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RETAIL

MEASURE - LEARN - STAY AHEAD

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RETAIL



FOOD
WASTAGE



SPACE
MANAGEMENT



VIDEO
ANALYTICS



RETAIL
SOLUTIONS

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WE CAN PROMISE YOU **PROFITABLE GROWTH**

OBJECTIVES

Improve the results of our clients

- Bottom line
- Top Line
- Cash Flow
- Customer satisfaction
- Employee satisfaction



WE ARE PRIMARY THE RETAIL SPECIALISTS

Using and developing sophisticated and user friendly technology to create growth for our clients

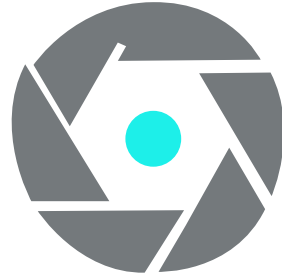
BE GLOBAL – ACT LOCAL

We are working with leading retailers and brand owners/Industry – in more than 25 markets, in all kind of optimization projects and processes.

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IN-STORE SHOPPER TRACKING & VIDEO ANALYSIS

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Shopper Counting & Conversion rates

Shopper flow & heat maps

Queue Management

SAST integrated

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REAL TIME VIDEO ANALYTICS

- Traffic
- Conversion Rate
- Sales
- Shopper Flow
- Shopping Mall
- Sectors In-Store



REAL TIME
Increase TRAFFIC
Increase SALES
Increase CONVERSION RATE

Dobbelt opp?



PEOPLE COUNTING 10-12% INCREASE IN CONVERSION RATE

Inexpensive Hardware + Higher Accuracy



- Increase TRAFFIC
- Increase SALES
- Increase CONVERSION RATE
- Predict CRITICAL KPI'S
- Financial FORECASTING
- Promotion FORECASTING

Our software supports most CCTV cameras.
We can install & calibrate our solutions remotely.
We are the only company that calibrate every
installation and secure
a performance over 95%.



STAFF EXCLUSION GENUINE AI TECHNOLOGY

Count customers, not staff

- Super low hardware cost
- AI powered accuracy: +95 %
- Tracking of individual shoppers
- Perfect “single shopper journeys”
- Segmentation of shopper profiles
- Occupancy & visiting time
- GDPR safe



2-15%
SALES INCREASE

SHOPPER FLOW VISUALIZING SHOPPER & STORE INTERACTION



Heatmaps

- Compatible with existing CCTV systems
- All dimensions of shopper flow, passersby, impression, dwell time
- How can we get shoppers to spend more time in the store?

Zones & Routes

- Easy to understand
- Navigation patterns of shoppers
- Zone analysis to get complete sales funnels
- Test out new stores layouts, then roll out

OPTIMIZE STORE LAYOUT 75-80% OF MOST STORE AREAS ARE NOT VISITED

“You need to make physical changes in-store to increase sales”

With this store, it became apparent that physical changes was needed to increase sales by making the shoppers more exposed to the stores merchandise.

With our changes the sales increased with 28% in a short time.

The amount of impulse purchases is highly correlated with the store layout.

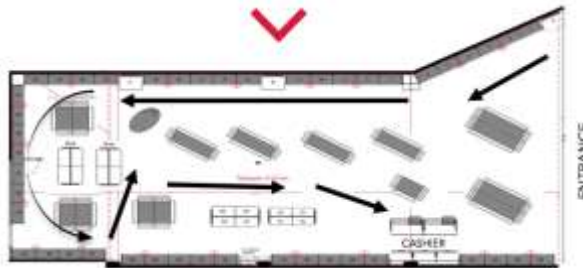
Before - the majority of shoppers only visited the first part of the store.

After - the stores main street became apparent, and the shoppers had a natural path to follow through the entire store.

BEFORE



CHANGES



AFTER





PERFECT QUEUE

Predictive Queue Monitoring



Real-time supervision

- Improved customer retention
- Cost effective staffing
- Less lost sales
- Optimized servicing performance
- Industry leading video analysis technology

AI Based predictions

- Real-time notifications
- Prevent high queuing before it happens
- Predictions on queuing levels and store occupancy
- Weekly queue and occupancy forecasts



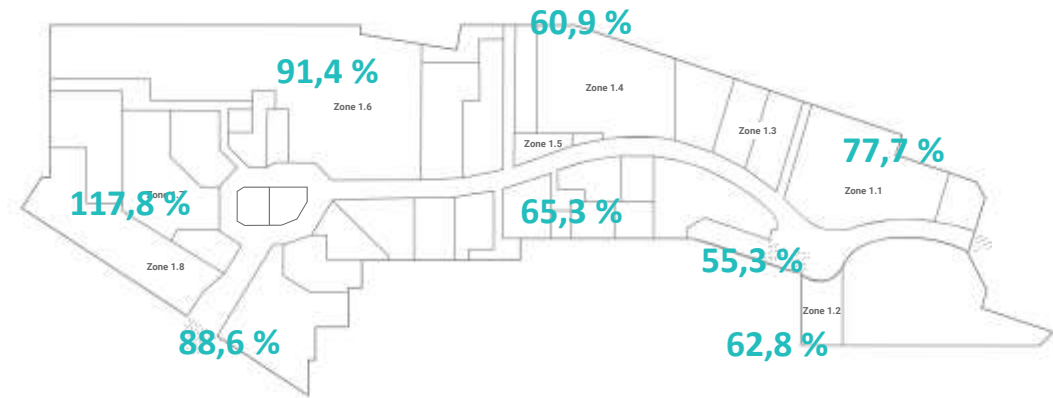
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SHOPPING MALLS SECTOR ANALYSIS

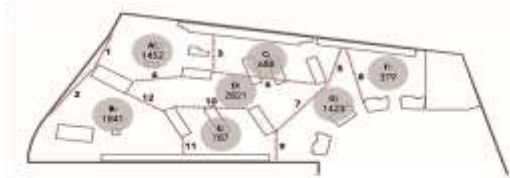
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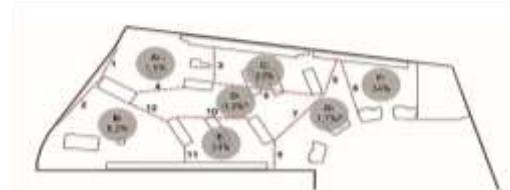
Comprehensive mall analytics **SHOPPING MALL**



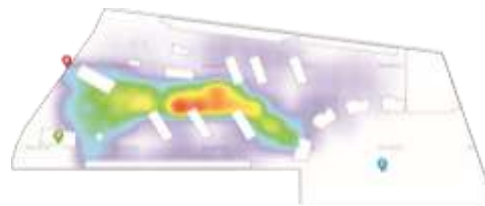
SECTOR CONVERSION VARIES BETWEEN 1% TO 34%



VISITORS IN SECTOR



CONVERSION RATE IN SECTOR



SECTOR ANALYSIS

Divide & Conquer Your Shopper Flow

- You can arbitrary define any zone, categorized and learn all shopper activities on predefined zones by zone analysis.
- How many people set foot in this area?
- How much time they spent in here?
What is average dwell time and more.
- Get all sales and traffic data. Measure effectiveness of each zone and compare them.

IN SUPERMARKETS THERE ARE MANY "DEAD" AREAS WITH LOW TRAFFIC



SUPERMARKETS have close to 100% conversion rate, but for each sector /part of the stores the footfall & conversion rates will vary significantly

TRAFFIC
In each sector
20-100 persons visitors

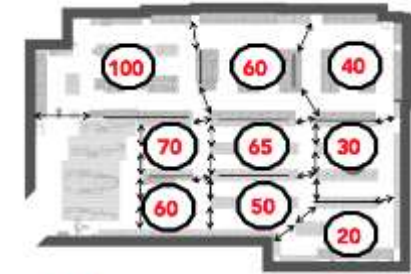
50

BUYERS IN A SECTOR
In each sector
4-40 persons buying

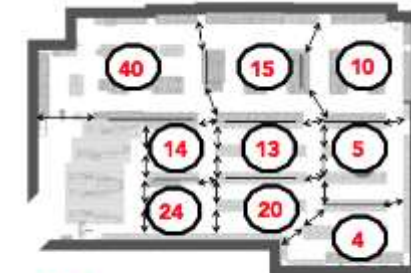
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CONVERSION IN A SECTOR
In each sector
17%-40% of visitors buying

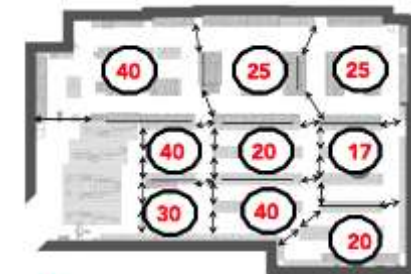
20%



00 Number of visitors in each sector



00 Number of visitors BUYING in each sector



00 Conversion rate. Number of visitors in the sector buying anything



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