FootfallCam

Retail-EC-00100

Store Entrance Counting

Recommends for retailers with 1-10 shops

CUSTOMER REQUIREMENTS

- Measure the number of people In/Out of the shop.
- A control panel to visualise the data in various formats.
- Able to export the data to Excel or PowerBI.
- Case Studies >>

3D Pro2 people counter installed in one of the retail stores.

SYSTEM DESIGN

Equipment:

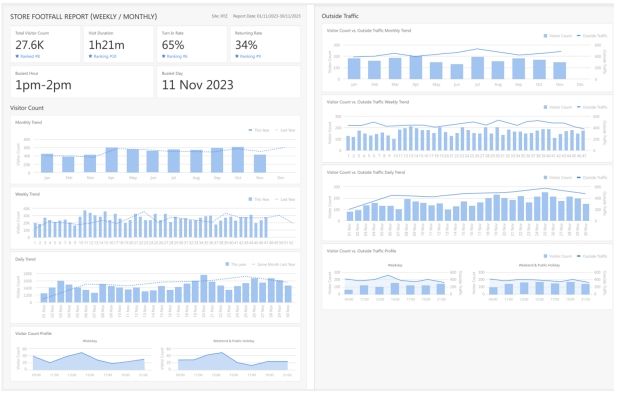
- 1x FootfallCam 3D Pro2 people counter per store entrance
  - An additional unit may require if the entrance is wide
- 1x FootfallCam V9 Cloud licence
  - The Essential edition of V9

Metrics:

- Visitor Count (In/Out), Outside Traffic, Turn in Rate, Dwell Time, Returning Customer, Live Occupancy Count, Group Count

Dashboards and Reports:

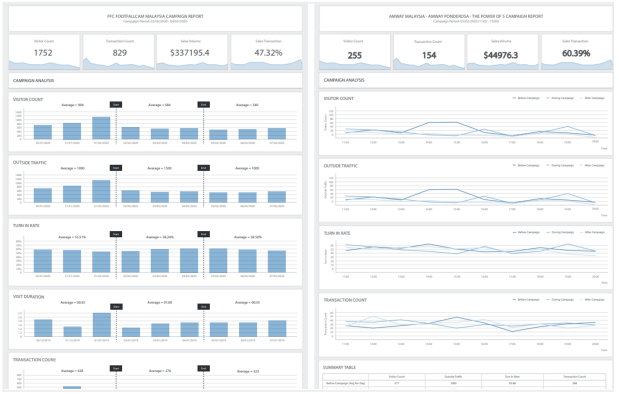
- Store footfall report
- Multiple shops overview report
- Investigative workspace
- Explore more >>



Store Footfall Report

Data Integration:

- Import and Export data - with your EPOS, BI systems such as Power BI. Analytics Manager V9 comes with custom API or ready made PowerBI connectors.



Marketing Effectiveness Report

NEXT STEPS

Buying Process:

- Pilot - Buy one unit, utilise the full set of functionalities.
- Quotation for all stores - give us the photos and the entrance measures.

Installation:

- Install yourself or by a FootfallCam approved installer
- Accuracy tuning service - inclusive in the Pro2 purchase

Maintenance:

- Support Helpdesk
- Field service price list

Executive Summary

- ✔ FootfallCam 3D Pro2 is the best selling people counter in the world since 2019. Its price, accuracy and reliability has made it a popular choice among the small retailers.
- ✔ Easy to use software. Small retailers can gain full insights from the people counting data.
- ✔ FootfallCam has tools to help you to integrate with other systems such as EPOS or PowerBI.

References:

- FootfallCam for Small Retailer Powerpoint Slides
- FootfallCam 3D Pro2 People Counter Datasheet
- FootfallCam V9 Essential Edition Datasheet
- FootfallCam 3D Pro2 Installation Guide
- GDPR compliance
- Warranty And RMA Policy