

THE 2021 GUIDE TO GETTING BACK TO LIVE



Scanalytics Inc.

SCANALYTICS

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Core Capabilities: Get real-time and historical reporting on foot traffic data, trends, and behavior in your space with floor sensors with industry leading accuracy. Our easy-to-use dashboard simplifies your data into actionable insights, helping you learn about your visitors, increase engagements, optimize your floor plan and improve the ROI of your space.

Pricing: Pricing can vary based on exact goals and objectives, specific to the client. We typically lease our hardware, but handle all install and support throughout the deployment.

Pandemic Features: We are able to help better understand true occupancy within space to adhere to new restrictions for social distancing or max capacity limits. We have the ability to send real time alerts to staff when limits are reached or create features to allow consumers or guests visibility into building capacity. We are also able to do touchless, handsfree, triggered messaging for marketing purposes, line management and other guest interactivity, by turning the flooring into a smart floor.

Key Features: We'll anonymously capture and record each foot step within your space and provide actionable reports and analysis to make more informed decisions. Data includes:

- Entrance Data — daily and historic
- Engagements with displays or products
- Optimize staff and resources
- Heat Mapping
- Hands-free triggering for audio or visual displays

Client List: Novartis, Sanofi, Qualcomm, US Cellular, Intel, LinkedIn, Microsoft, Acer, Trek

Client Case Study Snapshot: By utilizing Scanalytics floor sensors, we were able to help a global pharmaceutical company determine which product displays and areas of interest performed best in both capturing and holding the attention of visitors during the 3-day show. They were also able to look at their booth, areas, and paths throughout to determine how their design could be altered to direct traffic to underperforming areas of interest.

One Client Testimonial: "...Scanalytics is providing meaningful insights and measurable results. This is incredible for brands. With this information, the ROI for experiential tech increases dramatically." — Sandra Marcel, Creative Director, Real Art

DATA ISN'T JUST FOR DIGITAL MARKETING

Capture The Same Insights For In-Person Events



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