



# Zone Performance

## SOLUTION BRIEF

### Solution overview

Zone Performance provides information about people's behavior in different zones of a physical space, with a focus on how footfall traffic is distributed around a selected zone.

#### How does it work?

Zenithal (ceiling-mounted) sensors divide large areas into smaller zones. Zone Performance analyzes customer flow within each particular zone.

The sensors identify customer flow to clearly see where people go and how long they spend in different zones. Based on the flow of people around the space, the solution provides valuable insights. The solution then displays the results as heat maps of the space.

### Solution benefits

- Optimize store operations, including peak-time performance, opening hours and staffing levels.
- Maximize store performance by defining the best store design and customer journey layout.
- Increase sales by engaging customers for longer in selected zones.



# What does Zone Performance offer customers?

Zone Performance is accessible through the Zone Performance dashboard and API. Both the dashboard and API are cloud-based, and update every 24 hours. KPIs are presented for all parent organizations (with their child organizations) or for selected organizations. Some KPIs measured are:

- **Total visits**

Total number of visits detected inside the zone within the selected period.

- **Average staying time**

Average visit time of people that were detected inside the zone for more time than the predefined threshold.

- **Average passing time**

Average visit time of people that were detected inside the zone for less time than the predefined threshold.

- **Stayed**

Number of visits detected inside the zone for more time than the predefined threshold.

- **Passed**

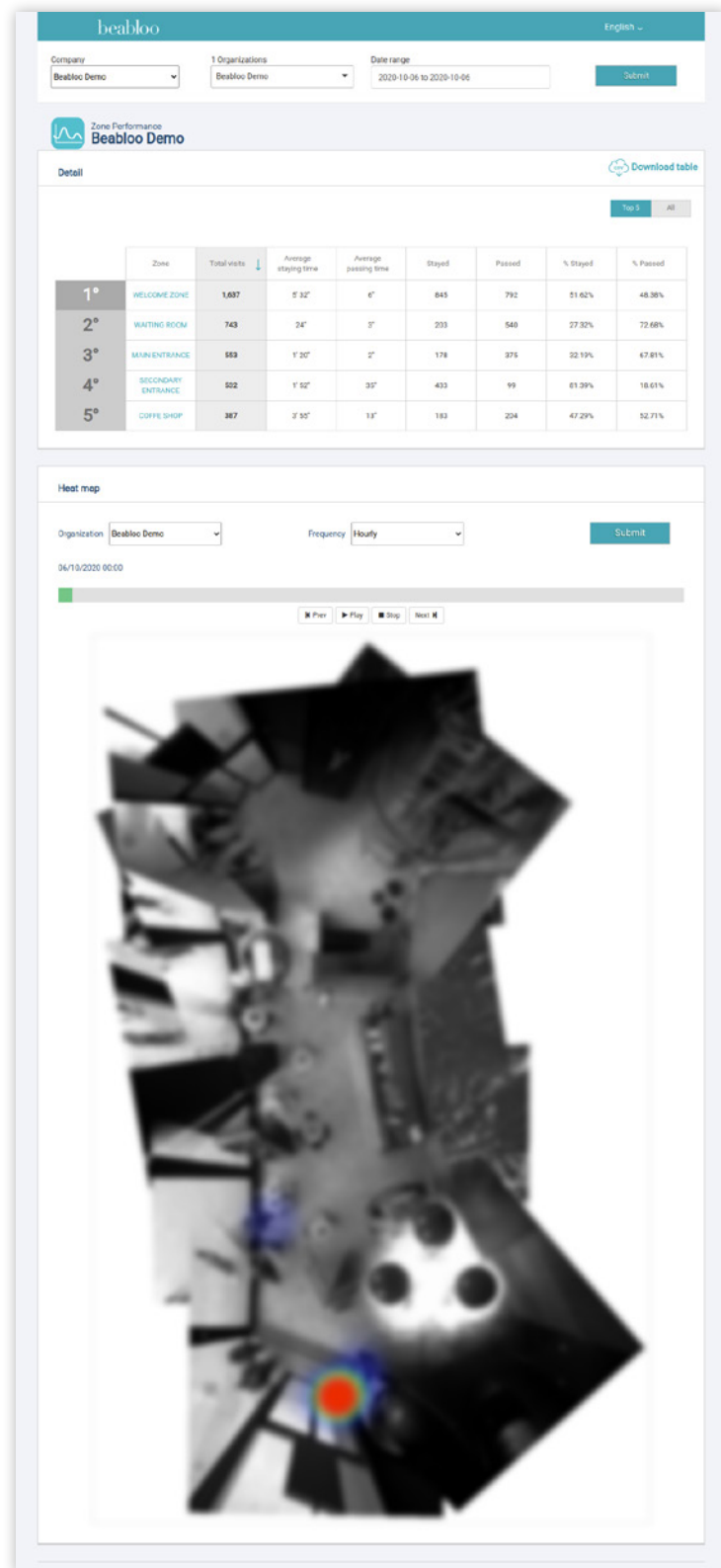
Number of visits detected inside the zone for less time than the predefined threshold.

- **% Stayed**

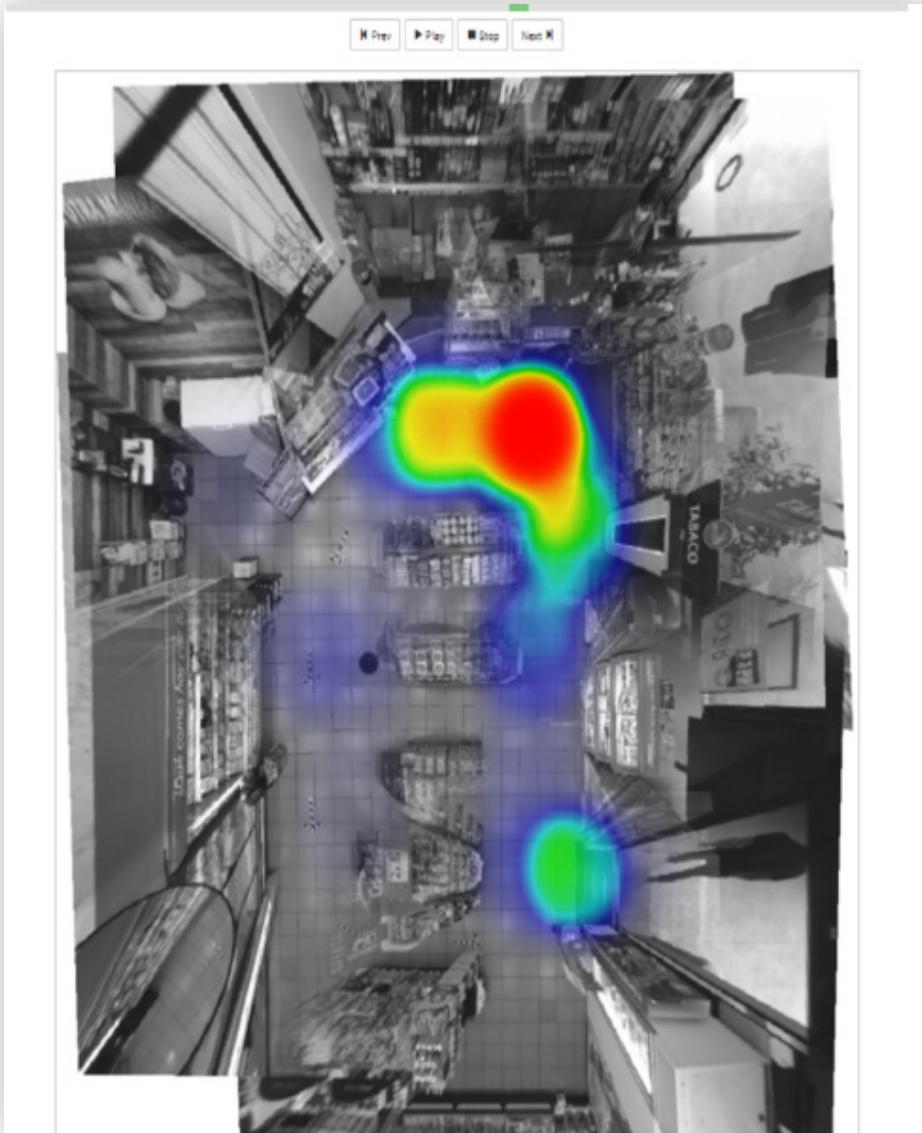
Percentage of visits detected inside the zone for more time than the predefined threshold.

- **% Passed**

Percentage of visits detected inside the zone for less time than the predefined threshold.



Currently, Zone Performance presents the results as heat maps showing the staying time at different points around the space. It offers heat maps by day or hour, which can be controlled by a slider and control commands.



## Key features

- Remote access to data through the automated dashboard.
- Measurements of how many customers pass through a zone, how many of them stop, and how long they stay. Compare the results to understand how each area performs.
- Threshold time to differentiate stay / pass can be modified on demand.
- Multi-location analytics.
- Data collected even in offline mode.
- Data updated every 24 hours.
- ISO/IEC 27001:2015 certification, which confirms the organization's commitment to information security.
- Data APIs that pull data from the Beabloo Data Cloud to be used by various business applications.

# Use cases

The Zone Performance solution allows you to improve the relationship between customers, products and services throughout the entire space. We provide you with fully automated dashboards to help you understand traffic in your physical space and in the different zones so that you can measure trends, adjust campaigns to the space's layout, and deliver the highest level of customer service. This will grow your market more efficiently and sustainably.

## Understand Zone Performance

Get information about how your customers discover and interact with your products inside your business and optimize operations, marketing and merchandising across all your spaces. Access this data through our automated dashboard to understand passersby, visitors, spending behavior and zone engagement.

## Take the first step toward store optimization

Track data from each business location to carry out specific actions based on performance. Create personalized marketing campaigns by location and zone. Maximize business performance by defining the best design. Optimize opening hours, staffing levels and identify which zones gain importance. Reduce waiting times to bring better service to your customers and improve their satisfaction.

## Understand the customer journey across all zones

Know your customers better. Use our dashboards to gather all the data related to your visitors and see the trends. Understand the customer journey, how people shop, how they interact with products, services and staff, and how to engage with them. Increase conversions by engaging customers longer in selected zones. Optimize peak-time performance, efficiency and the conversion rate. Effectively channel customers through the space.