



# Retail Area

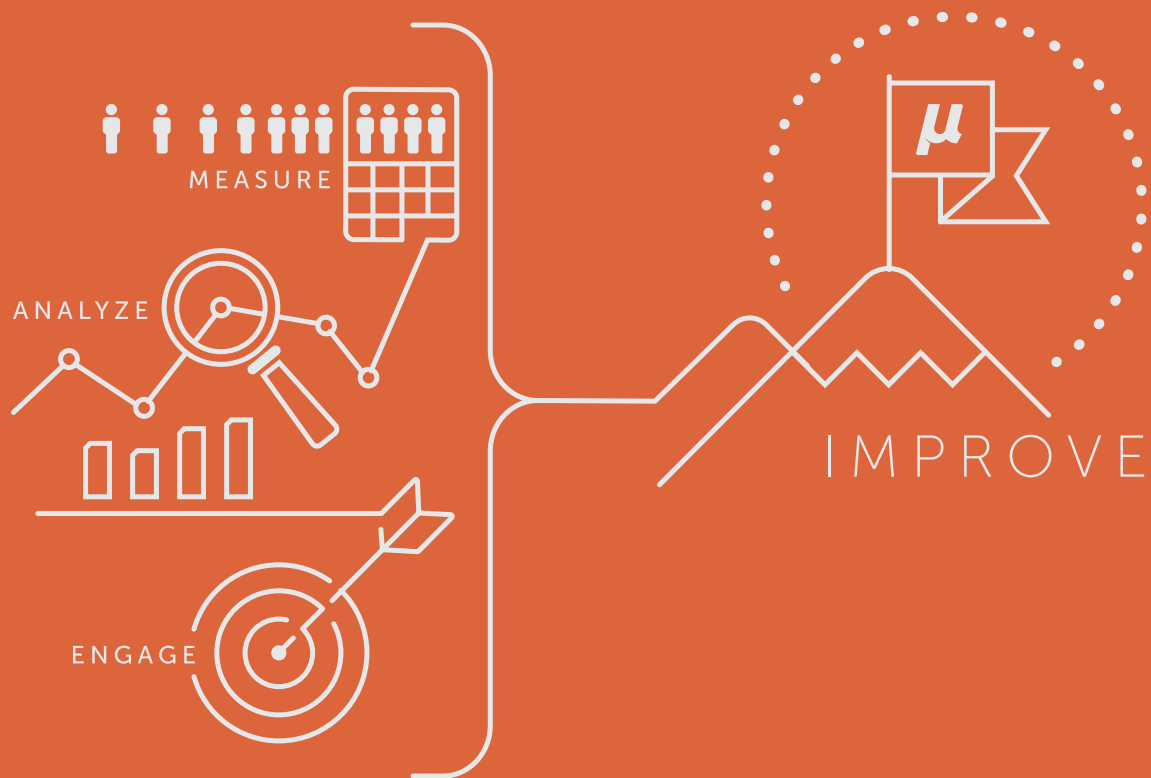


## RETAIL BUSINESS

Data, insights and customer experience to manage and increase traffic and revenue



**MICROLOG**  
Smart marketing solutions



Over  
**30**  
Years of  
Experience

**Analytics**

**Web Platform**

**+10.000**  
Installations for the  
**Retail Area**

**1<sup>st</sup>**  
People Counter  
in Italy

**Manufacturer**

**Customer Care**

**R&D**

Microlog is an Italian leader in developing innovative marketing tools for shopping centers, department store and retail market.

Microlog is the ideal partner to supply technologically

advanced solutions to improve your business.

Microlog is a manufacturer of its own systems and also a partner of the world wide most important producers of counting devices.

# WHAT CAN WE DO FOR YOUR RETAIL BUSINESS?

## Measurement

- . People counting.
- . People tracking.
- . Customer behaviour.
- . Customer satisfaction.

## Engagement

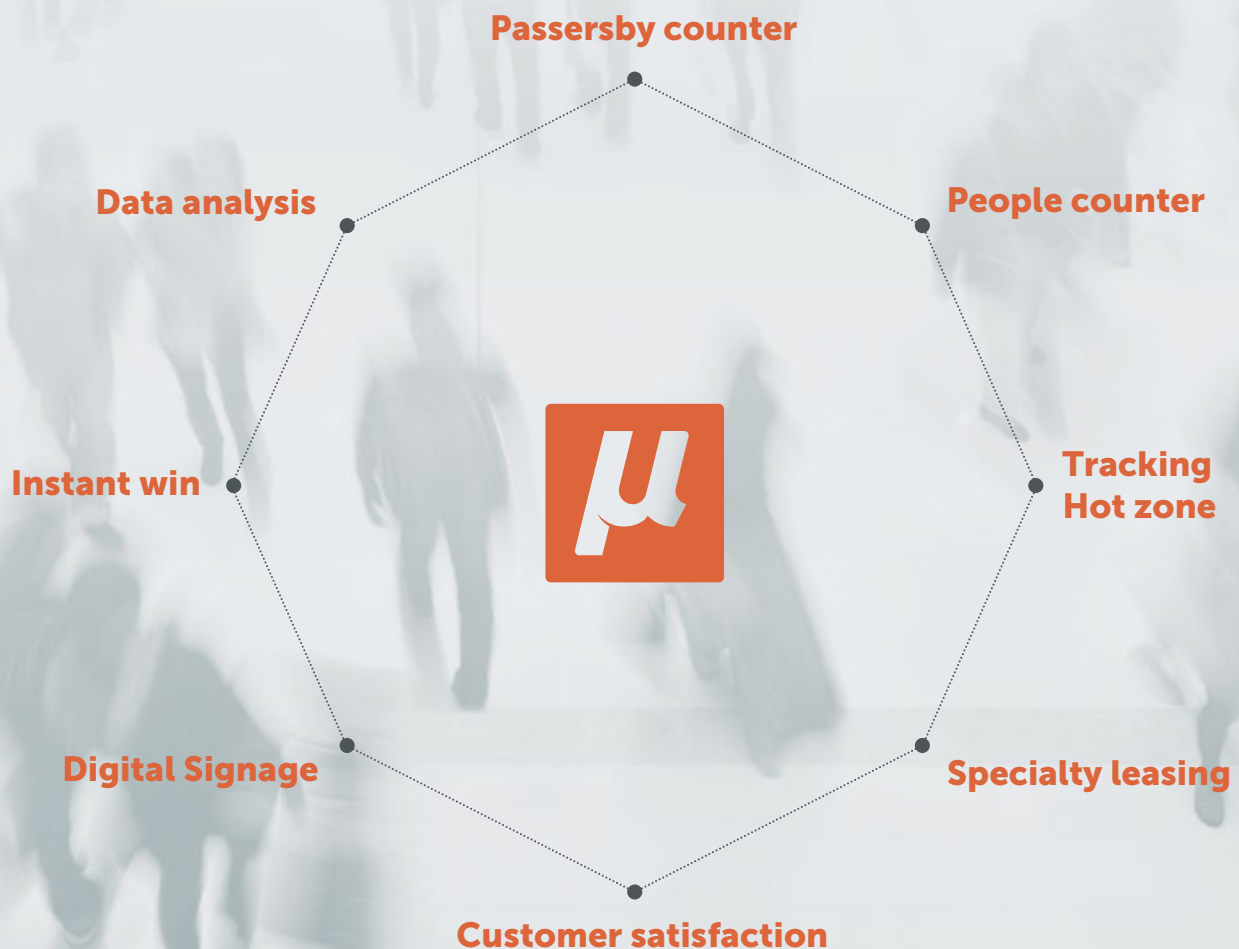
- . Digital Signage.
- . Instant win.

## Management

- . Specialty leasing.

## Services

- . Dedicated projects.
- . Performance analysis.
- . Data validation.
- . Web platform.
- . Analytics APP.



# PASSERSBY

## POTENTIAL VISITORS

POTENTIAL VISITORS ARE PEOPLE PASSING IN FRONT OF YOUR STORE.  
IT IS YOUR FIRST POTENTIAL.

### Sensors

. Thermal, Photoelectric, 3D camera, Wi-Fi.

### Main KPI

. Capture rate.

### Aims

- . Which is the number of your potential visitors?
- . How long people stay in front of the shop window?
- . How much is your store window attractive?
- . What is the value of your location?
- . Are your opening hours optimized?
- . What is the rate of new passersby vs usual passersby?



# PEOPLE COUNTING

## POTENTIAL SHOPPERS

POTENTIAL SHOPPERS ARE PEOPLE ENTERING INTO THE STORE.  
IT IS YOUR SECOND POTENTIAL.

### Sensors

- . 3D camera, Photoelectric, Thermal, Time of flight.
- . We only use devices with accuracy over 98%.

### Extra features

- . Staff exclusion.
- . Gender recognition.
- . Groups identification.
- . Dwell time.
- . Shopping time.

### Main KPI

- . Conversion rate.

### Aims

- . How many visitors do you have?
- . Is your marketing campaign effective?
- . How many people exit empty handed?
- . Is your staff planning well optimized?
- . How much can you improve?
- . Why do you have unsatisfactory performances?
- . How does the weather impact on traffic?
- . How are your performances in comparison with the benchmarks?



# PEOPLE TRACKING AND HOT ZONES

## IN-STORE ANALYTICS

UNDERSTANDING CUSTOMERS BEHAVIOUR AND IMPROVING THE SHOPPING EXPERIENCE.

### Sensors

- . 3D camera.  
Unique shoppers are identified anonymously.

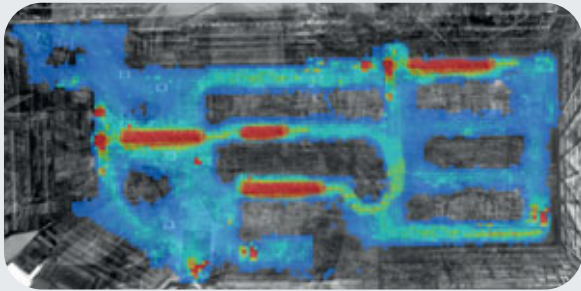
### Main KPI

- . Traffic path.
- . Hottest zones.



### Aims

- . How much is the average shopping time spent by visitors in different zones?
- . Which are the most visited areas?
- . Which is the traffic path?
- . Are your products well displayed according to your customers' habits?
- . How much can you improve profitability by adjusting the store layout?



# CUSTOMER SATISFACTION FEEDBACK

UNDERSTANDING AND IMPROVING THE IN-STORE CUSTOMER EXPERIENCE, THROUGH FEEDBACK TERMINALS.

## Devices

- . Touchpoint terminals with customizable panel.
- . Video terminals.
- . Web widget, App.
- . Analytics platform.

## Aims

- . Which is the degree of customers satisfaction?
- . Do you need to improve the in-store experience?
- . Analyze feedback to resolve issues and boost positive reviews.



HOW DO YOU RATE YOUR SHOPPING TODAY ?



# CHECKINWEB RETAIL INTELLIGENCE

ANALYZING DATA WITH INTUITIVE DASHBOARD FOR IMMEDIATE ACTIONS.

Data are stored in our cloud-based platform that you can easily consult for deep analysis.

## Key features

- . Secure login.
- . Automatic data backup.
- . Access from every browser at any time.
- . Read data in nearly real time.
- . Different data aggregation views. (from year to 5 minutes).
- . Aggregation by type of mall, region or area.
- . Comparison by space or time.
- . Annotations.
- . Performance analysis.
- . Conversion rate.
- . Capture rate.
- . Forecasting.
- . Custom and automatic reports.
- . Direct exportation to different file formats. (Excel, PDF...).

- . Benchmarking.
- . Automatic import from other data sources (sales, receipts, staff,...)
- . Scalable for any size of enterprise.
- . API for external data integration.

## New KPI

- . Dwell time.
- . Shopping time.





# DATA VALIDATION

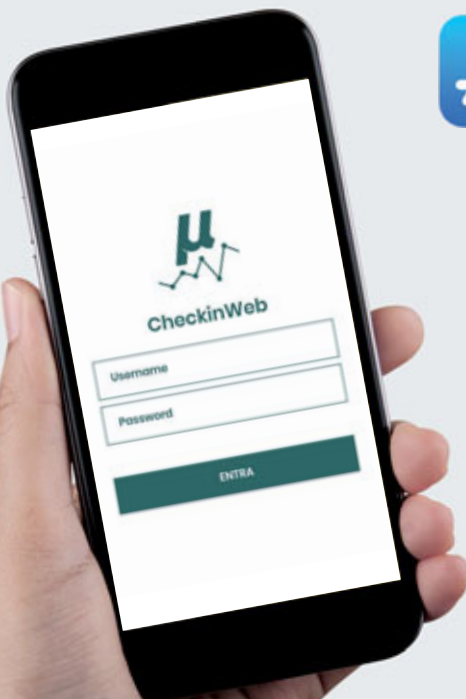
CHECK THE DATA QUALITY.

## Characteristics

- . Data validation is an important service made by our expert team to continuously check the quality of the collected data.

## Aims

- . It is the best way to avoid data missing and to adopt the right strategy.



# APP CHECKINWEB

MONITOR LIVE PRESENCES AND STATISTICS.

## Devices

- . Smartphone and tablet.
- . Android and iOS.

## Aims

- . View the number of admissions recorded by our people counters and the trend Vs previous year, simply from your smartphone.
- . View live presences.

# INSTANT WIN

TOTEM WITH AUTOMATIC RECEIPT READERS, TO ANIMATE, AND GRATIFY CUSTOMERS

## Devices

- . Promobox, Promokiosk, slot machine.

## Characteristics

- . Manage a promotional operation.
- . Certified random prize distribution.
- . No operator needed.
- . Easy to install.
- . Customizable.
- . Play directly with your receipt.



# DIGITAL SIGNAGE

ENGAGING YOUR CUSTOMERS WITH SMART DIGITAL SIGNAGE AND INTERACTION.

## Devices

- . Kiosk, video, videowall, led wall, touchscreen, player.

## Aims

- . Enhance the shopping experience.
- . Increase marketing effectiveness.
- . Advertising and information.
- . Improve brand awareness.



# UPPER SPACE PLANNER

THE FIRST PLATFORM FOR SPECIALTY LEASING

## Key features

- . Certified and profiled customer database.
- . Contract creation and data storage.
- . Activity calendar.
- . Report and offer creation.
- . Multilevel and aggregate analysis.

## Aims

- . Manage your exhibition spaces.
- . Analyze and monitor performance.
- . Monitor advertising and special formats.
- . Optimize your business with targeted strategies.
- . Improve your performance.



# UPPER SPACE PLANNER



We have been working with

sky

vodafone



euronics

OVS

NAPAPIJRI

MARINA RINALDI



FIAT

Manila Grace



KING

ALCOTT

Giamito Rossi

MARELLA

Luisa Spagnoli

MAX&Co.

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EMILIO PUCCI

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GOLD GALLERY  
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INTERSPORT



Sisal

MOLESKINE



GUTTERIDGE  
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SORBINO

LUSH  
FRESH HANDMADE COSMETICS

swatch



DondiSalotti

coin



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SINCE 1890

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