

Intelligent Audience Measurement Solution

With approximately 70% of purchase decisions made in store, digital signage enables marketers and retailers to use in-store marketing to sell more products and to build brand equity. ISAFE solution provide the most advanced image-based audience measurement tools to analyze shopper engagement and behavior toward end-caps, monitors and product displays.

- How customer traffic flows
- How many shoppers have looked at it
- How many are in the viewing range
- What groups of audiences are engaged

iSAFE solutions enable marketers and retailers to:

- Analyze shopper engagement
- Improve store and shelves layouts
- Determine best timing for display changing
- Optimize in-store marketing and ultimately improve sales
- Measure Digital Signage ROI



Ordering Information

IPD-504D – Audience measurement with traffic flow and customer engagement

IPD-504A – Audience measurement with age, gender and ethics demographic features (ODM only)

