HEAT MAP AND REGION COUNT

HEATMAP AND REGION COUNT FROM i3

AN ESSENTIAL TOOL TO UNDERSTAND CUSTOMER'S BEHAVIOR

How are your customers shopping and what is going on while they are in your location?

Where should promotional merchandise be displayed?

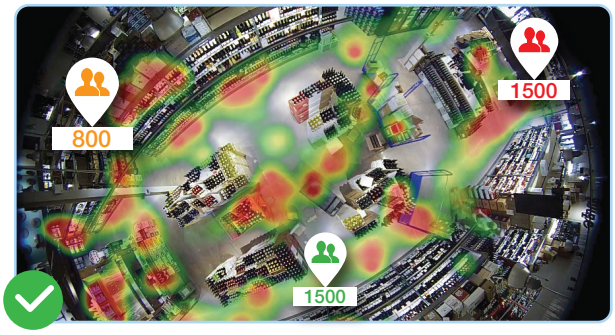
How can you increase impulse buy?

Take the guess work out of the equation with i3's heat map and region count module.

HEAT MAPPING THAT WORKS FOR YOU!

See the traffic pattern for a specific area and the daily or weekly trends of each section.
Utilize the info to merchandise your store more efficiently and take advantage of peak hours.

HEAT MAP AND TRAFFIC FLOW



☑ Review at-a-glance the areas that aren't visited as much and understand the impact on shrink. Maximize the use of high-traffic areas to test new merchandise, move products quickly or drive more high-margin impulse buys!

☑ The sales report tells you how many units were sold but Traffic Flow by i3 gives you the back-end story that includes the potential for sale in any given area and the interest shown by customers for that particular product. Should you reorder this sku? Traffic Flow can help you determine that.

REGION COUNT AND DWELL TIME

☑ Understand the wait time at the meat and seafood counter or review the time spent in the bakery and create a plan that schedules the perfect number of employees based on the traffic observed in each area.

MAXIMIZE THE USE OF YOUR VIDEO SURVEILLANCE SYSTEMS WITH USER-FRIENDLY THAT ALLOWS YOU TO UNDERSTAND YOUR ENTIRE BUSINESS IN A DIFFERENT WAY WITH HEAT MAP AND REGION COUNT FROM i3

For more information on i3's heat map, please visit: **www.i3international.com** or call **1.866.840.0004**

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