inReality®

Engagement Tracker

Understand and Influence shopper engagement

Perfect for
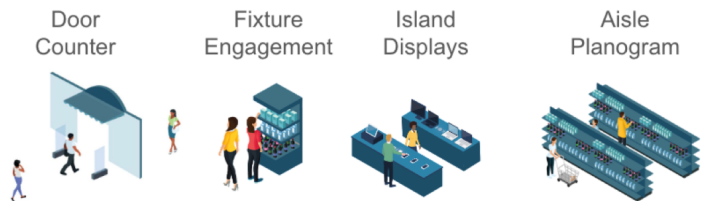
Door Counter | Fixture Engagement | Island Displays | Aisle Planogram

Reports and Visualization

The inReality Platform provides a number of options to visualize and report data collected from sensors, metrics from formulas, and metrics created using data from other systems like a Point of Sale or Staffing schedules.

Reports are available ad hoc using filters and date ranges or via a daily/weekly/monthly email notification. The metrics are also available to download as a CSV or retrieved via API to further analyze in tools such as Tableau, Power BI, or Excel.
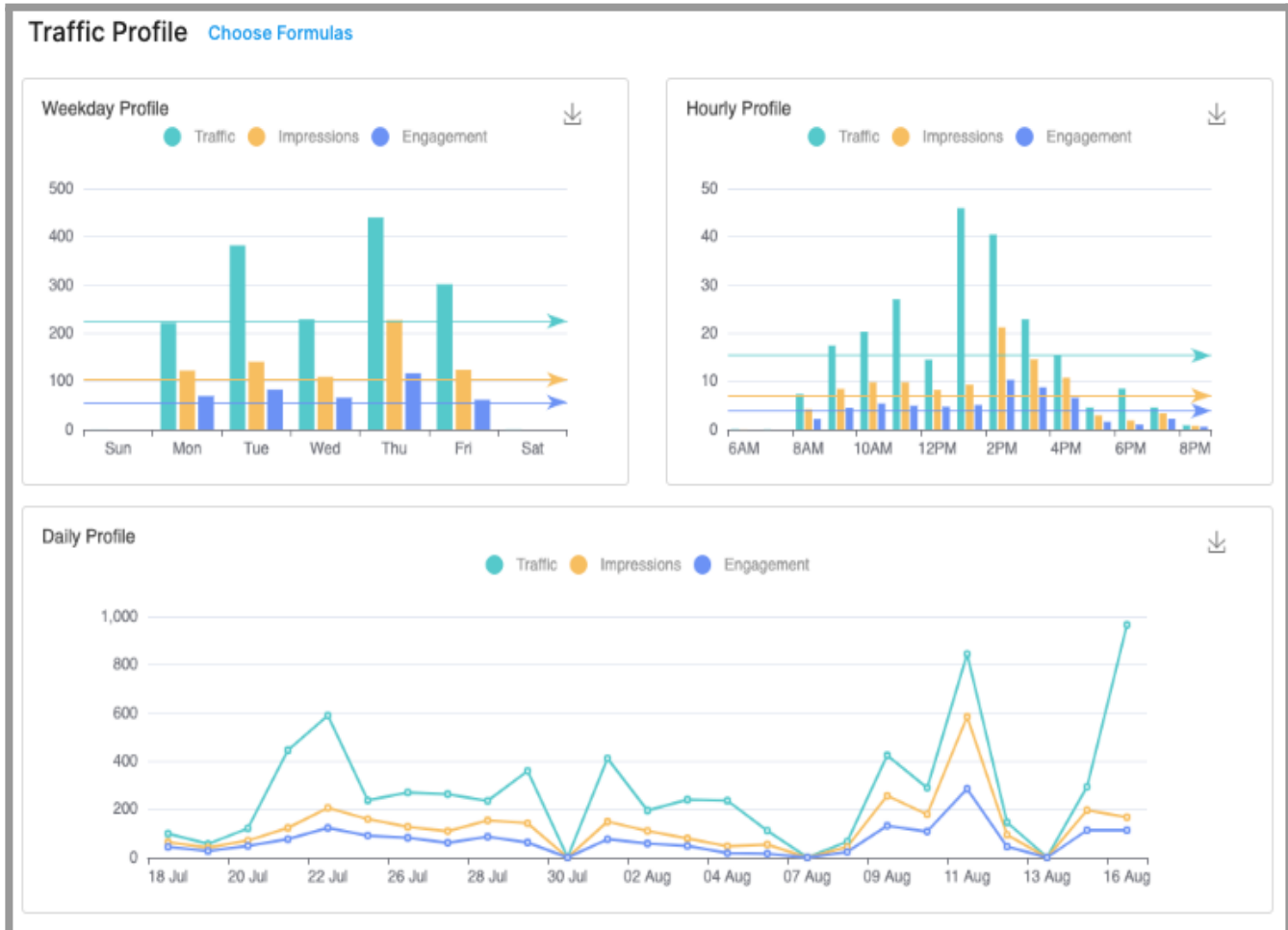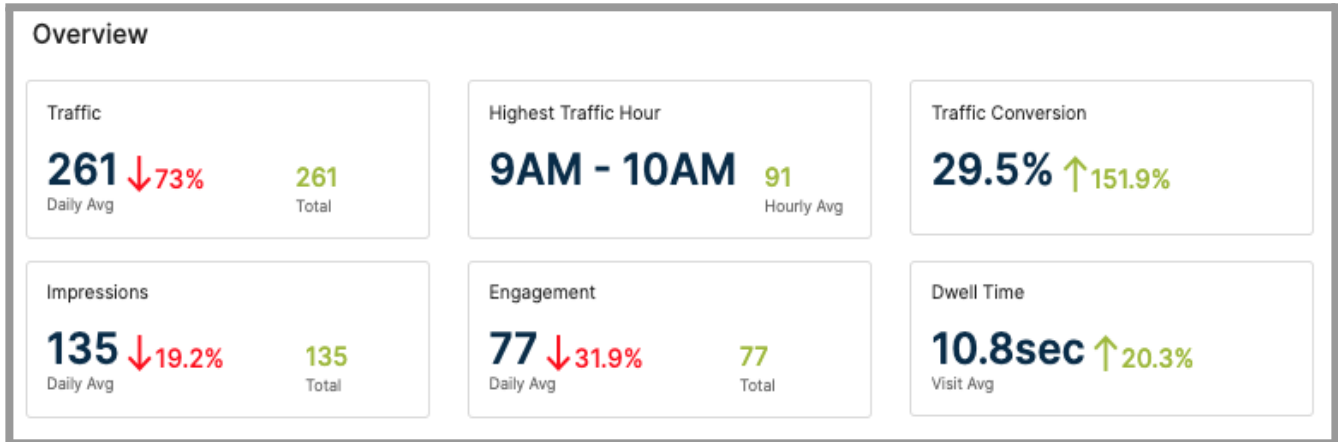
The following are typical metrics captured by each sensor and some example calculated metrics using the Formula Editor. They represent Shopper Behavior and Interaction at an entrance or specific area.

1. **Traffic** - All shoppers who walk through an entrance or pass an area of interest.
2. **Impressions** - Subset of Traffic, shoppers who paused for more than XX seconds (typically ~5 sec).
3. **Engagement** - Subset of Impressions, shoppers who are within 2-3 feet of "shelf edge" and paused for more than YY seconds (typically ~15 sec).
4. Average **Dwell Time** for Engaged Shoppers.
5. **Abandonment** - Percent of shoppers who were close enough to fixture edge, exceeded the Impression dwell time threshold, but did not engage.
6. **Engagement Ratio** - Percentage of Traffic that Engages.
7. **Traffic Conversion** - the ratio of the number of POS transactions to store traffic
8. **Staffing Efficiency** - the ratio of staff hours to store traffic
9. **Marketing Effectiveness** - the ratio of weekly marketing spend to store traffic
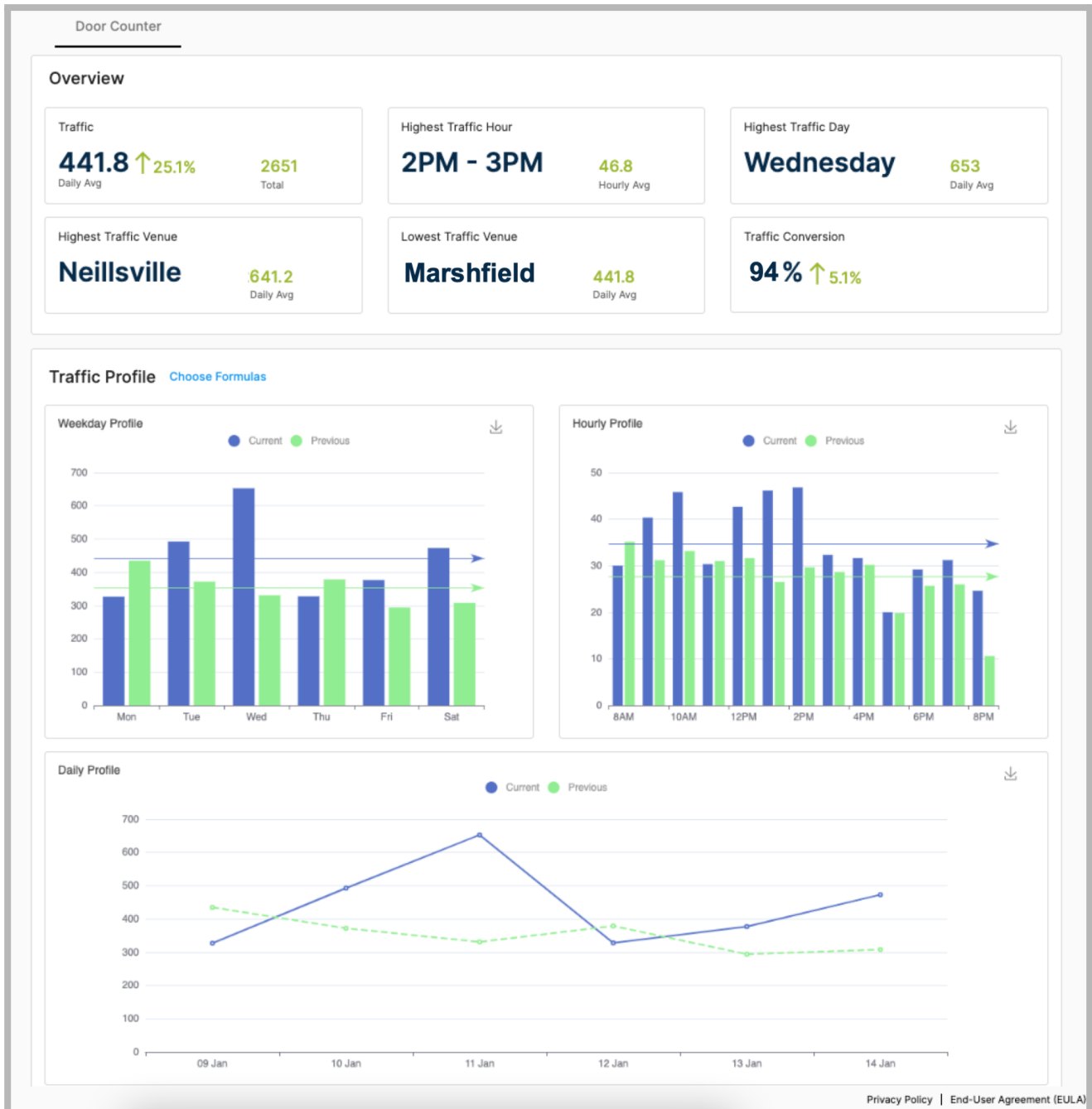
Dashboard Report

Venue Performance Dashboards

The Venue Performance Dashboards are typically used to view and compare traffic, impressions, and engagement across venues and time for specific areas of interest. This is appropriate for end caps, sections of ailes, island displays, pop ups, or any other fixture in a store where there is interest in performing A-B testing, assessing marketing effectiveness of different promotions on engagement, or even selecting the best placement for different products.

Overview

Traffic	**Highest Traffic Hour**	**Traffic Conversion**
261 ↓73% 261	**9AM - 10AM** 91	**29.5%** ↑151.9%
Daily Avg Total	Hourly Avg	
Impressions	**Engagement**	**Dwell Time**
135 ↓19.2% 135	**77** ↓31.9% 77	**10.8sec** ↑20.3%
Daily Avg Total	Daily Avg Total	Visit Avg

Traffic Profile Choose Formulas

Weekday Profile — Traffic, Impressions, Engagement

Hourly Profile — Traffic, Impressions, Engagement

Daily Profile — Traffic, Impressions, Engagement

Door Counter Dashboards

The Door Counter Dashboard provides insight into actual store traffic metrics. Common usage include:

- **Understand Store Conversion Rate** by measuring actual foot traffic and comparing to register transaction counts
- **Assess Marketing Effectiveness** of all internal and external promotions and ad campaigns to help form future design, timing, and execution decisions
- **Improve Staffing Levels** by using actual footfall counts to inform decisions around staffing levels of associates and greeters, by time-of-day and day-of-week.
- **Determine Location Performance** by measuring passerby traffic and comparing to other locations, informing future store placement decisions.

Scheduled Reports

Users of the platform can "subscribe" to the delivery of scheduled reports. These reports consist of the specified Dashboard (either Venue Performance or Door Counter) attached to the email. They can be scheduled to be delivered daily, weekly or monthly at a specific time to any system user.

Create a Report

Name	Dashboard
Daily Store	Store Entrance ▾

Frequency	Time
Daily ▾	08:00 AM ▾

Region	Timezone
America ▾	New York ▾

Add Recipients

manager@store_x.com

Cancel   **Save**

Email Format:

Hi,
You have subscribed to regularly scheduled Analytics reports for Du Telecom from inReality's Analytics Platform.

|	
Dashboard name	Store Entrance
Frequency	Weekly
Date range	Jan 29, 2023 - Feb 04, 2023
Venue Tags	Midwest
Venues	Neillsville, Marshfield
Areas of Interests	Entrance,Entrance
Formulas	Entrance Traffic

Please see the attached report.

Thank you,
inReality Team
www.inreality.com

KPI Card Deck

This report allows the user to create multiple views (Card Decks) each with any combination of metrics (Cards) based on standard and custom formulas, with easy access to comparison between venues, areas within the venue, and even the individual metrics in the formula to understand what is having the because impact on performance,
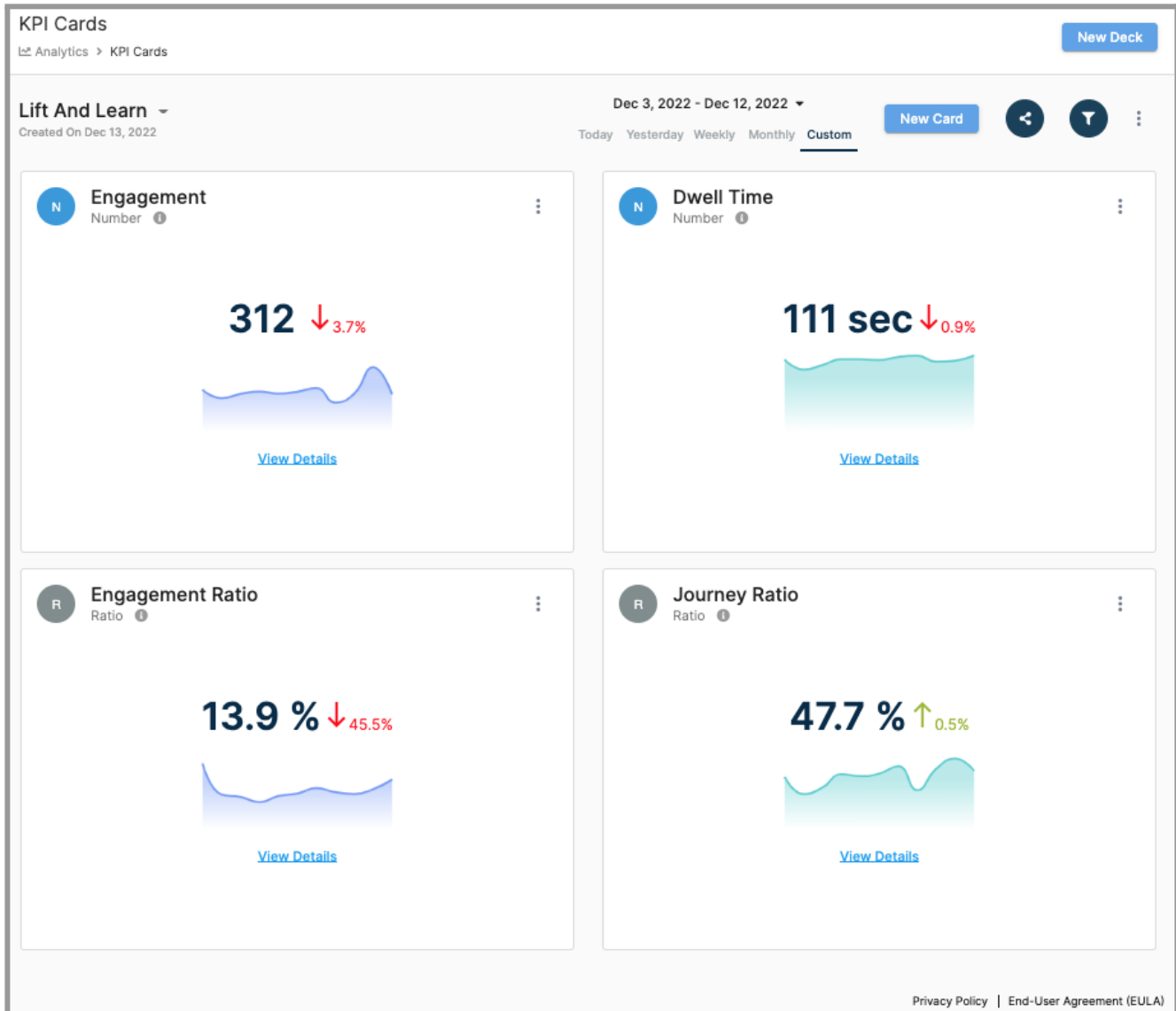
Imagine a Performance Score for any fixture!

A single number representing a weighted formula based on captured metrics and transactional data.
Makes sharing and understanding performance over time and across venues simple.
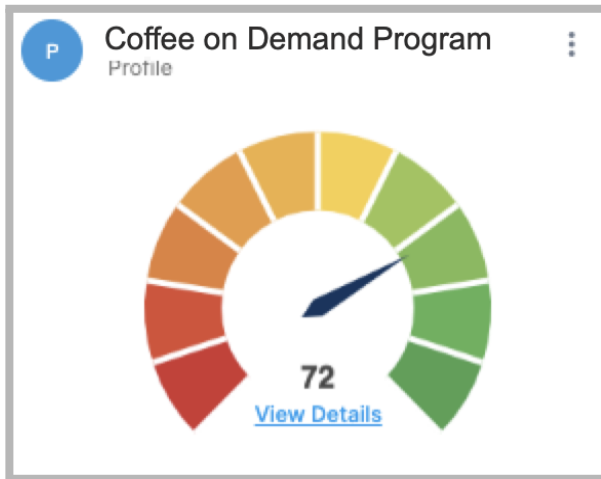
A report view can include one or more performance scores to easily understand what is working and what is not working across your network of stores and areas being monitored.
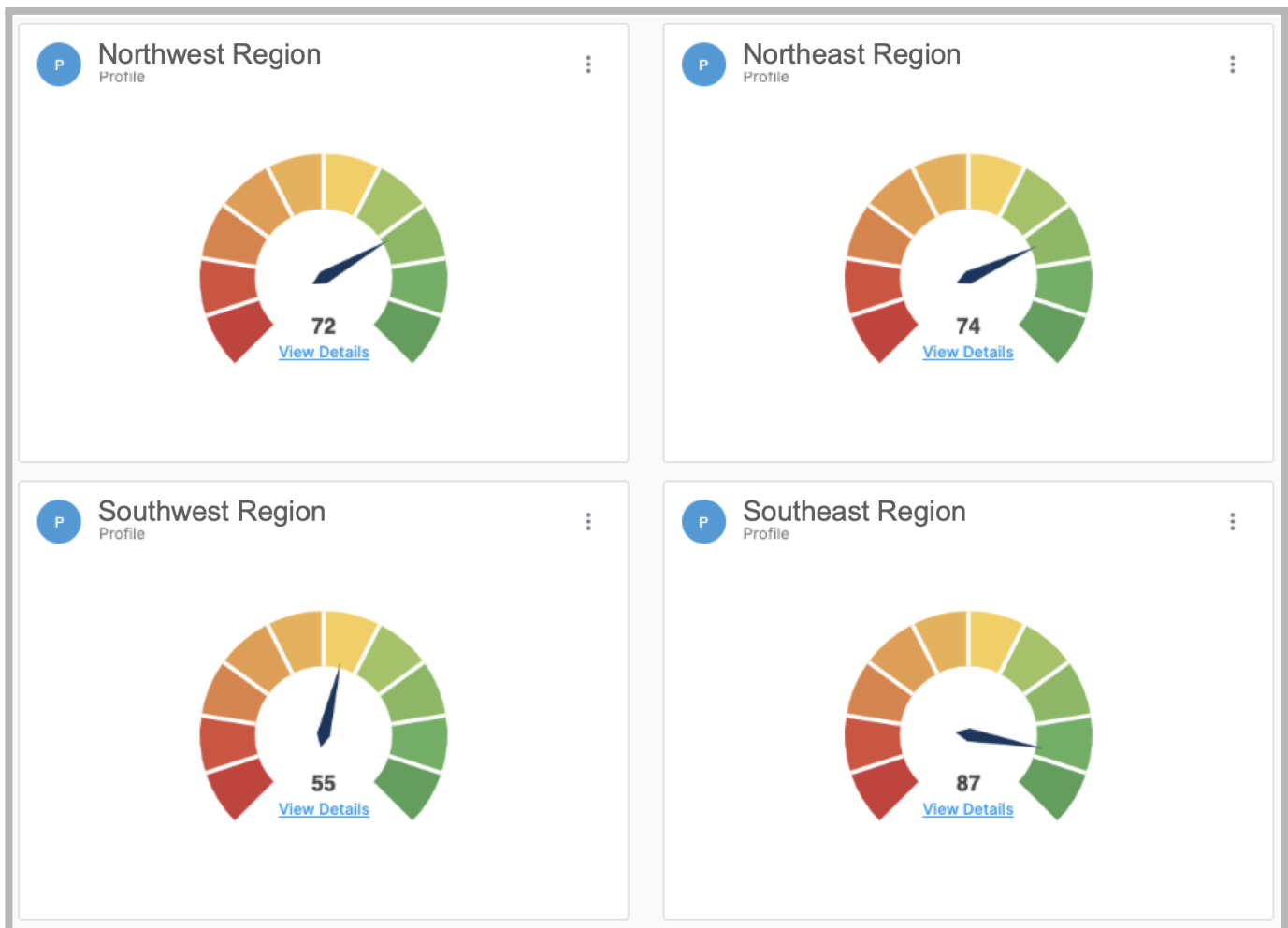
Additional Tools

Along with the previously listed reports and dashboards, the inReality Analytics platform provides the following tools to dig deeper into the performance of stores and areas of interest.
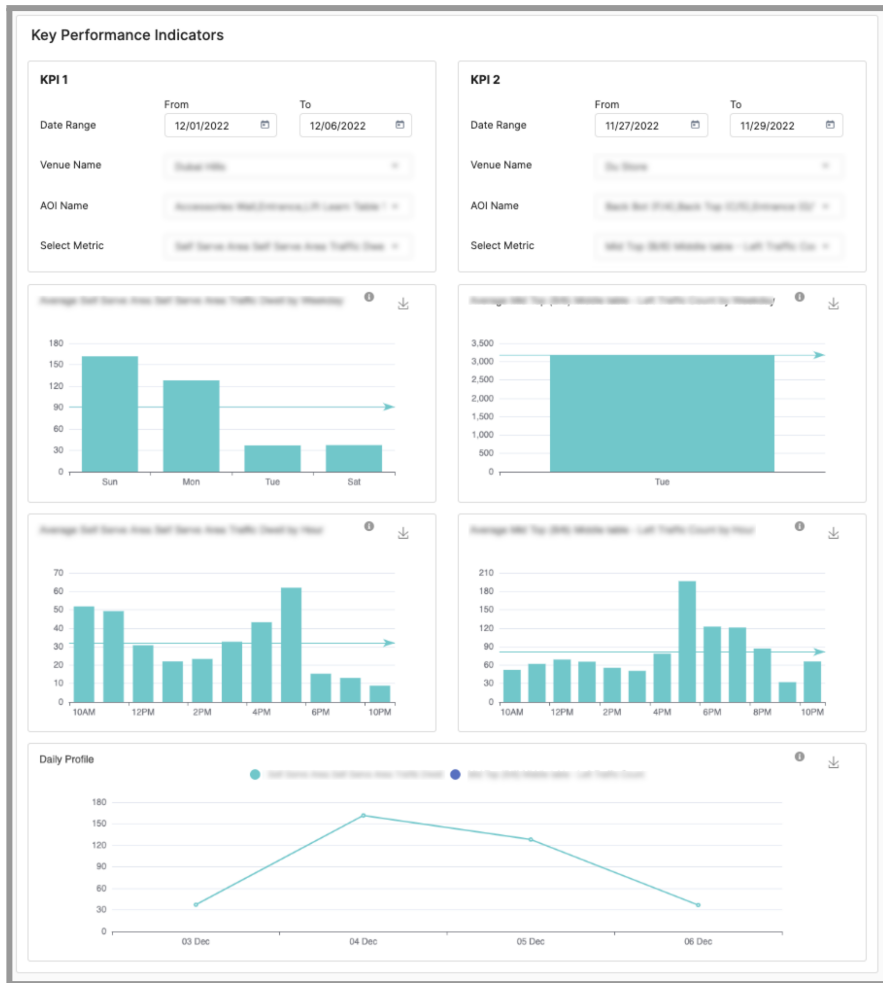
Metric Comparison

Side by side ability to compare specific metrics across venues and time, visualized by day of week, time of day, and date

Activity Heat Map

Activity based Heatmap used to identify specific "hot zones" of activity in area covered by the Radar Sensors