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Store Analytics

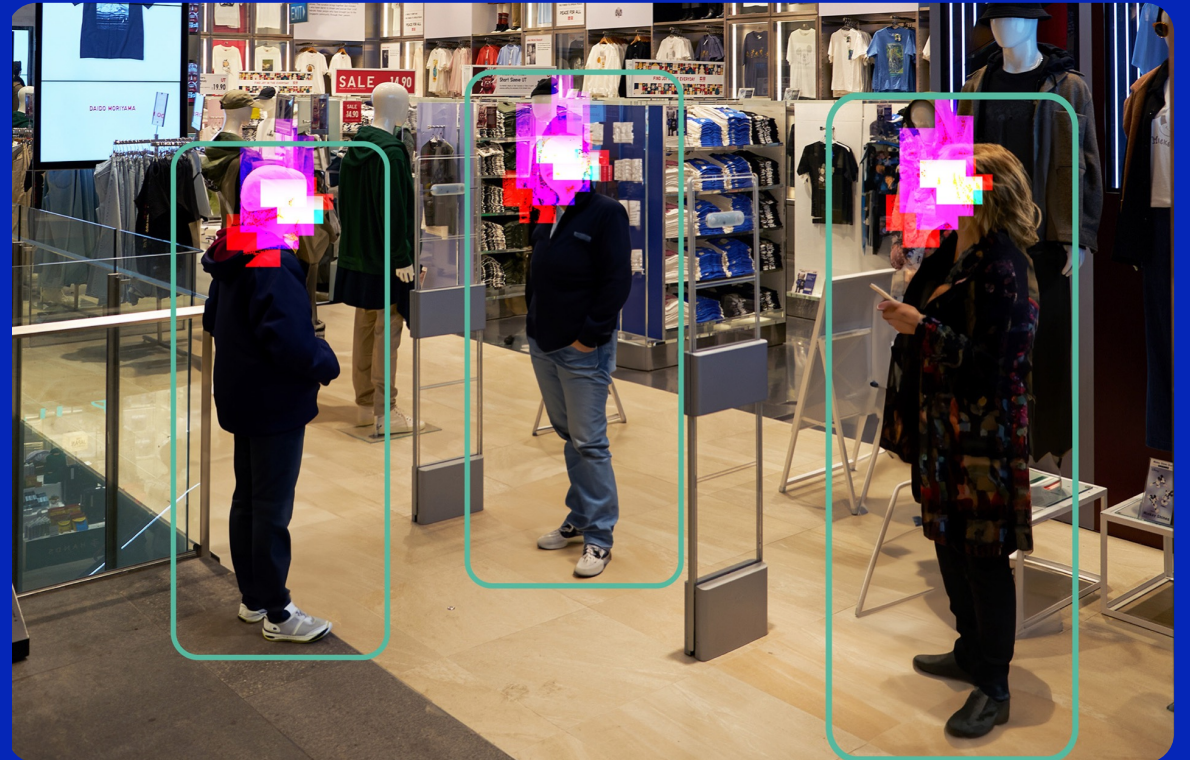*Good Data. Better Decisions.*

Discover the potentialities of your store

Retail Performance

Retail Media

Strengths of Blimp Store Analytics

Data accuracy and technological excellence

An innovative solution that aggregates accurate data to support business decisions. Data Analysts team ensures support in interpreting KPIs and extracting valuable information from them.

One device for all use cases

With a single AI-trained device, different use cases can be covered while simplifying and minimizing management effort.

Easy to set up and maintain

Advanced sensors with wide range of coverage that reduce installation and maintenance costs while ensuring minimal aesthetic impact on the point of sale.

Competitive price

Our sensors are designed to lower hardware costs, offer market-competitive prices with the goal of encouraging widespread installation throughout the store network.

A unique partner to support you

Blimp is a Data Company that can collect store performance data and support you to seize Retail Media opportunities by enhancing digital signage.

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Store Analytics

HEAD-COUNTER

- Optical sensor for real-time data collection
- Both indoor and outdoor applications
- Privacy by Design solution
- *Plug & Play*

THIRD PARTY DATA

TELCO Data

Mobile Data

Vehicular data

Integration of statistical data from third parties

DATA VISUALIZATION

Customized dashboard

Reports

API and Data Room

SERVICES

Data insights

Data consulting

Support, operation and maintenance

The Retail Performance modules

Use cases

EXTERNAL

Timely and detailed measurement of pedestrian **flow** outside the store to measure the attractiveness of the store in relation to the commercial area in which it is located.

WINDOWS

Measuring the **attractiveness of windows** through detailed analysis of people flows: passages, dwell times, moods and attention times.

ENTRANCES

Timely measurement of visitors entering the store, their **distribution in space and time**, and the relative sociodemographic breakdown.

DEPARTMENTS

Quantification and comparison of departmental performance in terms of **popularity**, **visitor type and dwell time.**

EXHIBITION AREAS

Measuring exhibition space **effectiveness** and visitor **engagement** through analysis of quantitative and qualitative audience data.

PRODUCT

Measuring and comparing individual **product displays** in terms of attractiveness and engagement.

PAYMENT AREA

Real-time measurement of the distribution of people at checkouts, in terms of quantity, quality and **average waiting time**.

DIGITAL SIGNAGE

Real-time measurement of audience and attractiveness of displays in the window or in-store with the ability to generate triggering to the end consumer.

PARKING

Measurement of parking occupancy and ratio of **vehicles** in the parking lot to store entrances.

Starter

Measuring and comparing the performance of stores in terms of outside steps, attractiveness of windows, and their ability to convert passersby into entrances. Identifying average display times and average attention spans outside the store.

All the data provided can be configured as desired in terms of time display: hourly, daily, weekly.

DATA

- EXTERNAL PASSAGES
- WINDOWS VIEWS
- WINDOWS ATTENTION TIME
- ENTRANCES
- GROUPS
- SOCIODEMOGRAPHIC CLASSIFICATION

BENEFITS

- Maximizing store attractiveness and conversion rate
- Customer analysis of age and gender
- A/B testing on the visual activities of the window
- Creation of time benchmarks and between network stores

Advanced

This package includes the data from the STARTER package

DEPARTMENTS   **EXHIBITION AREAS**

Measure and compare the performance of departments in terms of **popularity, audience type, and dwell time** to maximize **merchandise** disposition and optimize **human resource allocation**.

All the data provided can be configured as desired in terms of time display: hourly, daily, weekly.

DATA

- PASSAGES
- DWELL TIMES BY DEPARTMENT
- DIRECTIONALITY
- DISTRIBUTION OF VISITORS IN THE DEPARTMENTS
- SOCIODEMOGRAPHIC CLASSIFICATION

BENEFITS

- Store layout optimization
- Calibration of brand/product mixing and commercial policies
- Staff optimization
- Optimization of departmental conversion rate

Full coverage

This package includes data from the ADVANCED package

PAYMENT AREAS   **DIGITAL SIGNAGE**

Measure the **effectiveness** and **engagement** of visitors toward specific exhibit areas, products, or product categories to define timely and efficient strategies.

All the data provided can be configured as desired in terms of time display: hourly, daily, weekly.

DATA

- QUEUE WAITING TIMES
- SOCIODEMOGRAPHIC CLASSIFICATION
- INTEREST IN THE PRODUCT
- DRESSING ROOM TURNOUT
- CHECKOUT LINE

BENEFITS

- Monitoring and analysis of exposure performance
- Management of the opening/closing of cash registers
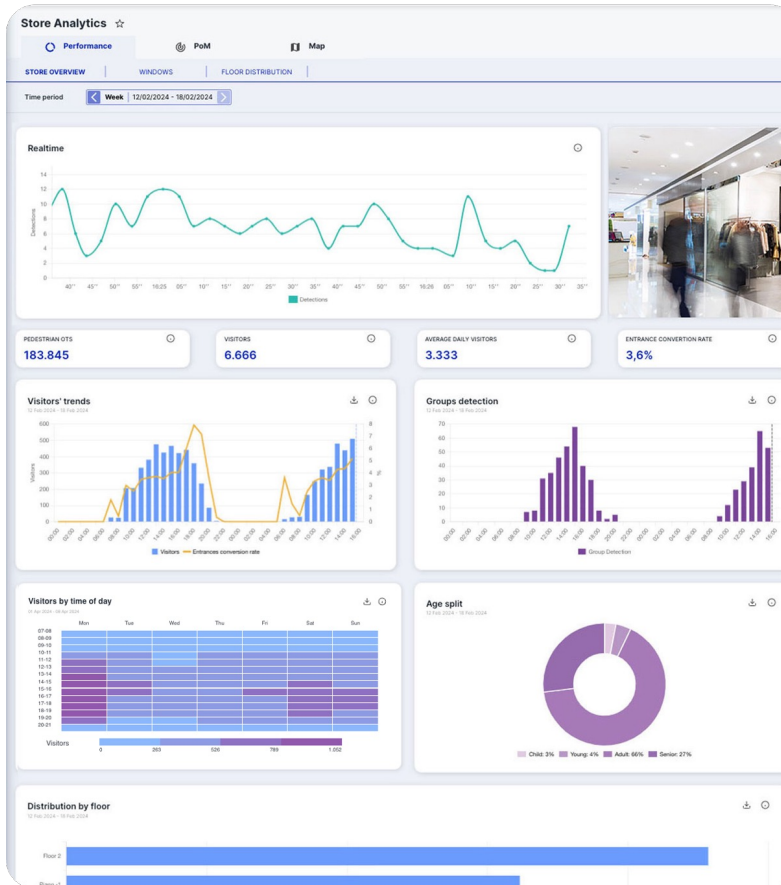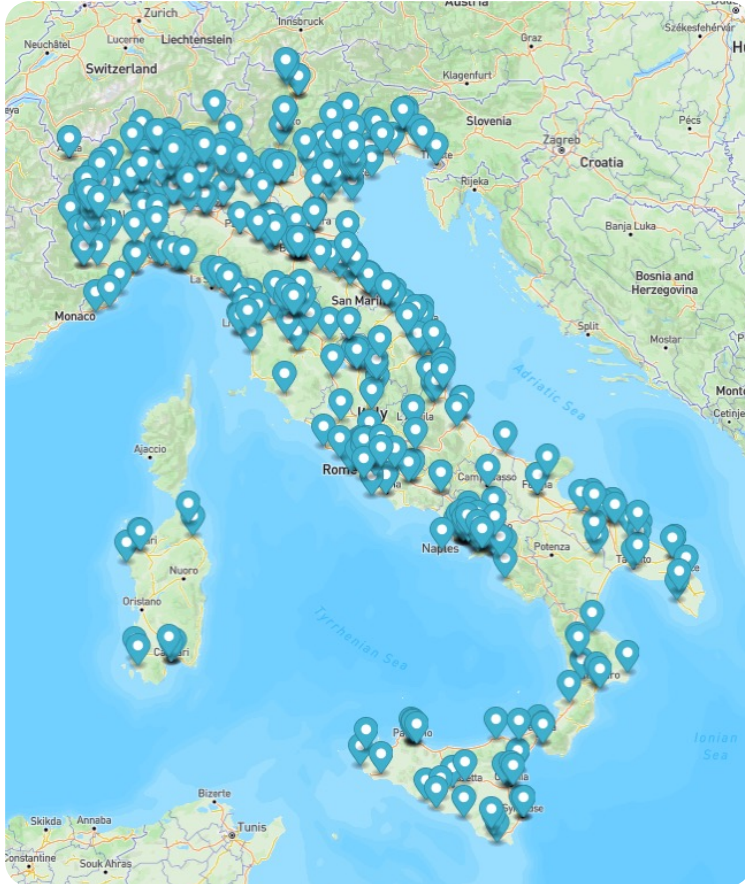- Optimization of dressing room turnout
- Staff optimization
- Data-driven sales incentive policies

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Blimp Store Analytics

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Dashboard Store Analytics

Illustrative examples

FEATURES

o Single store or network performance analysis tool

o Create aggregations of geographic areas or pdv performance, store categories (e.g., malls and on-street) for KPI analysis

o Benchmark - comparator for analysis and comparison of specific KPIs between different stores in the network

o Possibility of integration with the customer's platform (API)

Commercial packages

STARTER

2 HEAD-COUNTER (sale or loan of use)

SETUP FEE (one-off)

DATA FEE (month/device)

ADVANCED

4 HEAD-COUNTER (sale or loan of use)

SETUP FEE (one-off)

DATA FEE (month/device)

FULL COVERAGE

6 HEAD-COUNTER (sale or loan of use)

SETUP FEE (one-off)

DATA FEE (month/device)

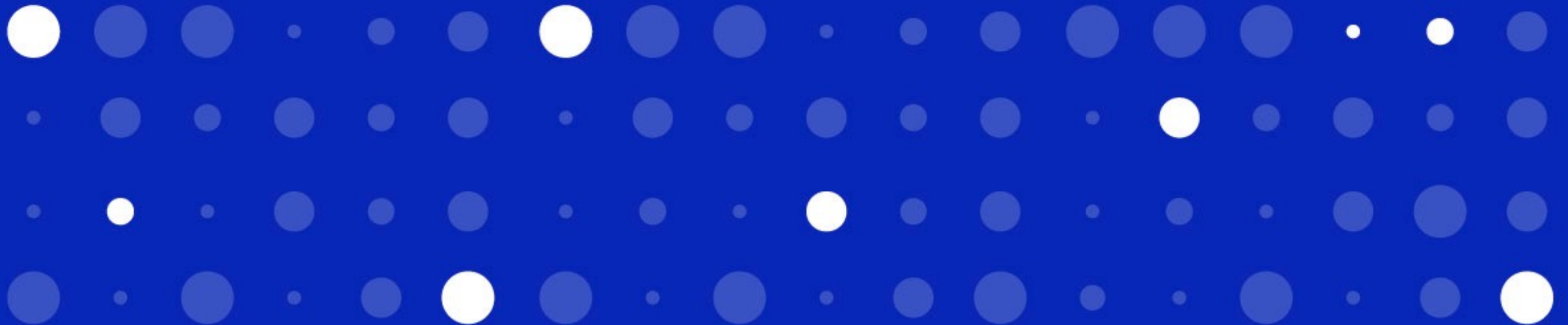(+) DIGITAL SIGNAGE (+1 HEAD-COUNTER)

(+) ON-SITE INSTALLATION AND MAINTENANCE

Choose the package for each store in your network of stores

Write to info@blimp.ai for more information.

Data sheets

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Head-Counter
Data sheets

Blimp technicians will help you choose the best configuration to cover the entire cone of visibility of the area of interest.

MAIN BOARD

OPTICS

7 cm
7 cm
8 cm
4 cm
4 cm
4 cm

SIZES	Central body: 125 x 125 x 55 mm
	Width with buttonhole tabs: 155 mm
	Slot distance between side flaps: 142 mm
POWER SUPPLY INCLUDED	Input: 100-240V – 50-60Hz
	Output: 15V - 2.4A – 36W
	Connector: DC Jack, OD 5.5 mm, ID 2.1 mm

| ANGLE OF VIEW	10° - 33° - 45° - 70° - 90° - 100°
SIZES	Chamber: Ø 63 mm - 53 mm maximum lenght For wall mount or tubular mount
	Mounting bracket: 90 mm - Ø 65 mm
	Input/Output: the Sensor communicates with the Main Board via a USB or Ethernet cable through which it is powered
	POE or USB power supply

Head-Counter

Window display - technical specifications

MAIN BOARD

WINDOW OPTICS

SIZES	Mainboard dimensions: 125 x 125 x 55 mm
	Overall width including mounting lugs: 155 mm
	Distance between mounting lugs: 142 mm
POWER SUPPLY INCLUDED	**Input:** 100-240V – 50-60Hz
	Output: 15V - 2.4A – 36W
	Connector: DC Jack, OD 5.5 mm, ID 2.1 mm
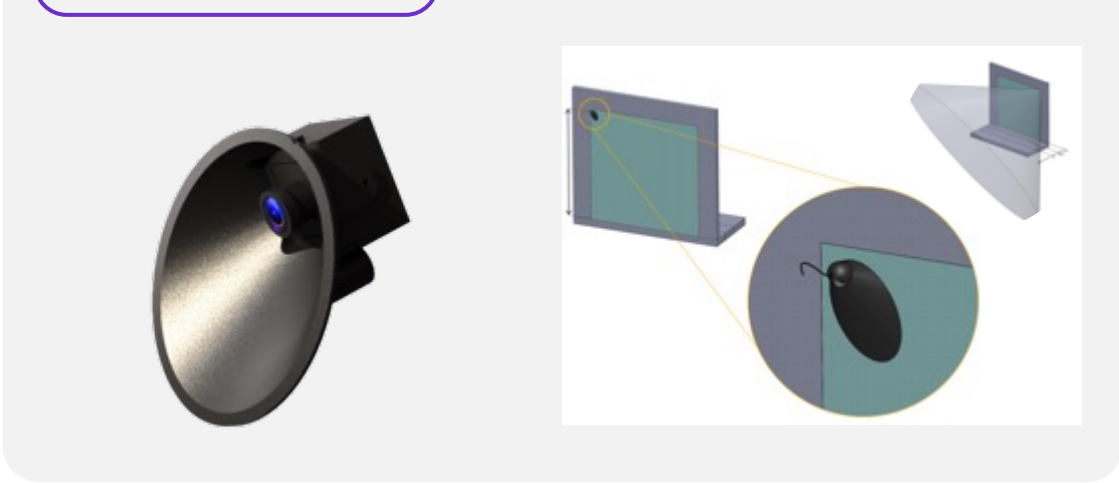
ANGLE OF VIEW	70°- 90°
SIZES	**Camera with glass stand:** 110 mm - 90 mm
	Input/Output: The sensor communicates with the Main Board through a POE cable that also provides power.
	Maximum cable length: >100 m **Installation height:** min 2.3 m

Would you like to receive a quote?

Write to info@blimp.ai and give details of your stores

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