



# UNCOVER » GROWTH OPPORTUNITIES WITH VIDEO ANALYTICS

Retail chains can now use security cameras already installed in their stores to reveal key business insights about customer preferences, sales opportunities and operational bottlenecks.



**Track and measure customer footfall** at all locations to pinpoint high-performance locations and reasons for poor performance.

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**Find out how online marketing campaigns translate into customer traffic** at stores and attribute offline conversions.

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**Measure product engagement** to identify products in demand and track campaign effectiveness by hour, day and time of the week.

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**Use heatmaps to understand customer flow inside the store** and identify store redesign opportunities to optimize product visibility in all the sections.

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**Understand how customers interact with shelves, display units and kiosks.** A/B test every display with department-level traffic counting and customer analytics.



**Get insights on store occupancy, mask compliance, cleanliness routines** across your locations.

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**Identify staffing deficiencies, and optimize staffing schedules** based on when your stores receive the maximum footfall.

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**Reduce auditing costs** by reviewing up to the minute snapshots of stores and remove instances of broken fixtures, sales-floor debris or misplaced end-caps.

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**Map point of sale data with video analytics** to identify suspicious transactions, sweethearting, and coupon fraud or violations.

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**Identify and securely share video snapshots** or images from the video with asset protection teams or law enforcement for security audits or investigations.

# » FULLY MANAGED SERVICE

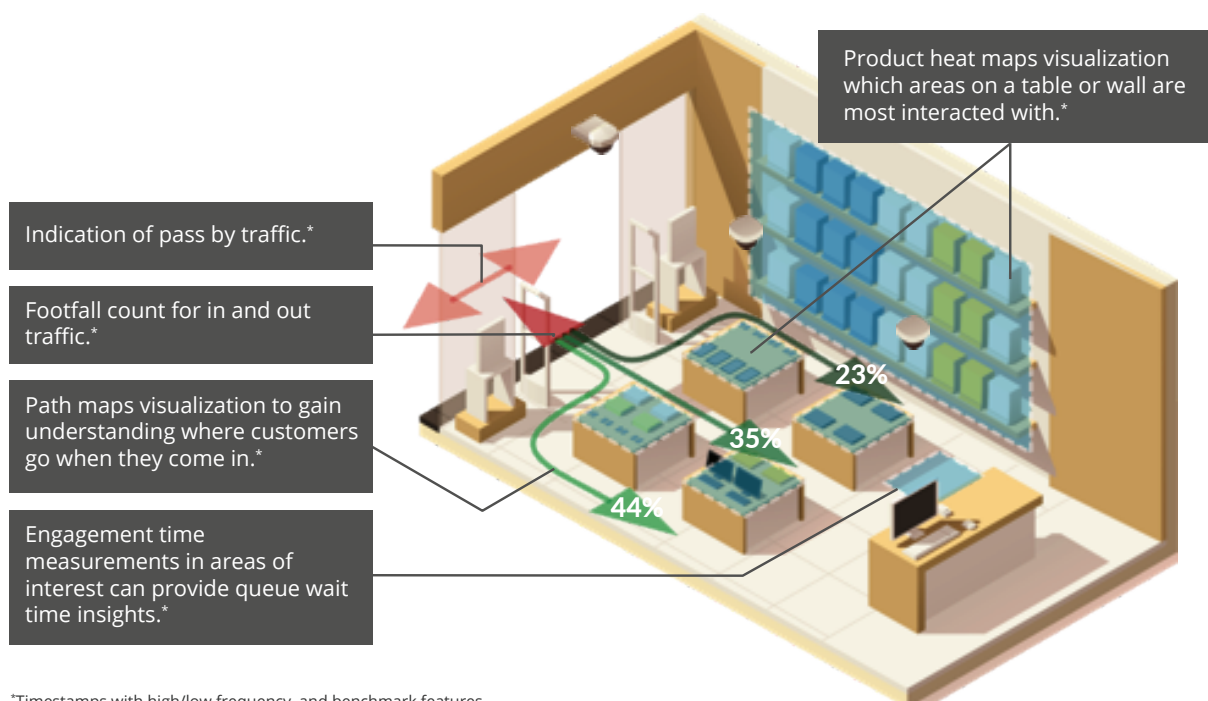
Interface can help retail chains rapidly deploy the video analytics solution by integrating all existing security cameras with fully managed, cloud-based video analytics engines.

With a flat, low monthly fee per location, retail chains have a guaranteed fast track to increased sales and better customer experience.

**4K**  
FIELD  
TECHNICIANS

**65K**  
CUSTOMER SITES  
MONITORED

**25**  
YEARS IN  
BUSINESS



\*Timestamps with high/low frequency, and benchmark features

# » GAIN BUSINESS » INTELLIGENCE WITH VIDEO

**Talk to Interface solution experts** to understand how retail chains can innovate faster and grow rapidly with video analytics

**SCHEDULE A FREE CONSULTATION »**



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