



Audience Analytics

SOLUTION BRIEF

Solution overview

Audience Analytics gives demographic insight into who is viewing your content (gender and age range, the number of views and attention time) in a user-friendly dashboard. The solution is based on video analytics technology and uses anonymous people detection to determine viewers' gender and age range.

How does it work?

Audience Analytics is provided using video analytics. This technology uses several algorithms to analyze pixels that resemble the patterns of people and movements. The software tries to detect several points within a singular frame, looking for people. The analysis is based on the distribution of pixels and their differences, so no identifying data is ever recorded or stored.

Audience Analytics detects and provides this data on audience demographics, such as gender, age range, impressions, views, OTS and attention time, and relates it to the viewed content.

Solution benefits

- Achieve competitive customer segmentation by understanding audience demographics.
- Improve marketing efficiency by targeting the audience better and delivering an improved experience to the right people.
- Maximize the value of digital campaigns.
- Cut costs by using the CCTV cameras already installed. Leverage existing infrastructure without requiring any new installations.



What does Audience Analytics offer customers?

The Audience Analytics dashboard is cloud-based and updates every 24 hours. The KPIs are presented for the entire organization and are broken down by content. The KPIs are:

- **Gender**

How many men and women viewed selected content within a selected period, and how many people were not detected by the camera.

- **Age range**

Views categorized by age range. Also, how many viewers could not be classified into an age range.

- **Views**

What time of day content was viewed the most (early morning, morning, afternoon or evening).

- **Impressions**

Number of times content was displayed on the screen within the selected period. This value is aggregated

- **Total OTS**

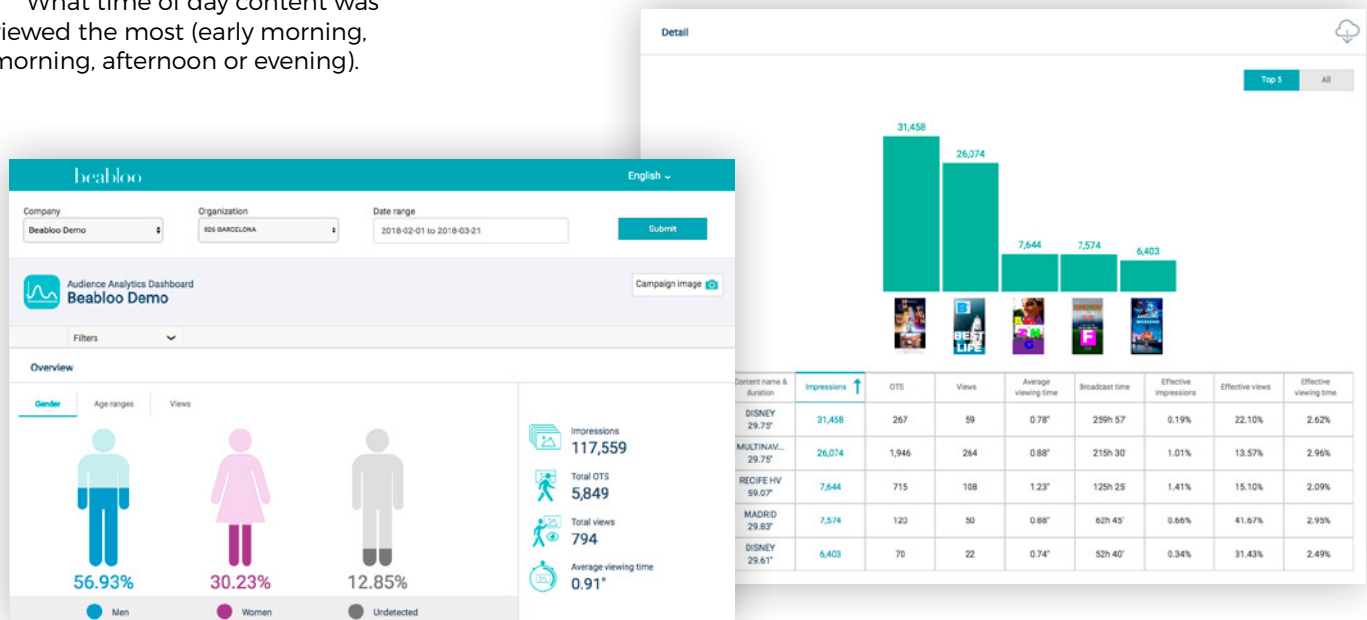
Number of people (not unique) who had the opportunity to see the screen within the selected period when content was being displayed. Also includes the number of views.

- **Total views**

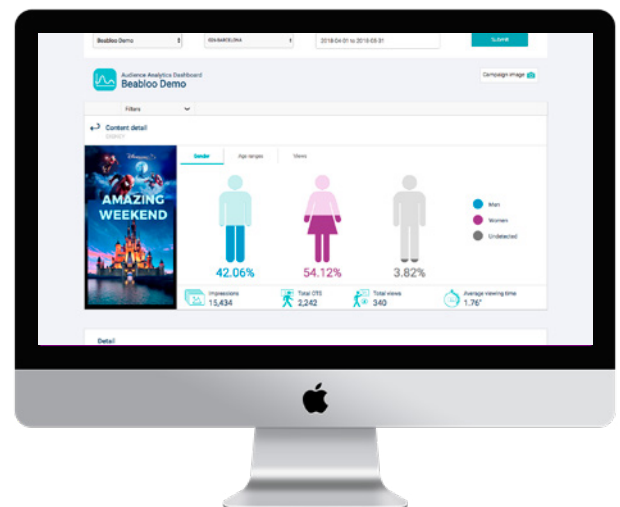
Number of faces detected in front of the screen while content was being displayed. Indicates the total number of views for all aggregated content.

- **Average viewing time**

Average time a face was detected in front of the screen for all content within the period selected from the filters.



Content performance data can be filtered by content, zone and sensor. If a user selects a specific piece of content from the filter, the dashboard will display data corresponding to that content only. It is the same for the zone and sensor filters. Users can also view information corresponding to a specific campaign or piece of content using the campaign icon. Clicking on this icon opens the thumbnail images for all the content corresponding to the filters. Clicking on any of the images opens up the details for that content.



Key features

- Remote access to data through automated dashboards.
- Possibility of using the existing CCTV camera infrastructure for analysis to save on hardware costs and facilitate installation.
- Measure viewer demographics (gender and age range), and meaningful metrics related to digital signage content (impressions, views, opportunity to see and attention time).
- User-friendly presentation of results on clear charts (organized by date, time, day).
- Data collected even when in offline mode.
- Data updated every 24 hours.
- ISO/IEC 27001:2013 certification, which confirms the organization's commitment to information security.
- Data APIs that pull data from the Beabloo Data Cloud to use it for various business applications.

Use cases

Audience Analytics helps you grow your business with the right insights into customer demographics, such as gender or age. With this solution, you can improve customer segmentation and maximize the value of your marketing campaigns. We provide an automated dashboard to keep you up-to-date with changing customer preferences so that you can act accordingly in order to keep customers constantly engaged.

Reach marketing effectiveness

Improve marketing efficiency by targeting the audience better and delivering a personalized experience to visitors. Maximize the value of digital campaigns. Access data through our automated dashboard with plenty of features designed to create insights that help you improve and grow your business.

Track engagement across stores

Track information from every store in order to carry out specific actions depending on location and performance. Understand the audience of the store: which content attracts customers' attention most and which content is most popular among different demographic groups?

Gain actionable customer insight

Know your customers better. Use our dashboards to gather data related to your audience and see the trends. Measure viewer demographics and meaningful metrics related to digital signage, including content impressions, views, OTS and attention time.

Case studies



CUSTOMER: B the travel brand

YEAR: 2017

COUNTRY: Spain & Portugal

SECTOR: Tourism

B the travel brand wanted to capture and interpret the demands of a new tourism ecosystem using direct and efficient technology. Beabloo digitized 650 travel store windows and implemented an advanced omnichannel audience analytics system. Thanks to this digital transformation, not only did B the travel brand optimize their campaign investment, but they also transformed their customers' experience and learned from their behavior.