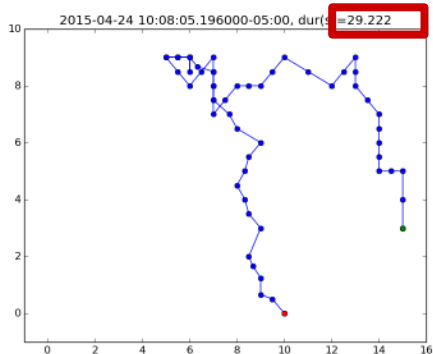
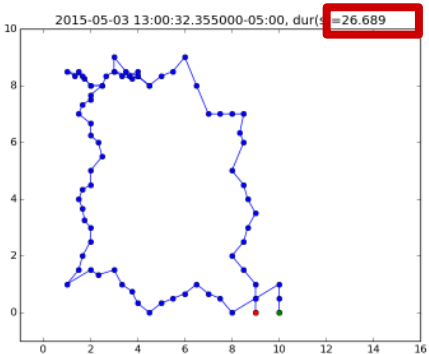
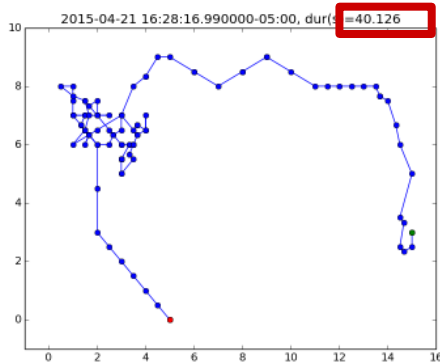
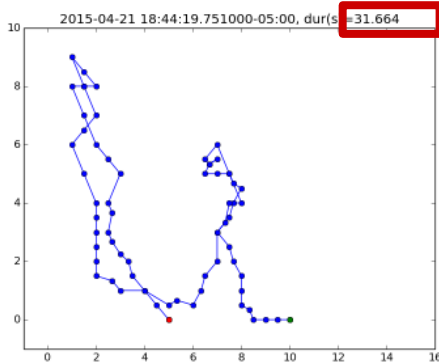
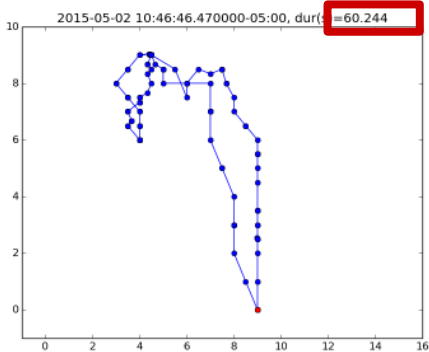
Algorithm Demo

Our proprietary cloud-based algorithm parses physical impressions into unique individuals on the measured space. With 95% accuracy and complete anonymity, Scanalytics then monitors individual behavior and key tipping points.



Algorithm Demo

Individual Paths & Time Spent



Interactive Kiosks: 2 SoleSensors under branded floor stickers.



Pop-Up Store: 4 SoleSensors deployed under a portable utility mat





6-Mat System

6' x 6'

OCCUPANCY INSIGHTS

- ✓ Visitors
- ✓ Pace
- ✓ Rush Hour
- ✓ Hesitations
- ✓ Wanders
- ✓ Vectors
- ✓ Turnover
- ✓ Direction



Retail: Department Section (40 SoleSensors)





Real-Time Dashboards

Insights

- Entrances
- Engagements
- Footprint
- Engagements Grid
- Heat Map
- Heat Map (with Floorplan)
- Reports
- Deployments

Entrances

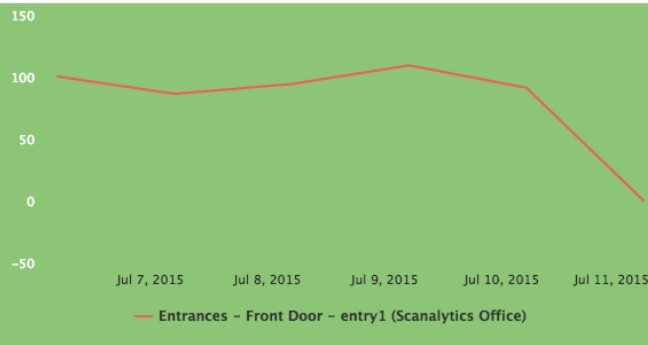
Front Door (Scanalytics Office)

Mon, Jul 6, 2015 12:00 am - Fri, Jul 10, 2015 11:59 pm

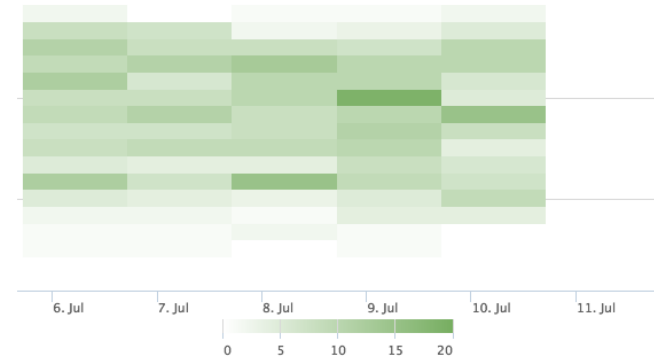
Compare

Entrances

480



Rush Hour



120
daily average

0.0% hesitation rate

0.0% wander rate

Dynamic Spreadsheets

Engagement Grid													
Filter													
Location	Tags	Visitors	%	Engagements	%	Brand Exposure	%	Approach Count	%	Approach Time (Seconds)	%	Average Approach Time (Seconds)	%
Zone 1	Mobile Imaging Zone, Blue	3525	4.50%	3058	5.00%	25:30:19	6.10%	688	4.90%	21:20:38	6.50%	00:01:52	5.50%
Zone 2	Mobile Imaging Zone, Blue	3796	4.80%	2945	4.80%	20:28:51	4.90%	684	4.80%	15:57:44	4.90%	00:01:24	4.10%
Zone 3	Emerging Tech Zone, Purple	4175	5.30%	3441	5.60%	25:11:27	6.00%	756	5.30%	20:22:13	6.20%	00:01:37	4.80%
Zone 4	Internet Of Everything, Orange	2720	3.50%	1969	3.20%	16:19:44	3.90%	378	2.70%	11:01:57	3.40%	00:01:45	5.20%
Zone 5	Internet Of Everything, Orange	3673	4.70%	2628	4.30%	17:44:42	4.20%	609	4.30%	14:00:14	4.30%	00:01:23	4.10%
Zone 6	Digital Eyewear Experience, Yellow, Green	3804	4.90%	3222	5.30%	20:58:37	5.00%	864	6.10%	17:11:54	5.30%	00:01:12	3.50%
Zone 7	Digital Eyewear Experience, Yellow, Green	4532	5.80%	3517	5.70%	18:05:25	4.30%	860	6.10%	13:30:21	4.10%	00:00:57	2.80%
Zone 8	Entertainment Zone, Indigo	3134	4.00%	2201	3.60%	11:59:52	2.90%	466	3.30%	08:59:56	2.80%	00:01:10	3.40%

Custom Reports

Insights

- Entrances
- Engagements
- Engagements Grid
- Heat Map
- Heat Map (with Floorplan)

Reports

Deployments

My Reports New Report +

Test

Daily
2 zones, 2 metrics
Jul 22, 2015 - Jul 29, 2015

Export Delete

Surveillance

Hourly
7 zones, 2 metrics
Jul 22, 2015 - Jul 29, 2015

Export Delete

- Export as CSV
- Export as PDF

Name

Monthly

Deployments

* Demo Engagement Zone (Demo Deployment)

Date Range

Fri, May 1, 2015 12:00 am - Sun, May 31, 2015 11:59 pm

Metrics

Engagements

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Visitors | <input type="checkbox"/> Exposure | <input type="checkbox"/> Exposure Average |
| <input checked="" type="checkbox"/> Engagements | <input type="checkbox"/> Capture Rate | <input type="checkbox"/> Time Engaged Average |
| <input type="checkbox"/> Product Engagements | <input type="checkbox"/> Time Engaged | <input type="checkbox"/> Approaches |
| <input type="checkbox"/> Pass Bys | <input type="checkbox"/> Pass Bys Left | <input type="checkbox"/> Pass Bys Right |

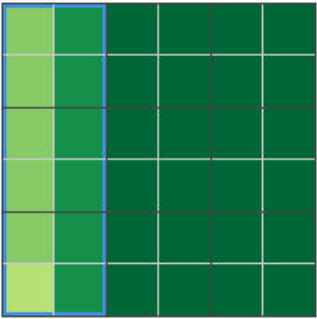
Interval

Daily Weekly

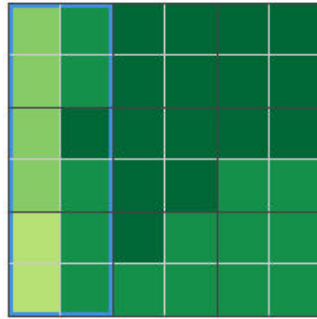
Save

Heatmap Visitors

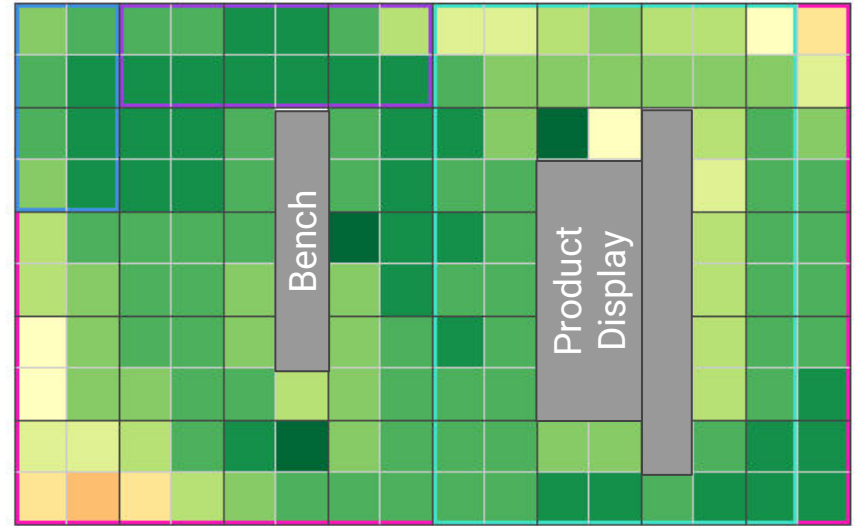
zone1



zone 2

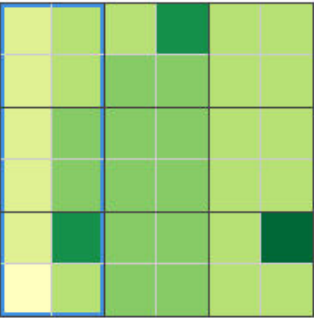


zone 3

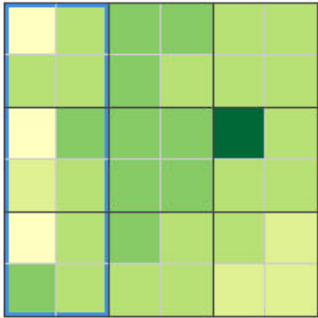


Heatmap Duration

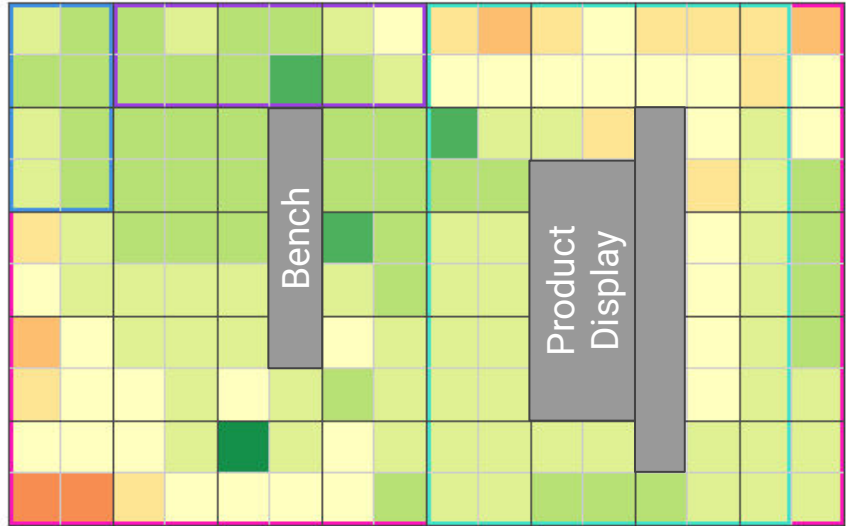
zone 1



zone 2



zone 3



Innovation Showcase | Report Context

- Scanalytics was used at a retail client's internal showcase to display new ideas, processes and measure employee interest levels.
- 15 Scanalytics *SoleSensors* were deployed in the *Innovation Center Auditorium* to measure employee and attendee traffic and in the *Store Tech & Innovation* corner.
- The sensors covered an area of 10' x 6', centered in front of a demo unit of another product – *Demo Kiosk* – which was also showcased in the *Store Tech & Innovation* section.
- The *SoleSensors* were temporarily installed on top of existing carpet, and covered with a provided area rug.
- In this case, parts of the technology were left visible to visitors for demonstration purposes. In vast majority of deployments, the technology is covered and hidden from sight entirely.

Metrics Definitions

Visits: Number of individual impressions at any area within the defined zone

Engagements: Total number of times Visitors spent a significant amount of time at a Point of Interest (>4 seconds)

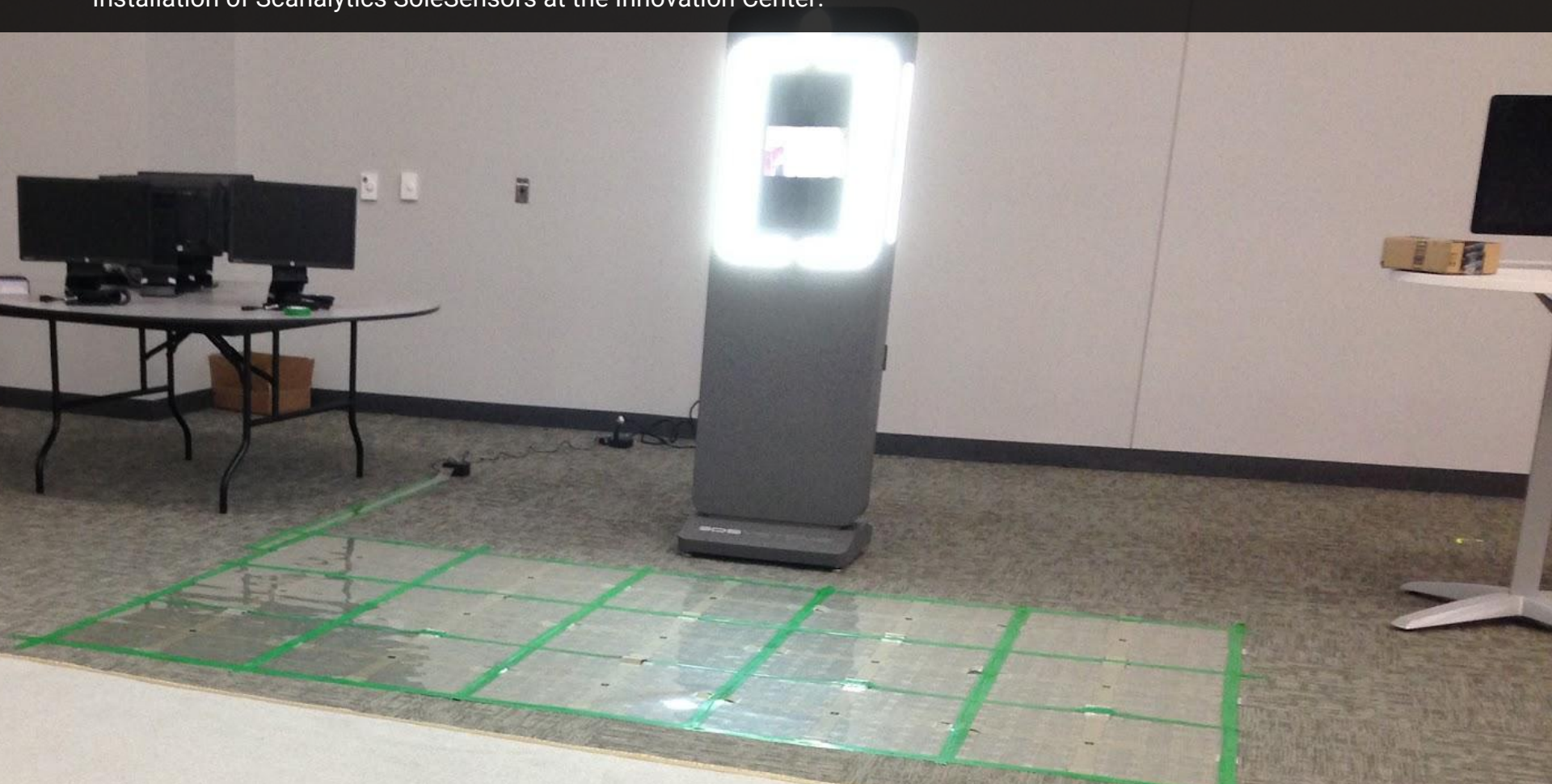
Avg Time Engaged per Engagement:
The average amount of time an individual engaged with a Point of Interest

Time Engaged: Sum of all Engagement durations at a Point of Interest

Capture Rate: Percentage of Visitors who Engaged

Product Engagement: Percentage of Visitors who Engaged for over 1 minute

Installation of Scanalytics SoleSensors at the Innovation Center.



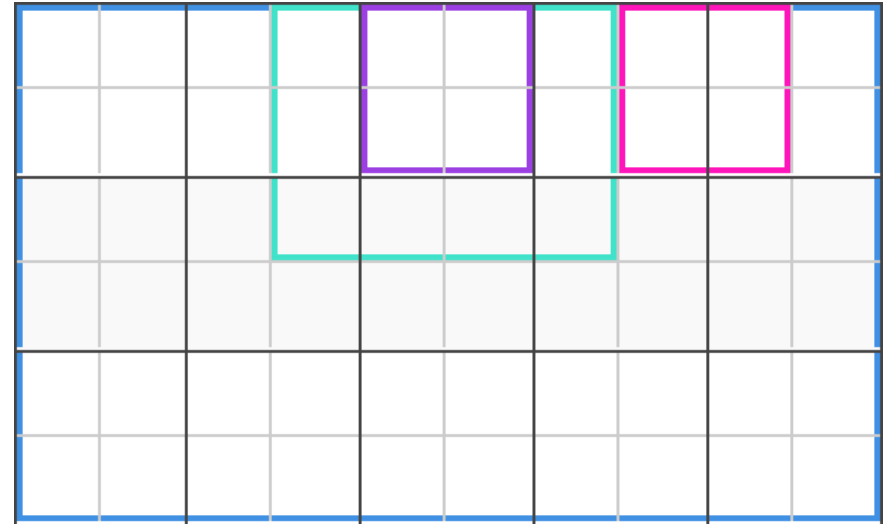
Scanalytics SoleSensor array (3 by 5 SoleSensors = 6 by 10 ft) temporarily secured on top of existing carpet.



The area monitored by Scanalytics SoleSensors with an area rug on top, after the installation had been completed.



Array Placement Illustration with Heat Map View Overlay + Engagement Zones' Boundaries & Naming



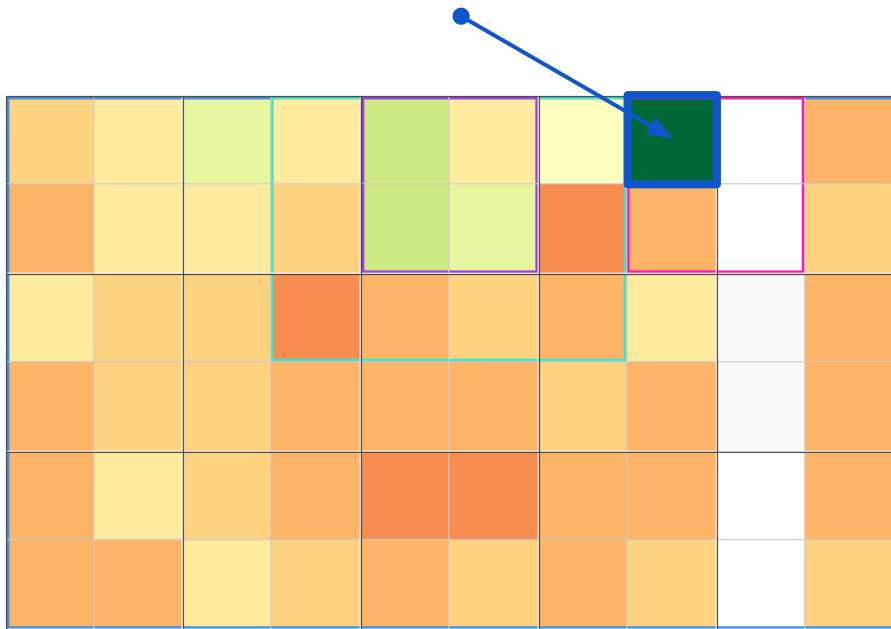
↑ “Engagement zones” were created and defined within a SoleSensor array to categorize traffic.

Demo Kiosk

Demo Kiosk-Bystanders

Demo Kiosk- Presenter

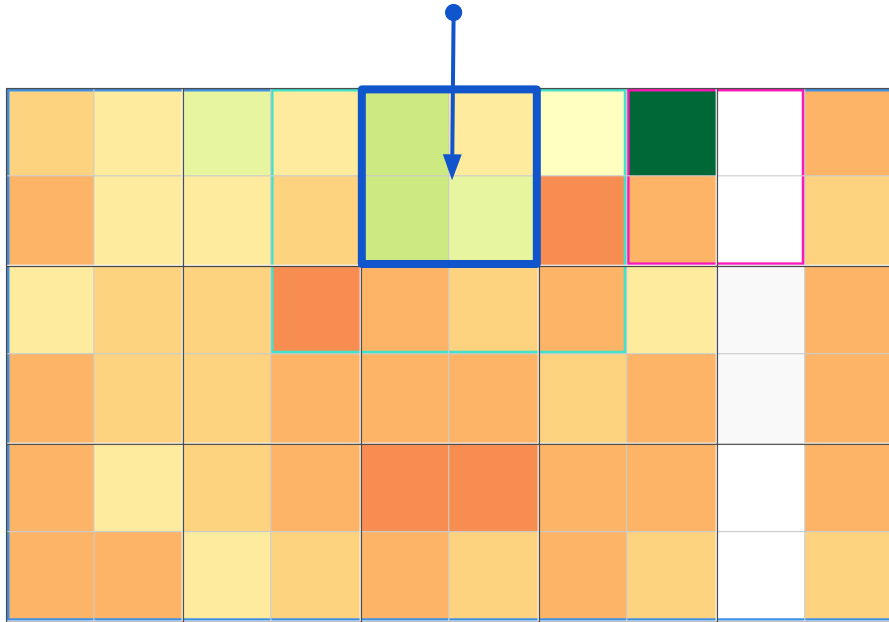
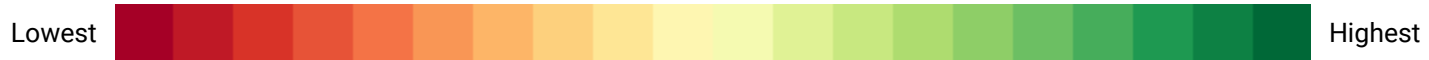
Heatmap View • Number of Impressions (Footsteps)



The heatmap dashboard offers at-a-glance view of activity in the monitored zones.

From this view, it is apparent that the **Presenter – Right Side** zone had the most impressions; however, these impressions were very short, as they translated to only *7 Engagements* (as explored later in this report).

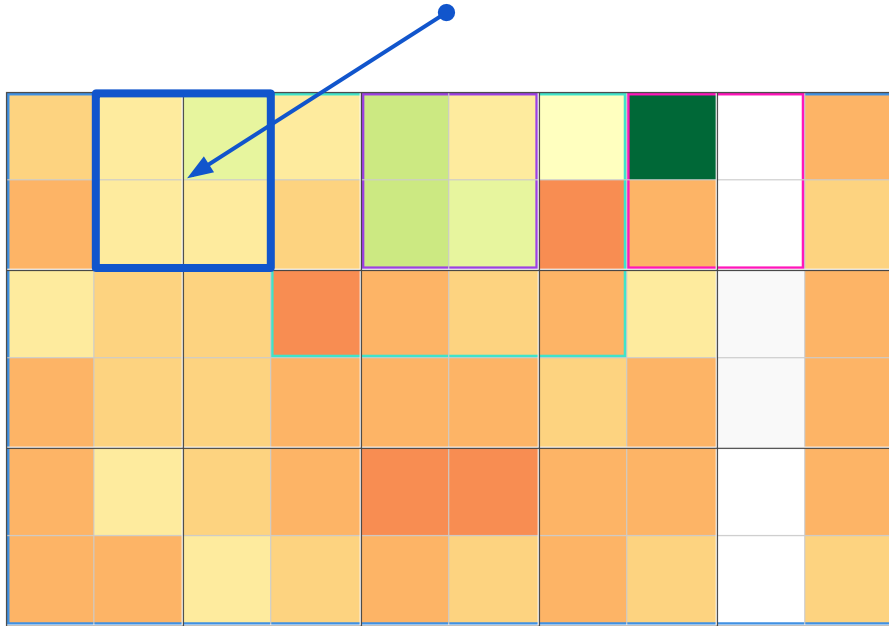
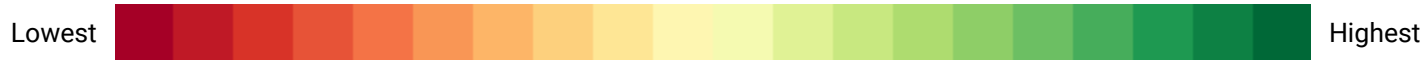
Heatmap View • Number of Impressions (Footsteps)



The zone with the second highest traffic was the **Demo Kiosk**, where individuals spent more time engaging, and occasionally shifting weight from foot to foot, which resulted in anxious activity in this zone.

Note: Although the act of raising a foot above the ground for a brief moment is detected by the SoleSensors and a new impression is recorded when the foot touches the ground again, it doesn't result in counting a new visit, because the pathfinding algorithms take into account the timing between those impressions and their proximity.

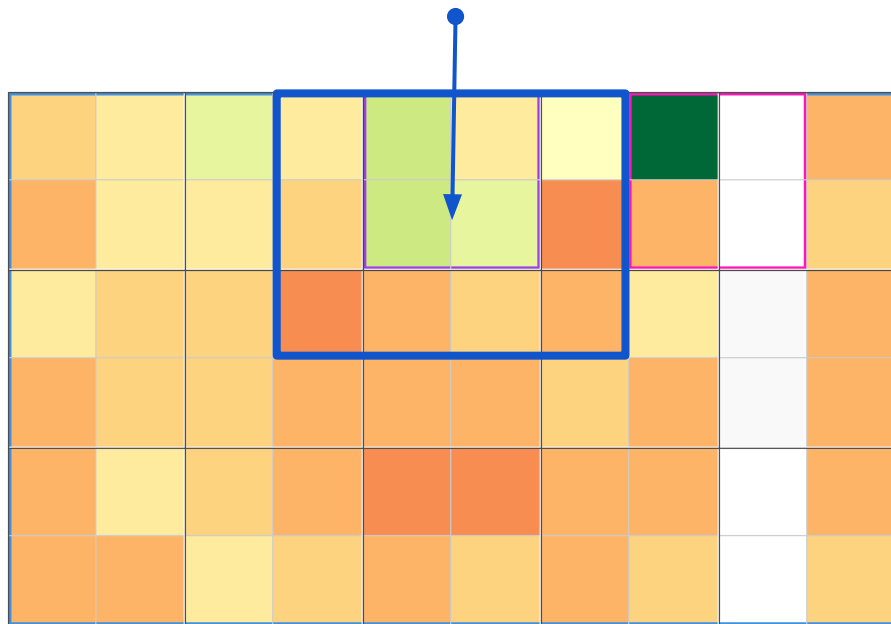
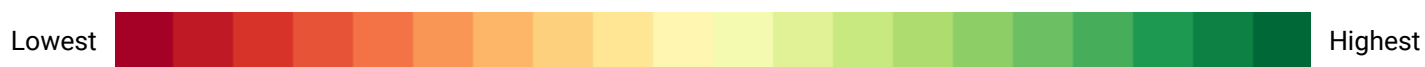
Heatmap View • Number of Impressions (Footsteps)



Relatively high foot traffic also occurred inside the **Presenter – Left Side** zone.

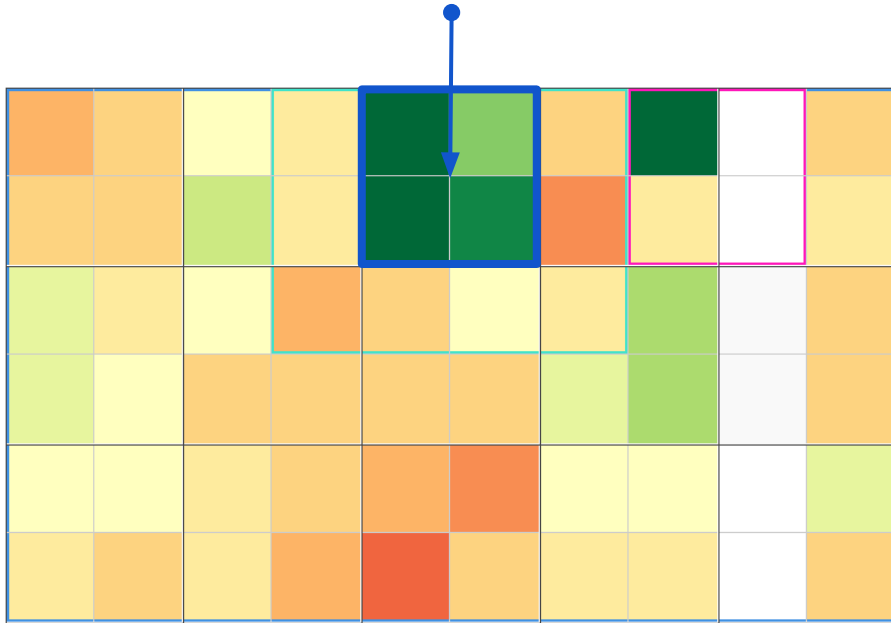
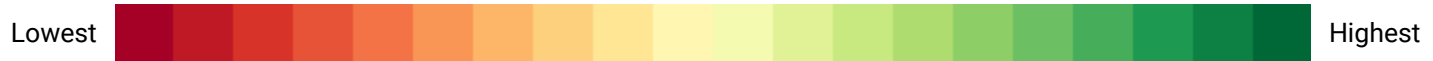
The individual presenting on the left side frequently stepped on the top edge of the array. Besides the slightly higher activity in the upper right quadrant of this zone, the number of impressions didn't significantly vary from the average activity on array.

Heatmap View • Number of Impressions (Footsteps)



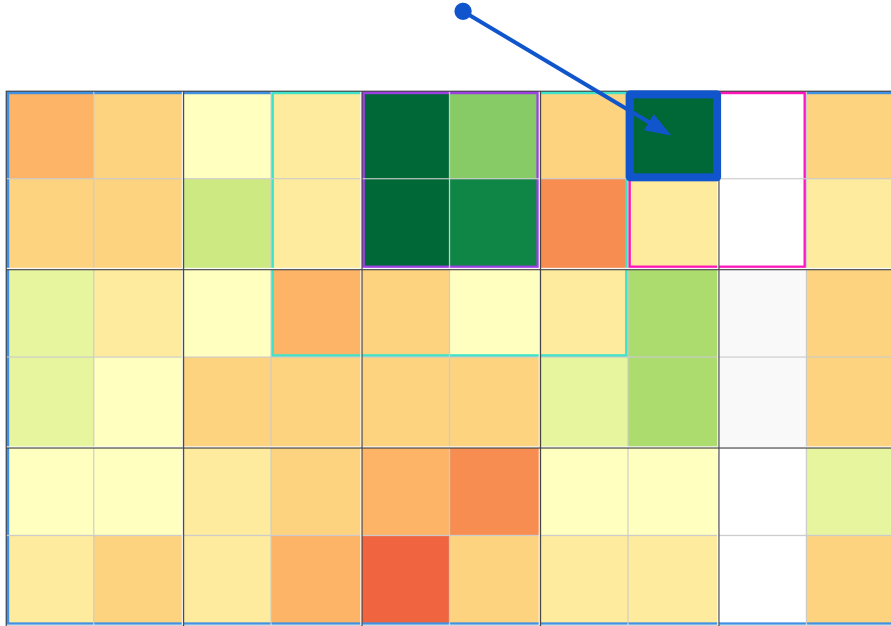
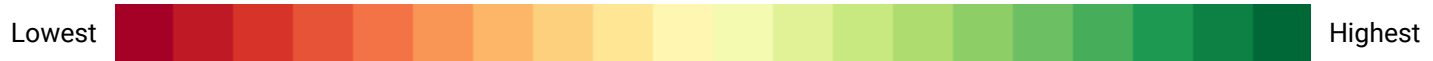
The areas of the **Bystanders** zone outside of the **Demo Kiosk** zone didn't receive impression counts significantly higher than the remaining areas of the array outside of the defined engagement zones.

Heatmap View • Duration of Impressions



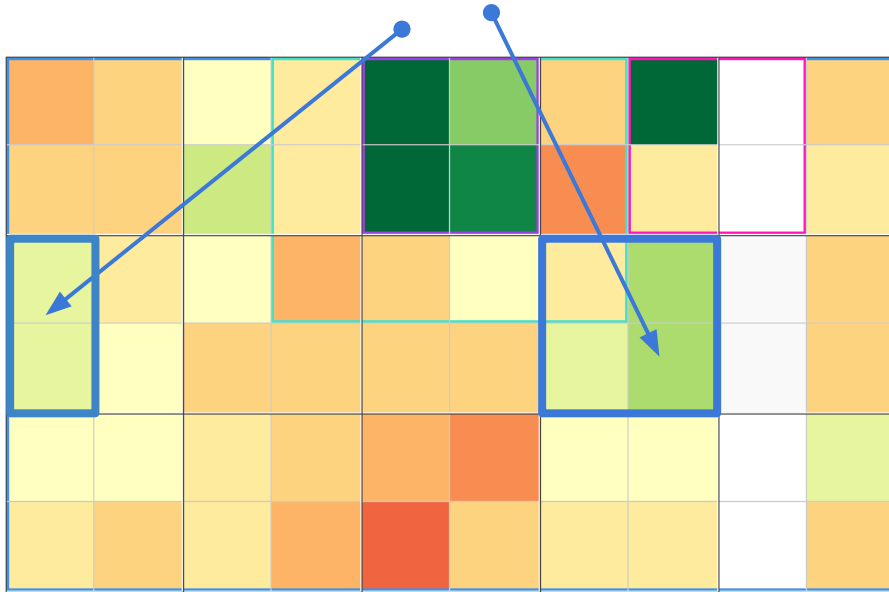
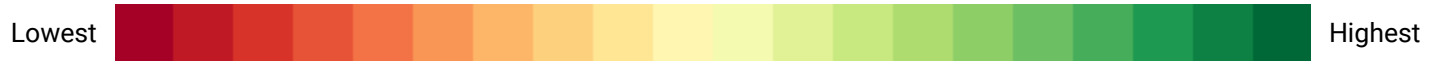
The Scanalytics Heat Map can also toggle the duration of impressions. Through this tool, we can get a picture of where individuals spent the most time. It is clear that attendees spent the longest time engaged directly in front of the **Demo Kiosk**.

Heatmap View • Duration of Impressions



Longer durations were also registered inside the **Presenter – Right Side** zone. However, it should be emphasized, again, that with only **7 Engagements** out of the total **912** registered on the entire array, the activity in this zone does not impact the overall analysis.

Heatmap View • Duration of Impressions



Significant durations in these zones allude to waiting spots and observation. Based on their position within the array, these were ideal spots for individuals to watch demo(s) while another was engaging with the **Demo Kiosk**. With a larger sample size (longer deployment, more context), this insight could guide layout and staffing.

Area Activity

- **Visits: 2,508**
The overall foot traffic activity on the array.
- **Engagements: 912**
The number of individuals that spent a significant amount of time on the array.
- **Capture Rate: 36.4%**
About $\frac{1}{3}$ of people spent significant time in the area once they entered (the ratio of Visits to Engagements).
- **Product Engagement (Deep Engagement): 4.4%**
Approx. 4.4% of people spent over 1 minute in the area once they entered.

Area Behavior

- **Average Exposure:**
All *Visits* through the course of the event lasted on average 11.4 seconds.
- **Total Zone Exposure:**
All *Visits* together translate into 7 hours, 55 minutes and 41 seconds of *Exposure* (dwell time in the area)
- **Average Time Engaged:**
On average, engaged users spent 28.7 seconds on the entire array.
- **Total Time Engaged:**
All *Visits* lasting longer than 4 seconds (aka *Engagements*) added up to 7 hours, 16 minutes and 21 seconds of *Time Engaged*.

Engagements by Zone

Zone	Visits	%	Engagements	%	Product Engagements	%	Capture Rate
Bystanders	606	66.5%	211	23.1%	15	1.6%	34.8%
Demo Kiosk	446	48.9%	126	13.8%	1	0.1%	28.3%
Presenter	154	16.9%	7	0.8%	0	0.0%	4.5%
Entire Array	2,508		912				36.4%

From the table above, we can deduce that the highest overall percentage of *Engagements* and *Product Engagements* was within the **Bystanders** zone. Of the 446 *Visits* within the **Demo Kiosk**, 126 lasted longer than 4 seconds. Further, of the 446 *Visits* to the **Kiosk**, there was only 1 visitor who remained in the area continuously for more than 1 minute. This shows that most visitors were mainly engaged around the kiosk rather than directly in front of it.

Time Spent by Zone

Zone	Time Engaged	%	Exposure	%
Bystanders	1h 17m 52s	17.6%	1h 27m 26s	18.4%
Demo Kiosk	0h 29m 58s	6.9%	0h 37m 31s	7.9%
Presenter	0h 00m 36s	0.1%	0h 00m 36s	0.7%
Entire Array	7hrs 16m 21s		7h 55m 41s	

From a breakdown of the time individuals spent in the entire demo area and inside of the engagement zones, we see that close to 18% of time was spent inside the **Bystanders** zone, while roughly 7% of the total time was spent directly in front of the **Demo Kiosk**.

Cumulatively, visitors spent $\frac{1}{2}$ an hour in front of the **Demo Kiosk** and 1 hour and ~18 minutes inside of the **Bystanders** area. The time spent inside the **Presenter** area is negligible.

Hourly Activity by Zone

Zone	Time	Visits	Engagements
Entire Demo	12 pm	224	90
	1 pm	1,155	411
	2 pm	1,129	411
Bystanders	12 pm	87	33
	1 pm	214	89
	2 pm	305	89
Demo Kiosk	12 pm	36	13
	1 pm	186	57
	2 pm	224	56
Demo Presenter	12 pm	6	0
	1 pm	63	4
	2 pm	85	3

In terms of activity by hour, the whole monitored area experienced comparatively low traffic in the first hour (noon–1pm), with a dramatic increase in between 1pm and 2pm, and maintained nearly the same traffic in the last hour before the concluding keynote presentation, which started at 3:00pm.

Hourly Activity by Zone (cont'd)

Zone	Time	Visits	Engagements
Entire Demo	12 pm	224	90
	1 pm	1,155	411
	2 pm	1,129	411
Bystanders	12 pm	87	33
	1 pm	214	89
	2 pm	305	89
Demo Kiosk	12 pm	36	13
	1 pm	186	57
	2 pm	224	56
Demo Presenter	12 pm	6	0
	1 pm	63	4
	2 pm	85	3

Although all the zones were busiest during the last hour (with a moderate increase from the previous hour), the higher amounts of *Visits* didn't translate into higher *Engagements*, which remained practically identical across the last two hours.

This suggests that the area might have reached its limit in regard to how many visitors could have engaged at a time, and didn't accommodate more people to stay longer, despite a slightly higher activity overall.

Observations & Next Steps

Setting the Baseline

As the Scanalytics SoleSensor captures 100% of the traffic that occurs on the measured space, this qualified data stream provides a controlled set for continued research, experiences and integrations.

Power of Data is in the Comparison

The potential for deeper analysis lies on the ability to compare metrics across samples. To further evaluate the effectiveness of each deployment, it is important to set a framework for what has been or could be done. Qualified samples can come from several deployments of the same type or for longer periods of time.

Long-term Vision Driven by Short-term Capabilities

Scanalytics provides reliable metrics that are established in events and the retail space to provide brands with benchmarks and indicators for short-term improvements that align with long-term goals.

Questions? Get In Touch

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