

GLIMPSE ANALYTICS

Transforming your cameras into
Powerful Business Tools

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What analytics tools are available for physical retail stores?

Online Spaces



Physical Spaces



Glimpse Analytics

Google Analytics for offline retail stores



One Glimpse Edge device connects to all your existing CCTV cameras to provide advanced analytics & triggers

End to end analytics solution, closing the loop

Shopper Analytics

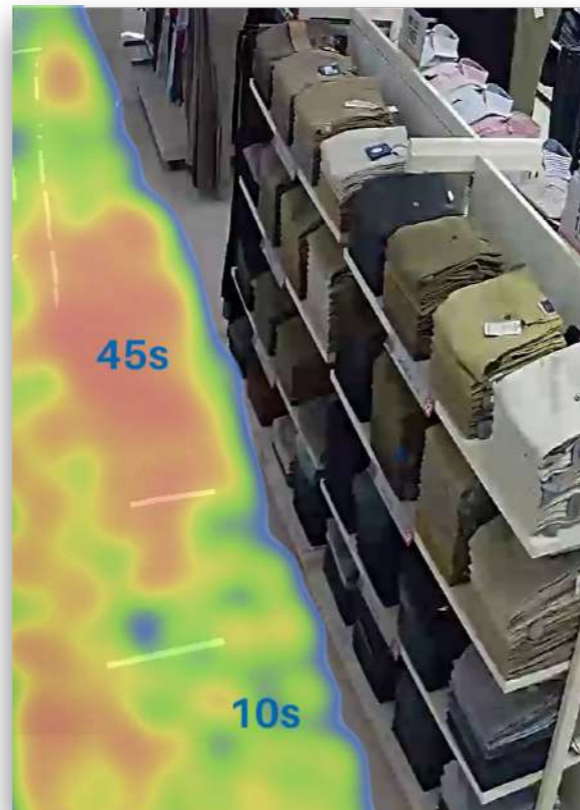
Footfalls, Passers By Age & Gender



Insights & increase in Conversion

Category Insights

Area Analytics, Heatmaps, Live Capture & Notify



Increase in sell through rates

Operational Triggers

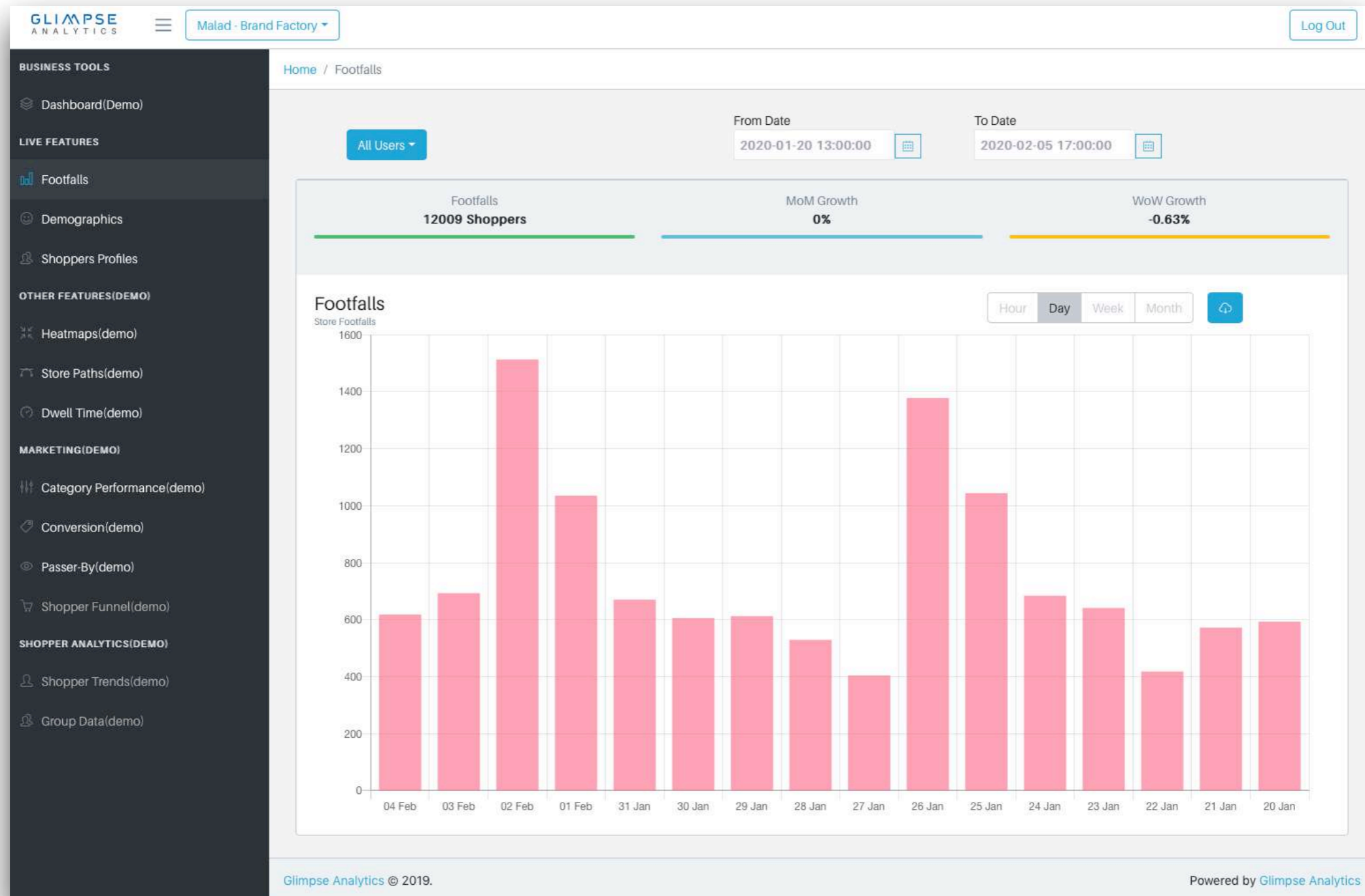
Automated Occupancy, Queue, Congestion Triggers



Less drop ratio & higher basket size

The Glimpse Dashboard

All access over the cloud



Key Benefits

Across Departments



Staff Allocation

Optimise staff operations according to your peak days and hours, equal to the number of visitors and their needs



In-Store Optimisation

Optimise the design of your store according to the demographics of your visitors, plan marketing activities based on this data



Merchandising Effectiveness

Ensure merchandise always displayed perfectly, choose assortments based on age & gender, optimise store area for better sell through



Realtime - Notification

Measure queue lengths, area occupancy, changing room area analytics and act real-time with the help of notifications



Leasing Optimisation

Measure the traffic passing by vs coming into your location, benchmark the rent for all your locations, negotiate better deals



Dwell Time

Compare the time spent in specific zones and compare the sales rate of different products for placement optimisation



Real-Time Action

Count the number of people entering and exiting your store, take real-time actions to cater your visitors needs



Conversion & Benchmarking

Compare your in-store conversion rates for benchmarking, locate your highest and lowest performing stores to optimise operations

Our customers

More than 20 million points processed



DIACRAFT



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Glimpse helped us understand our customers across all three of our stores, and their store paths. With face matching, we could see paths taken by different age groups, genders and price brackets. Optimising our product placement, store layout and greeting loyal customers by their names on entry resulted in an overall increase in revenue.

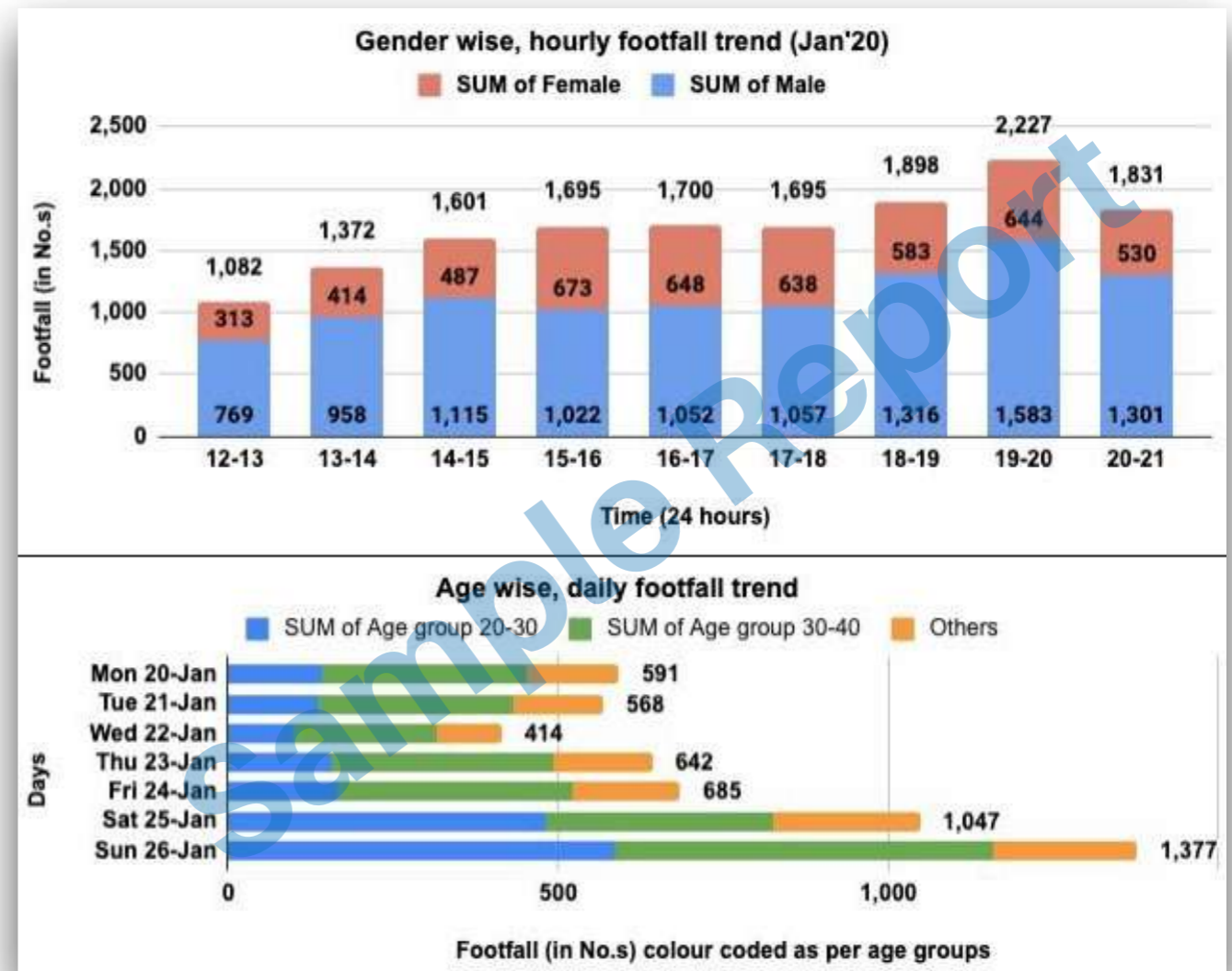
Mr. Parth Patel

OWNER, SAMARTH MART, AHMEDABAD

Support & Custom Reports

Your success partners

- Custom reports every 10 days
- Product updates every month
- Dashboard customisations
- Guaranteed 99% uptime
- Highly scalable systems



Security & Compliance

Best in class

- No video feed uploaded
- AES-256 encryption of all data
- OAuth authorisation
- SSL - HTTPS protocol
- Access control per module
- Weekly data backups for durability



The new technologies are here

Build the store of the future

Call us: +91 96198 51161

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