



Location Analytics for Retailers

Actionable customer insights to grow your business

Multi-site analysis and reporting helps retailers measure **foot traffic and presence-based user behavior**

- Detect presence of visitors via their mobile devices from Meraki's cloud-managed access points
- Glean analytics from all Wi-Fi devices connected and unconnected
- Optimize customer engagement through new insights into stores
- Take advantage of rich statistics revealing time spent in store, new visitors, and repeat visitors
- Use analytics data to make decisions on staffing, storefront design, or employee and BYOD policies
- Drive customer engagement by integrating with existing customer relationship management (CRM) systems



Free evaluations available

Call: 201-1000 or

Email: sales@computersandcontrols



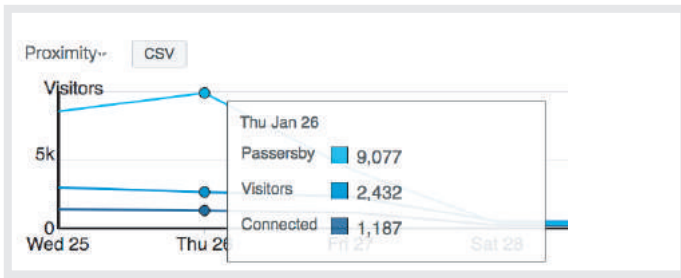
“Meraki Location Analytics gives us a quick snapshot of trends, like how promotions drive traffic and volume between neighboring stores.”

– Moon Son, Director of IT Infrastructure, Orchard Supply Hardware

Customer Insight

Meraki uses location-based data to build powerful analysis tools, helping retailers learn about their customers.

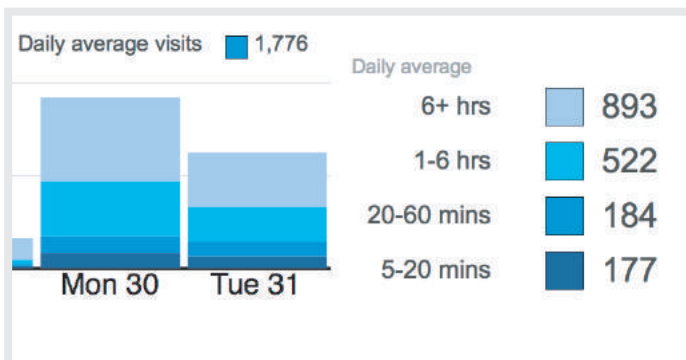
- Quantify store visits, how often customers return, and in-store dwell time to understand the impact of promotions, advertising, or window display changes
- Discover aggregate and anonymous customer demographics (age, gender, language) via Wi-Fi with Facebook login integration
- Identify what drives repeat visits with insight into daily, weekly, and monthly visitors



Shopper Engagement

Connect to your customers by creating an omni-channel selling environment.

- Reach customers via their mobile devices with integrated Facebook Wi-Fi login
- Increase Facebook impressions and brand awareness by seamlessly encouraging likes and check-ins
- Entice customers via targeted display ads, mobile push notifications, and direct coupons using Meraki API integration



Actionable Results

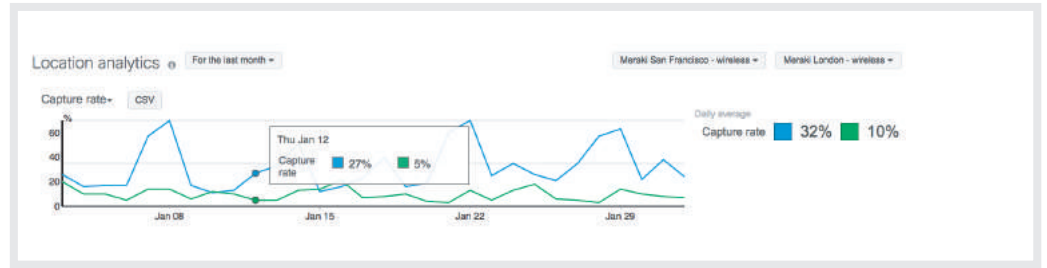
Make data-driven decisions to drive store traffic, increase average basket size, and generate new leads.

- Use analytics data to replicate the most effective drivers of foot traffic across your locations
- Capitalize on repeat visits and brand awareness to increase average basket size
- Capture new leads through event-driven interaction

Location Analytics Metrics

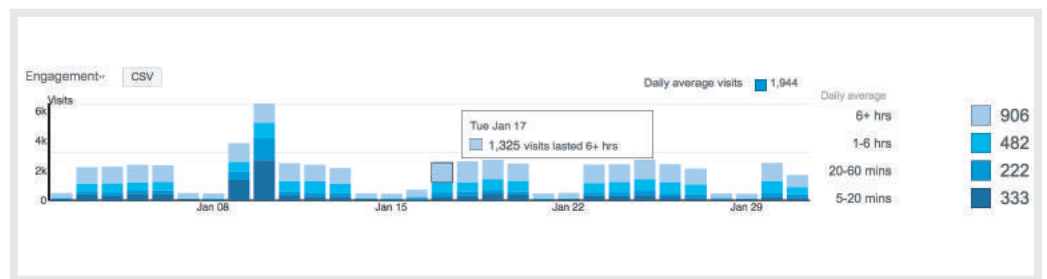
Appeal

- Number of clients passing by vs. clients spending time in the store
- Determine peak business hours and understand what drives foot traffic to your store



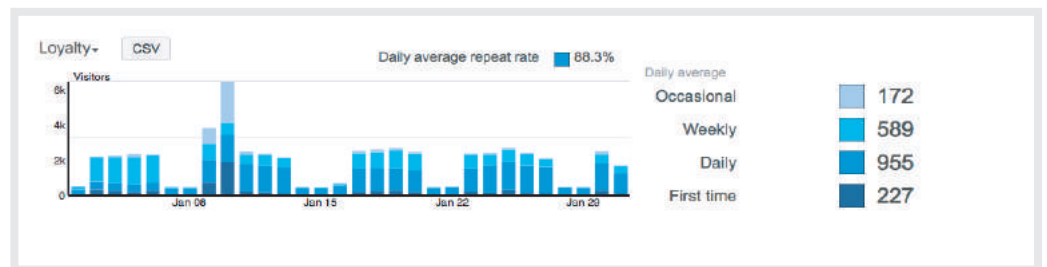
Engagement

- Length of time visitors spend within retail location
- Capitalize on visitor dwell time to maximize potential sales



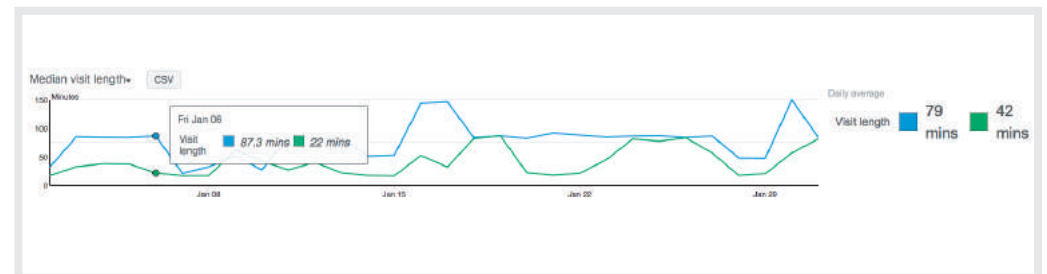
Loyalty

- Number of first time visitors vs. repeat visitors
- Enhance customer experience for repeat visitors through targeted advertising



Multi-Site

- Location analytics compared across multiple network locations
- Identify variations in customer behavior across different retail sites



Cisco Meraki provides a complete solution for retail



Secure Wi-Fi with Guest Access
Secure Wi-Fi solution for PoS, internal, and guests including integrated Wi-Fi with Facebook login for guest access



PCI Compliant WLAN, LAN, WAN
PCI DSS Level 1 certified architecture supports POS and guest Wi-Fi on the same platform



Multi-site Cloud Management
Centralized visibility and control over all your store networks from a web-based dashboard

Award-Winning Cloud Management Architecture

- Network-wide visibility and control
- No on-site controller hardware
- Automatic monitoring and alerts
- Seamless over-the-web upgrades
- Scales to networks of all sizes



COMPUTERS AND CONTROLS LTD
THE CLOUD COMPANY



1.868.201.1000



sales@computersandcontrols.com



Computers and Controls

#80-82 Edward Street, Port of Spain, Trinidad and Tobago