



Retail Area



RETAIL BUSINESS

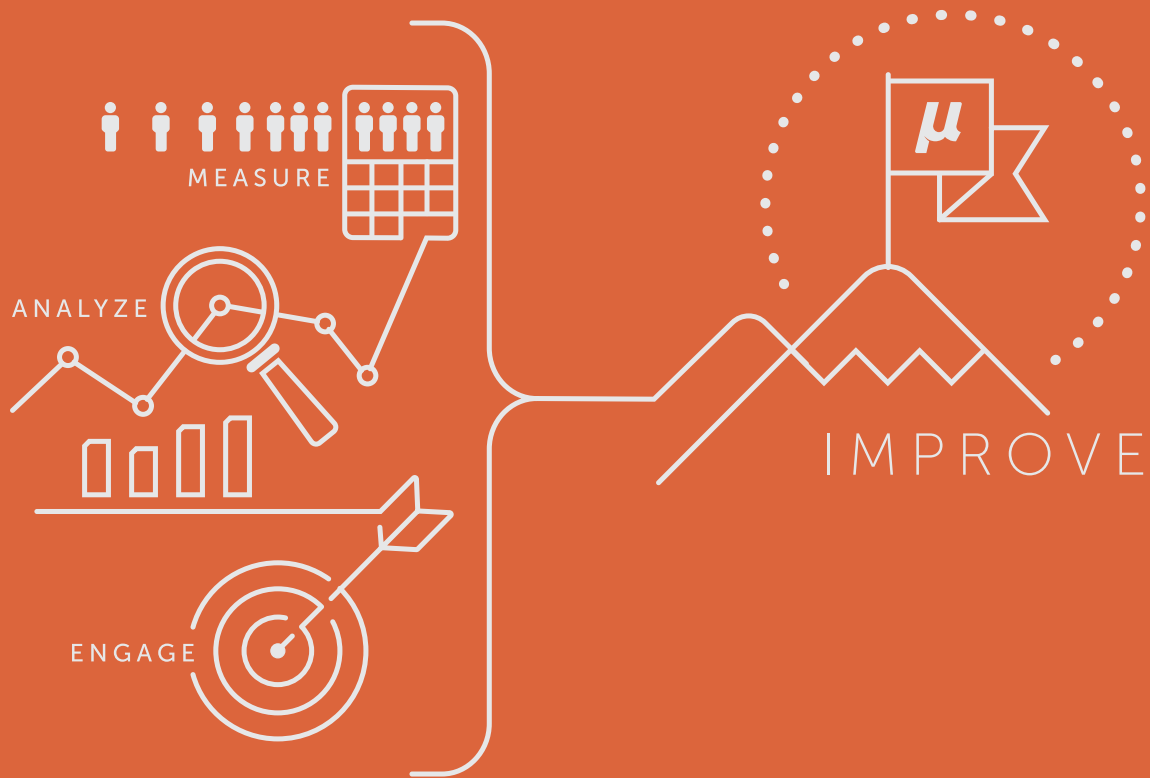
Data, insights and customer experience to manage and increase traffic and revenue



↓ PDF



MICROLOG
Smart marketing solutions



Over
35
 Years of
 Experience

Analytics

Web Platform

+10.000
 Installations for the
Retail Area

1st
 People Counter
 in Italy

R&D

Manufacturer

Customer Care

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

- . Instant win.
- . Loyalty.

Services

- . Dedicated projects.
- . Performance analysis.
- . Data validation.
- . Web platform & App.
- . In-store analytics.



PASSERSBY COUNTING

POTENTIAL VISITORS

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

Sensors

- . Photoelectric.
- . 3D camera with AI.
- . Thermal.

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?



PEOPLE COUNTING

POTENTIAL SHOPPERS

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

Sensors

- . 3D camera with AI, Photoelectric, TOF.

We only use devices with accuracy over 98%.

Extra features

- . Staff exclusion.
- . Gender & Age recognition.
- . Groups identification.
- . Trolley detection.
- . 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

IN-STORE ANALYTICS

UNDERSTAND CUSTOMERS BEHAVIOUR AND IMPROVE THE SHOPPING EXPERIENCE.

Main KPI

- Hottest zone and traffic path.
- Unique visitor.
- View direction.

HOTTEST ZONE

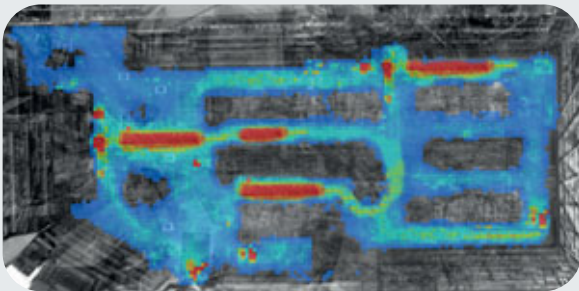
PRODUCE A HEATMAP OF THE MOST FREQUENTED AREAS AND ANALYSE THE TRAFFIC PATH.

Sensors

- 3D camera with AI.

Aims

- How much is the average shopping time for each zone?
- Which are the most visited areas?
- Which is the traffic path?
- How much can you improve profitability by adjusting the store layout?



Heatmap



UNIQUE VISITOR

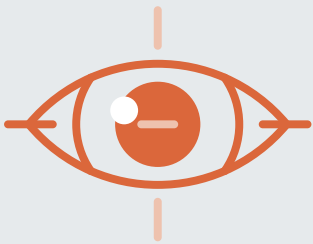
DETECTS UNIQUE SHOPPERS WITH **RE-ID TECHNOLOGY**.

Sensors

- . New generation 3D camera with AI.
- Privacy-compliant:** people monitoring based solely on physical characteristics.

Aims

- . How many unique customers enter, and which areas they visit?
- . More accurate conversion rate calculation.
- . Distinguish between new visitors and regular customers to monitor the store's attractiveness.



VIEW DIRECTION

DETECTS THE **SHOPPERS' GAZE** IN-STORE.

Sensors

- . 3D camera with AI.
- . Eye-tracking sensor.

Privacy-compliant: detection is done anonymously.

Aims

- . Which shelves and items are most viewed by customers?
- . Are your products well displayed according to your customers' habits?



CHECKINWEB RETAIL INTELLIGENCE

ANALYSE 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.
- . 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.

Main KPI to analyse

- . Number of entries and exits.
- . Gender statistics.
- . Impact of weather on footfall.
- . Shopping time.
- . Conversion rate.
- . Capture rate.



DATA VALIDATION

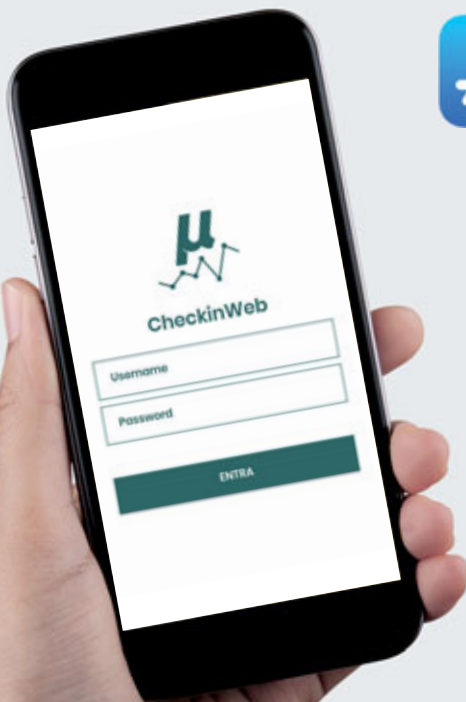
CHECK THE DATA QUALITY.

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.

Features

- . Customisable and easy to install.
- . Customers play directly with receipts.
- . Certified random prize distribution.
- . No operator needed.

Aims

- . Engage and gratify customers.
- . Increase customer experience.



LOYALTY AND APP

SYSTEM FOR COLLECTING POINTS AND GAINING STATUS WITH APP, LOYALTY CARD AND SALES RECEIPT.

Devices

- . Web site, App, Loyalty card.

Features

- . Customisable system.
- . Conversion of customer spending into loyalty points.
- . Customers can directly register any purchase by uploading a picture of the receipt.

Aims

- . Create a better customers experience.
- . Engage and profile customers.
- . Increase purchase and revenue.
- . Get detailed and clustered CRM contacts.
- . Manage back-end promos operation.



CUSTOMER SATISFACTION FEEDBACK

UNDERSTAND AND IMPROVE THE IN-STORE CUSTOMER EXPERIENCE, THROUGH FEEDBACK TERMINALS.

Devices

- . Touchpoint terminals with customisable panel.
- . Video terminals.
- . Analytics platform.



Aims

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



HOW DO YOU RATE YOUR SHOPPING TODAY ?



We have been working with

sky

vodafone



euronics

OVS

NAPAPIJRI

MARINA RINALDI



FIAT

Manila Grace



KING

ALCOTT

Giamito Rossi

MARELLA

Luisa Spagnoli

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EMILIO PUCCI

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LIU·JO



DOUCAL'S

Prenatal

MaxMara

INTERSPORT



Sisal

MOLESKINE



GUTTERIDGE
DAL 1878

SORBINO

BOSS

swatch



DondiSalotti

coin



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U.S. POLO ASSN.
SINCE 1890

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