CountBOX

PEOPLE COUNTING ANALYTICS

CountBOX is a cloud analyzing platform designed to enable Retailers to increase profits and sales

Konstantin Dubinin,
The CountBOX founder

" WE CREATED A UNIQUE TOOL FOR RETAILERS AND MALLS. COUNTBOX ANALYTICS PLATFROM WAS DESIGNED TO ENABLE RETAILERS AND MALLS TO INCREASE THEIR PROFITS."

The CountBOX analytics platform was designed to enable Retailers and Malls to increase their profits. We have a unique process that aggregates data from different sources, including our proprietary hardware sensors. This allows us to utilize people counting data, visitors behavior patterns, and demographics statistics (ethnicity, mood, gender, age) in one elegant solution. This allows our clients to gain actionable insights to make the right day-to-day decisions, and build long-term strategy.

CountBOX IS A SERVICE THAT GENERATES DETAILED STATISTICS ABOUT STORES AND MALLS

Our CountBOX smartdevices analyze people flow by overhead counting. We evaluate visitors loyalty by measuring time they spent at specific store/shopping center and frequency of returning visits. We determine average visitor portrait by 4 aspects: age, gender, ethnicity and mood.

OUR CLOUD SERVICE UTILIZES DATA FROM THREE DIFFERENT SOURCES IN THE ONE PLATFORM.

1

People counting is our core service. We manufacture our own counting sensors. They were designed to be easily deployed on an entrance ceiling. Whenever visitors enter your store, they are got counted! Our system detects direction of visitors path. The most elegant part, we use built-in computer for on-board analysis. It requires only low speed internet connection to transfer the Data to the Cloud service.

2

Wireless analytics is the second part of our technology. We deploy a tiny device at the space above the ceiling. It allows us to track signals from tablets and cellphones. We measure how much time was spent in the store, how many repeat to new visits occurred.

3

The Facial recognition is the third part of our solution. It utilizes Data from cameras mounted towards visitors faces. This enables us to provide detailed information regarding your visitors starting from age, gender and ethnicity and ending by mood. We deliver customized reports by analyzing a mixture of features which are relevant for your business.

4

COUNTBOX IMPLEMENTS FOLLOWING METRICS:

Number of visitors by hours/days/months

The conversion ratio – how many store visitors become your customers

Store or shopping center occupancy in real time

Exact / average time spent in store/shopping center by visitors

NEW! New to repeated visits ratio

Visitor portrait age/gender/ethnicity/mood
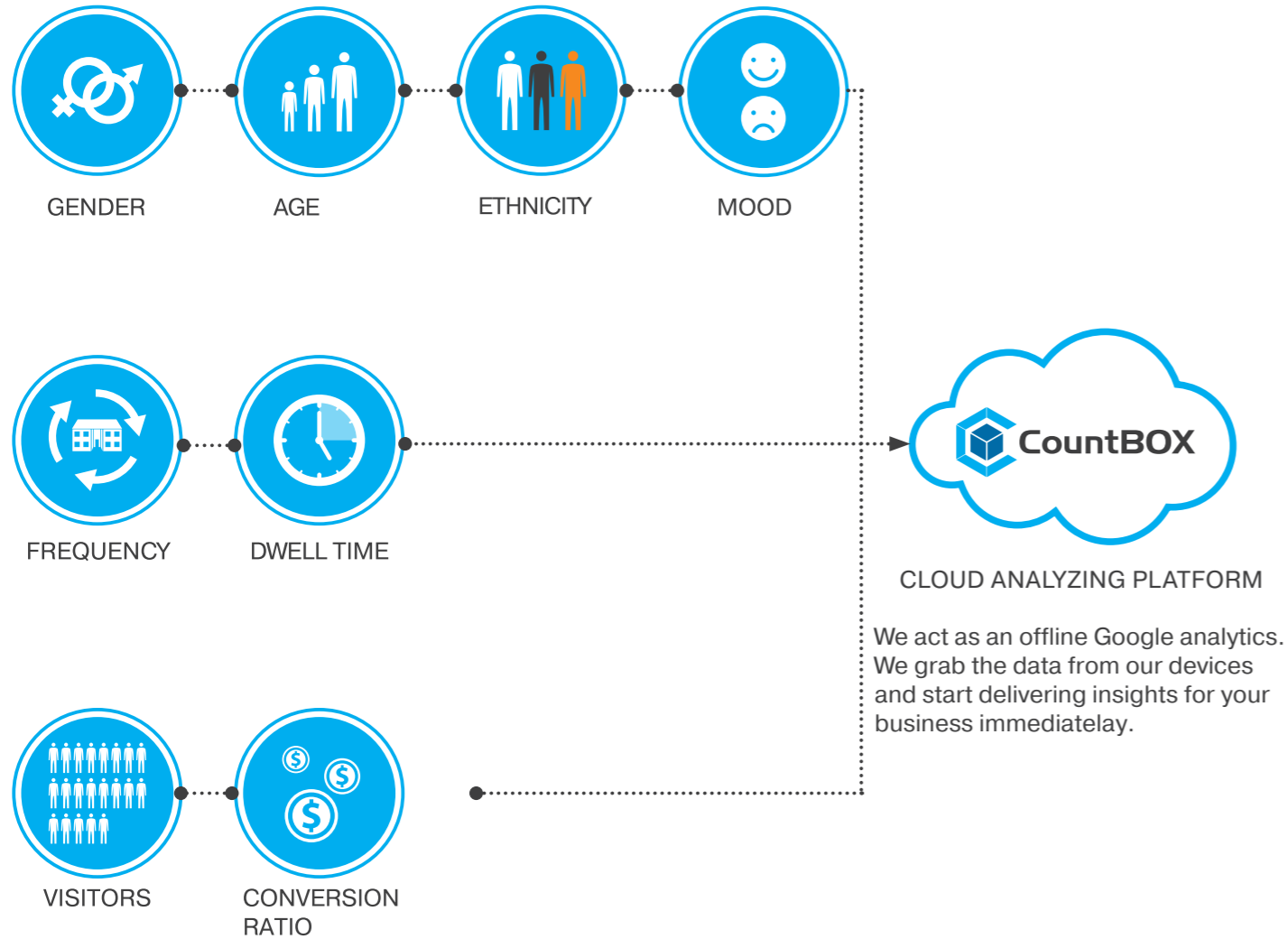
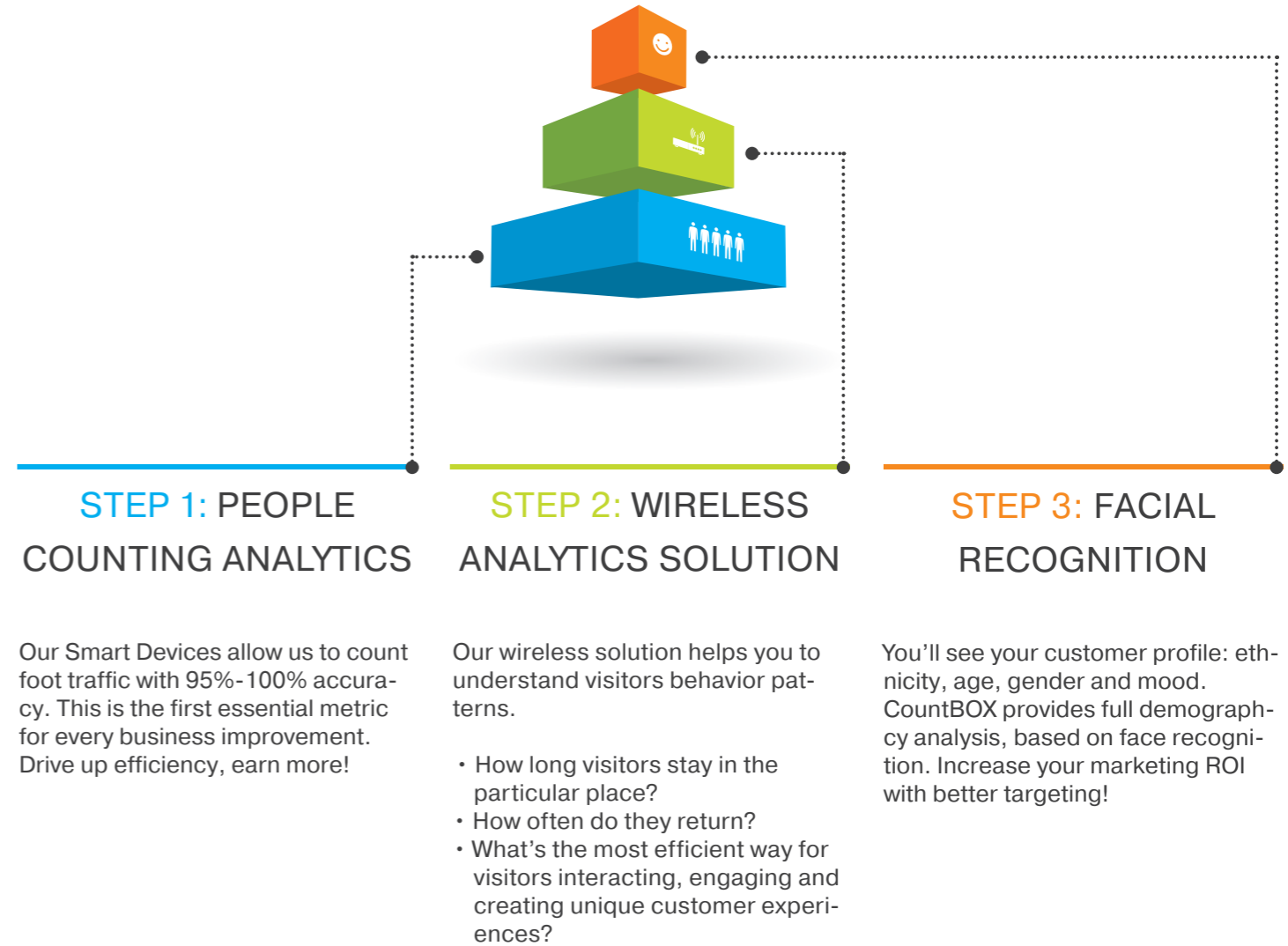CountBOX is Google Analytics for off-line Retail.

HOW IT WORKS

CountBOX smartdevices

+

Cloud analyzing platform

WE VISUALIZE:

SALES PIPELINE

LOYALTY

VISITORS PORTRAIT

+

ANALYTICS

5

WHAT METRICS ARE WE ANALYZING?

GENDER AGE ETHNICITY MOOD

FREQUENCY DWELL TIME

VISITORS CONVERSION RATIO

CLOUD ANALYZING PLATFORM

We act as an offline Google analytics. We grab the data from our devices and start delivering insights for your business immediatelay.

OUR PROPOSAL

STEP 1: PEOPLE COUNTING ANALYTICS

Our Smart Devices allow us to count foot traffic with 95%-100% accuracy. This is the first essential metric for every business improvement. Drive up efficiency, earn more!

STEP 2: WIRELESS ANALYTICS SOLUTION

Our wireless solution helps you to understand visitors behavior patterns.

· How long visitors stay in the particular place?
· How often do they return?
· What's the most efficient way for visitors interacting, engaging and creating unique customer experiences?

STEP 3: FACIAL RECOGNITION

You'll see your customer profile: ethnicity, age, gender and mood. CountBOX provides full demographcy analysis, based on face recognition. Increase your marketing ROI with better targeting!
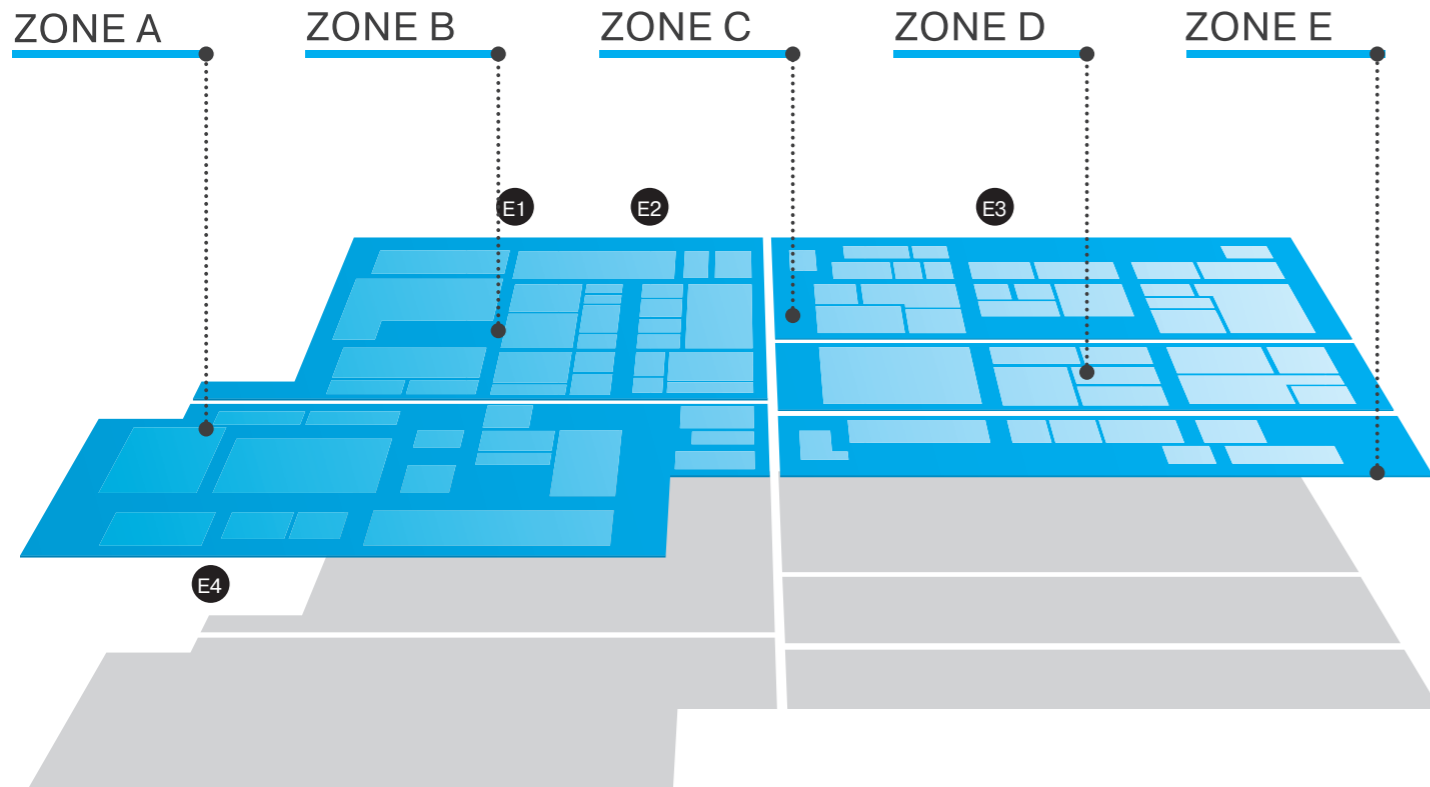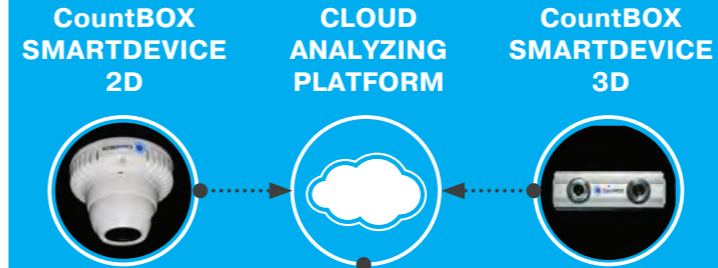
CountBOX

STEP 1: PEOPLE COUNTING ANALYTICS

Floor plan mapping. In cooperation with you we define key relevant zones for overhead people counting.

ZONE A   ZONE B   ZONE C   ZONE D   ZONE E

E1   E2   E3

E4

HOW'S IT WORK?

CountBOX SMARTDEVICE 2D	CLOUD ANALYZING PLATFORM	CountBOX SMARTDEVICE 3D

VISITORS COUNTING
We know exactly how many people visited each zone. This information is important to manage your own efficiency.

DETAILED DYNAMICS
We show your retail space activity hour-by-hour, 24/7, 365 days per a year. With CountBOX you have instant access to the all relevant Data regarding your business.
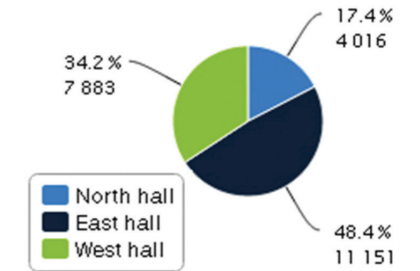
BENCHMARKING
We allow you to benchmark all your stores/tenants by events or different time periods. You can easily set up the timeframe you would like to analyze.

STAFF OPTIMIZATION
We help you use fewer employees during slow hours and step up at peak times. Statistically based scheduling makes providing an excellent service much easier.
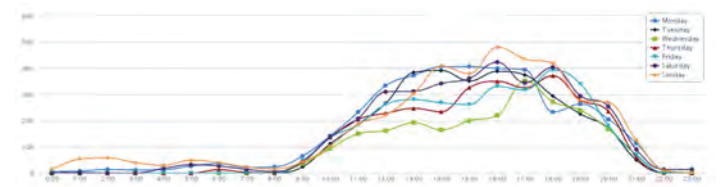
REPORTS:
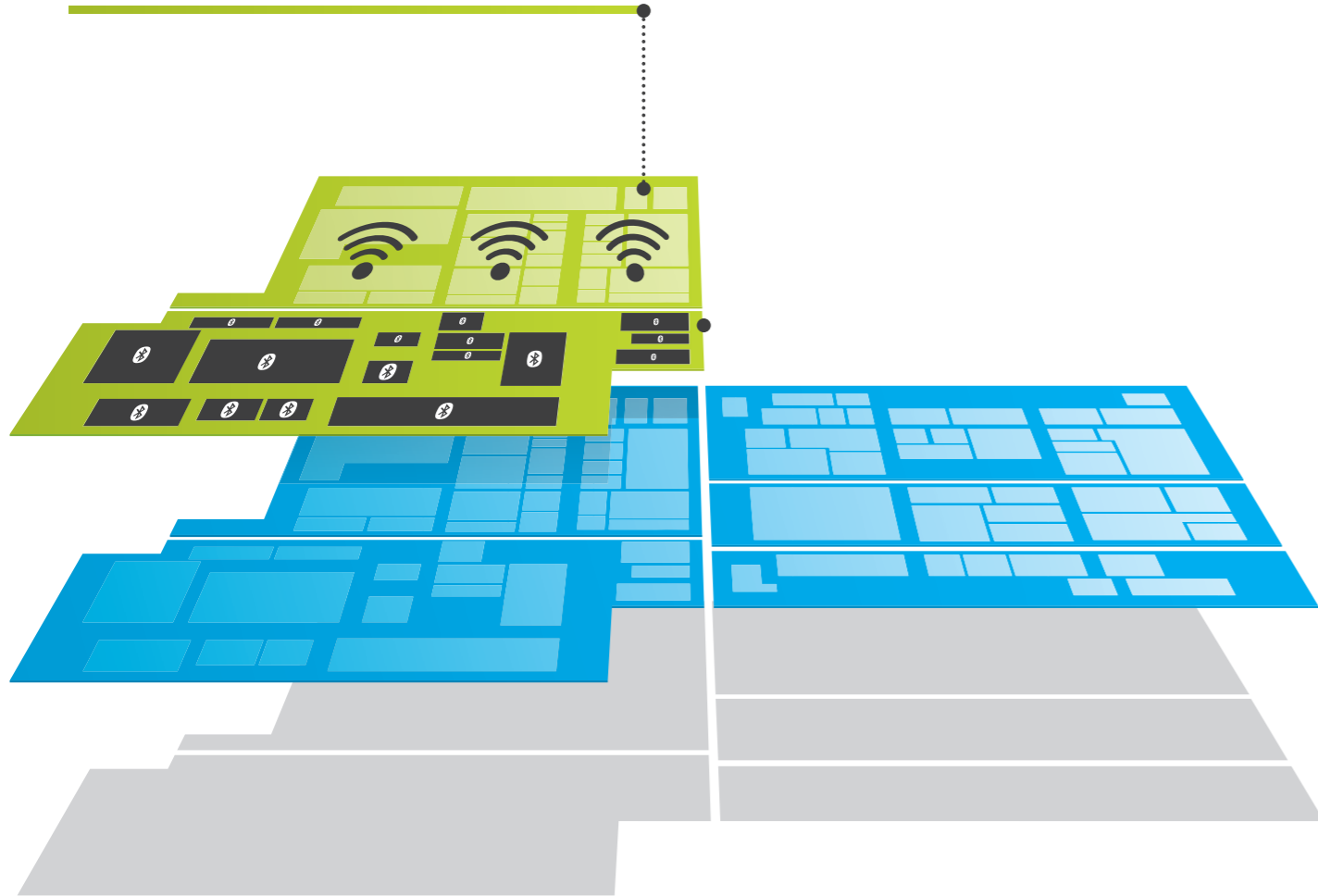
People traffic distribution by entrances (4 weeks)

North hall
East hall
West hall

17.4 %
4 016

34.2 %
7 883

48.4 %
11 151

Conversion Ratio

Day people traffic dynamics (4 weeks)

CountBOX

STEP 2 : WIRELESS ANALYTICS SOLUTION

We deploy CountBOX wireless smartdevices to track visitors behavior patterns.

WIRELESS ANALYTICS

HOW'S IT WORK?

WIRELESS ANALYTICS DEVICE → **CLOUD ANALYZING PLATFORM**

LOYALTY
Do you know how often your store vistors return? We do! We will visualize it for you.

ENGAGEMENT
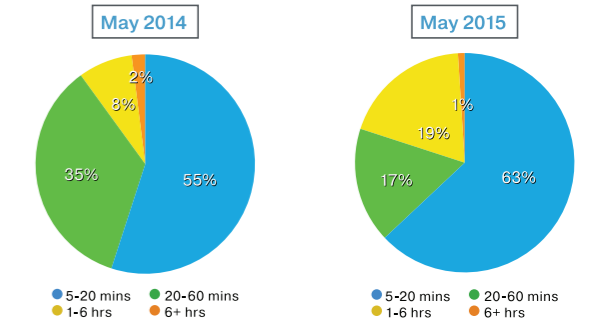CountBOX provides the average/exact time spent by visitors in different stores.

TENANTS SYNERGY MAP
We point out your tenants, who have a similar audience, so they can help each other to generate people traffic. This metric allows you optimize tenants layout to maximize foot traffic performance.
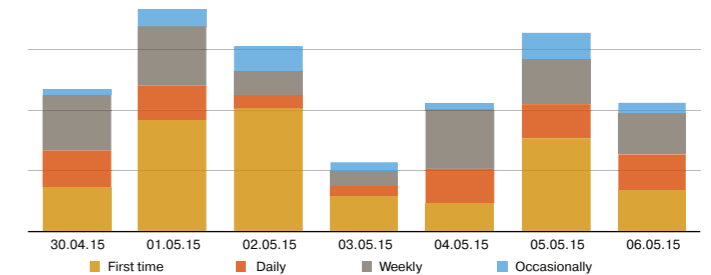
HEAT MAPS
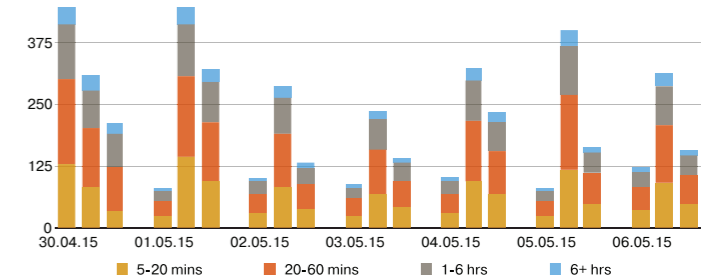This visual metric shows the most active and slow zones from the point of visitors behavior patterns.

REPORTS:

May 2014
- 5-20 mins: 55%
- 20-60 mins: 35%
- 1-6 hrs: 8%
- 6+ hrs: 2%

May 2015
- 5-20 mins: 63%
- 20-60 mins: 17%
- 1-6 hrs: 19%
- 6+ hrs: 1%

ENGAGEMENT OVERVIEW

Total | Individual

30.04.15 | 01.05.15 | 02.05.15 | 03.05.15 | 04.05.15 | 05.05.15 | 06.05.15

■ First time ■ Daily ■ Weekly ■ Occasionally

LOYALTY

Total | Individual

375
250
125
0

30.04.15 | 01.05.15 | 02.05.15 | 03.05.15 | 04.05.15 | 05.05.15 | 06.05.15
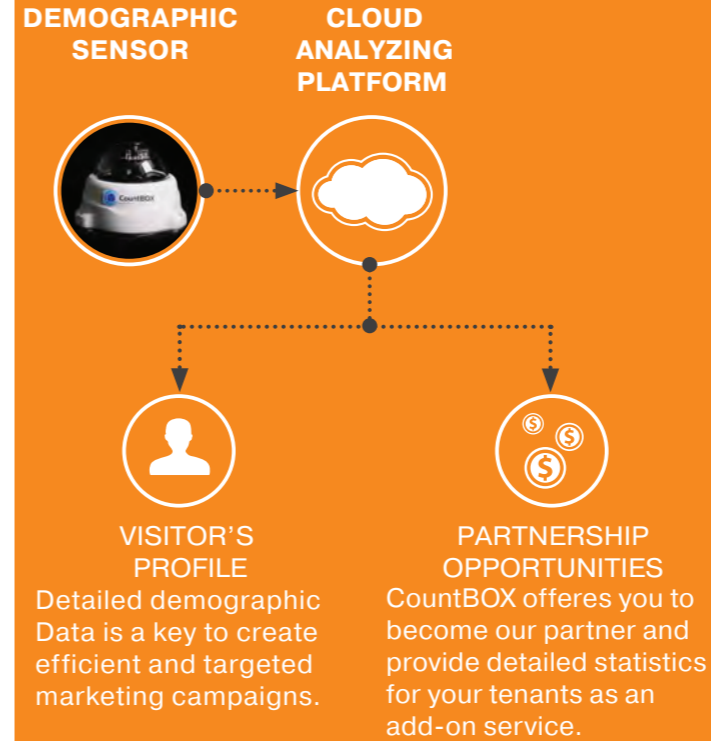
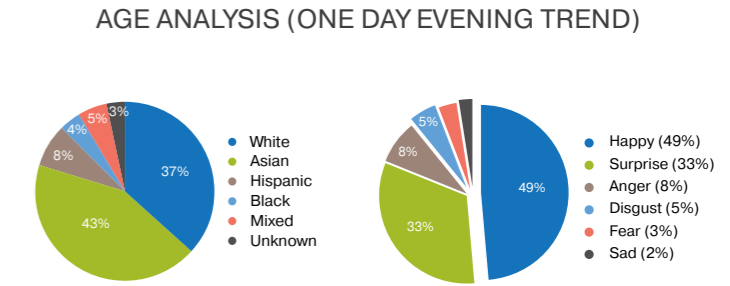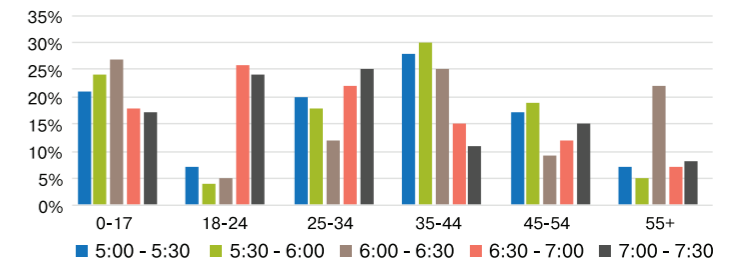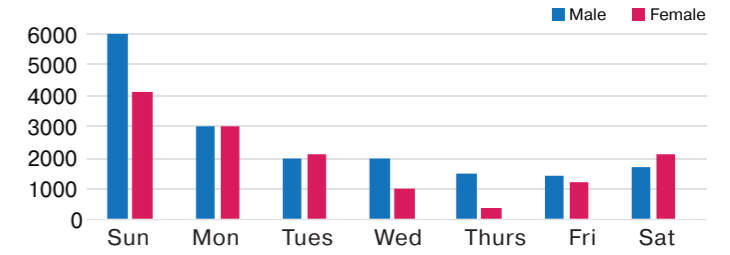■ 5-20 mins ■ 20-60 mins ■ 1-6 hrs ■ 6+ hrs

DWELL TIME

STEP 3: FACIAL RECOGNITION

CountBOX technology allows you to collect demographic Data, such as: ethnicity, gender, age, mood without violating visitors privacy.

DEMOGRAPHIC SENSOR

E4

HOW'S IT WORK?

DEMOGRAPHIC SENSOR

CLOUD ANALYZING PLATFORM

VISITOR'S PROFILE
Detailed demographic Data is a key to create efficient and targeted marketing campaigns.

PARTNERSHIP OPPORTUNITIES
CountBOX offeres you to become our partner and provide detailed statistics for your tenants as an add-on service.

ADVERTISING REVENUE STREAM
Facial recognition technology allows you to create detailed visitir's profile. Detailed visitir segmentation will allow you to make compelling offers for those who want to advertise in the your venue.

REPORTS:

■ Male ■ Female

6000
5000
4000
3000
2000
1000
0

Sun Mon Tues Wed Thurs Fri Sat

GENDER ANALYSIS (7 DAY PERIOD)

35%
30%
25%
20%
15%
10%
5%
0%

0-17   18-24   25-34   35-44   45-54   55+

■ 5:00 - 5:30 ■ 5:30 - 6:00 ■ 6:00 - 6:30 ■ 6:30 - 7:00 ■ 7:00 - 7:30

AGE ANALYSIS (ONE DAY EVENING TREND)

● White
● Asian
● Hispanic
● Black
● Mixed
● Unknown

37%
43%
8%
4%
5%
3%

● Happy (49%)
● Surprise (33%)
● Anger (8%)
● Disgust (5%)
● Fear (3%)
● Sad (2%)

49%
33%
8%
5%

ETHNICITY   **MOOD**

3 EASY STEPS TO
LAUNCH CountBOX

1

We use a ceiling above a store/ shopping center entrance to deploy our sensors.

2

Our smartdevices automatically send people traffic Data to the cloud service. We combine it with sales figures from your POS.

3

After the analysis cloud service delivers to you meaningful reports:

- marketing campaigns efficiency
- sales level
- conversion ratio
- visitors behavior patterns
- long-term trends and dynamics.

BENEFITS?

3 REASONS WHY
COUNTBOX WILL HELP
YOU TO INCREASE PROFIT

1 We help you to define your best performing store. This allows you to share best practices with less performing stores and target them with sales increasing programs.
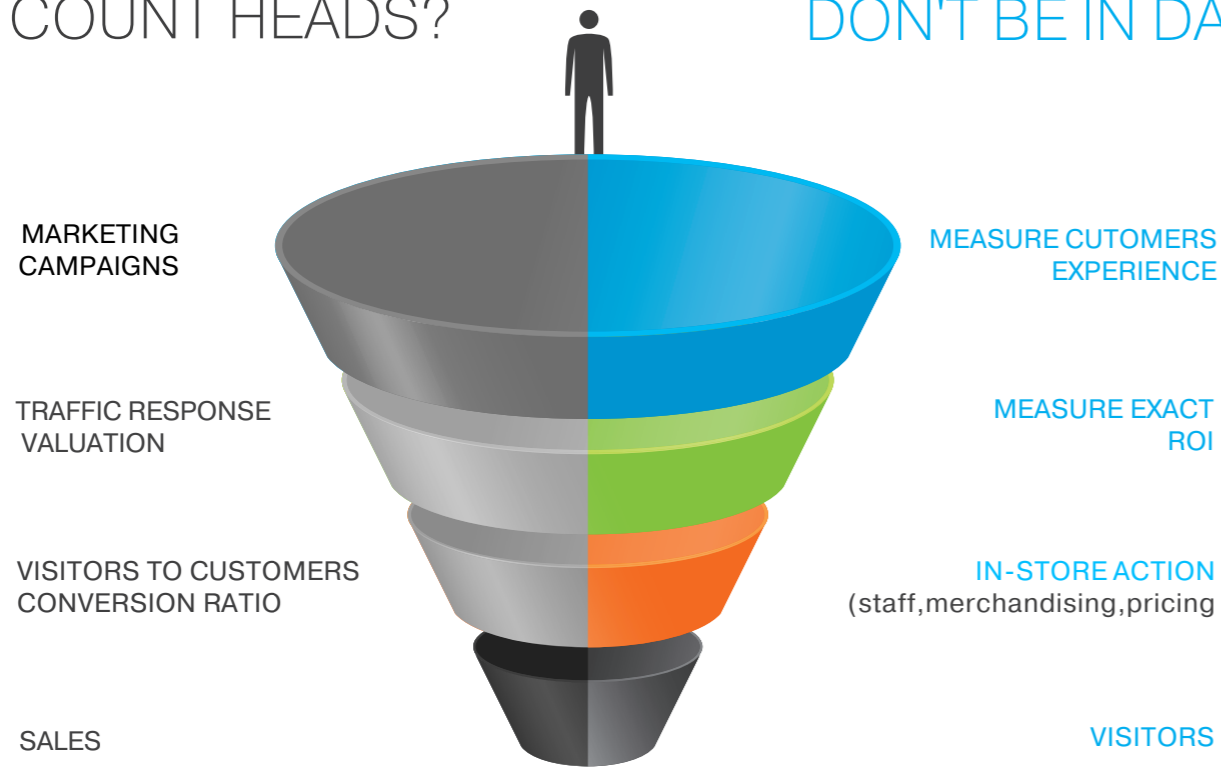
2 CountBOX allows you to evatulate the efficiency of all on-going marketing campaigns and measure ROI.

3 We benchmark all your stores inside one platform at one window. That's how we point out your bussiness growth points.

- Customer service quality control

- Marketing campaigns ROI evaluation

- Defining growth points and their potential

- Easy to evaluate quality of in-store made decisions

- Evaluation of store space liquidity

- Measuring the Conversion Ratio visitors to customers

- Accurate future sales forecasting

- Cloud analyzing platform is available as web-application all around the Globe, 24/7, via every browser, OS, and IOS app

    CountBOX allows you to pick stores and dates you want to benchmark.

    CountBOX Data access in real time allows you to make right decisions in the right time.

CountBOX

WHY COUNT HEADS?

DON'T BE IN DARK

MARKETING
CAMPAIGNS

MEASURE CUTOMERS
EXPERIENCE

TRAFFIC RESPONSE
VALUATION

MEASURE EXACT
ROI

VISITORS TO CUSTOMERS
CONVERSION RATIO

IN-STORE ACTION
(staff,merchandising,pricing

SALES

VISITORS
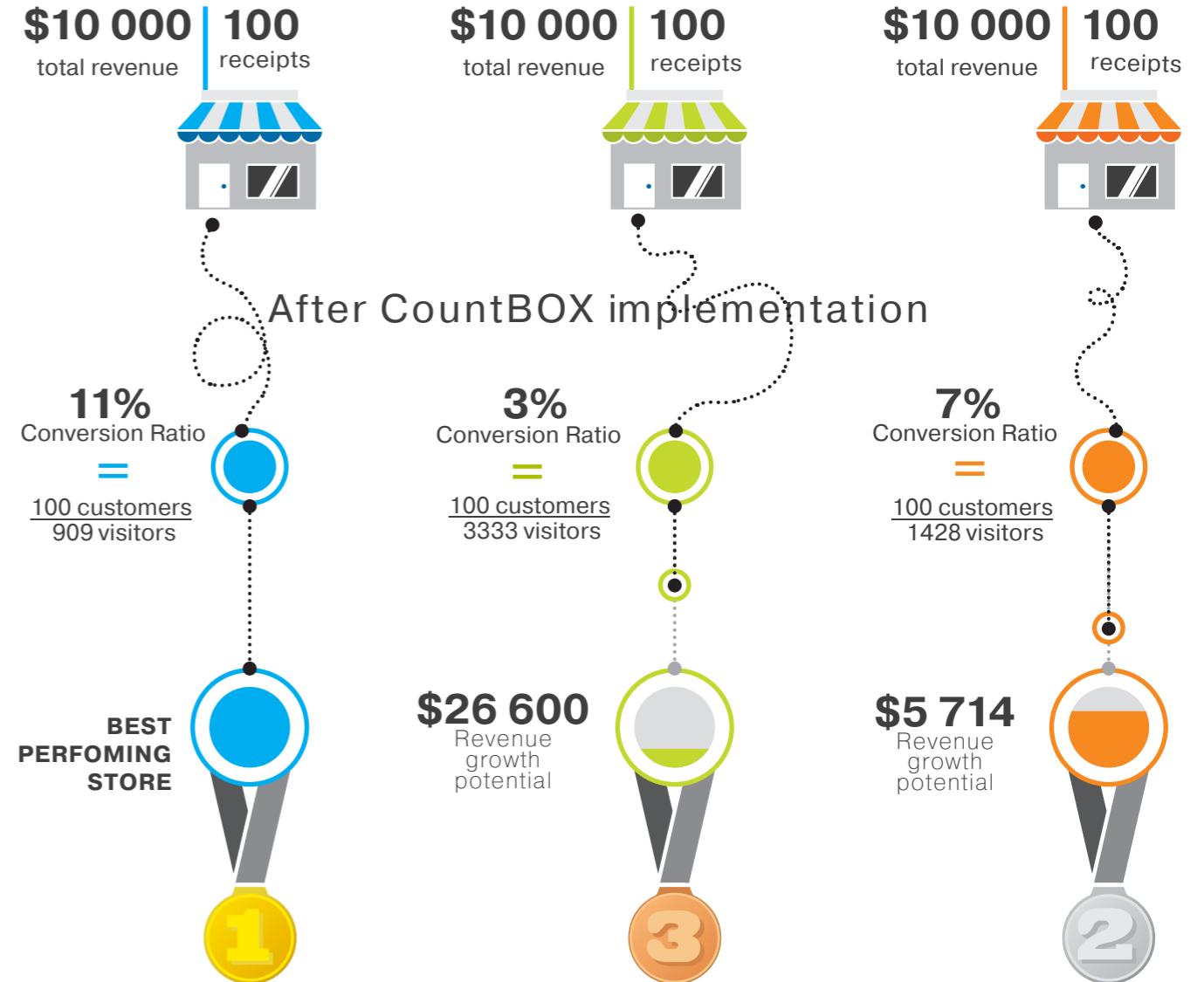
low conversion
ratio

revenue
losses

poorly targeted
marketing
campaigns

Focused, Targeted
Advertisment

HR
Optimization

Sales
Increasing

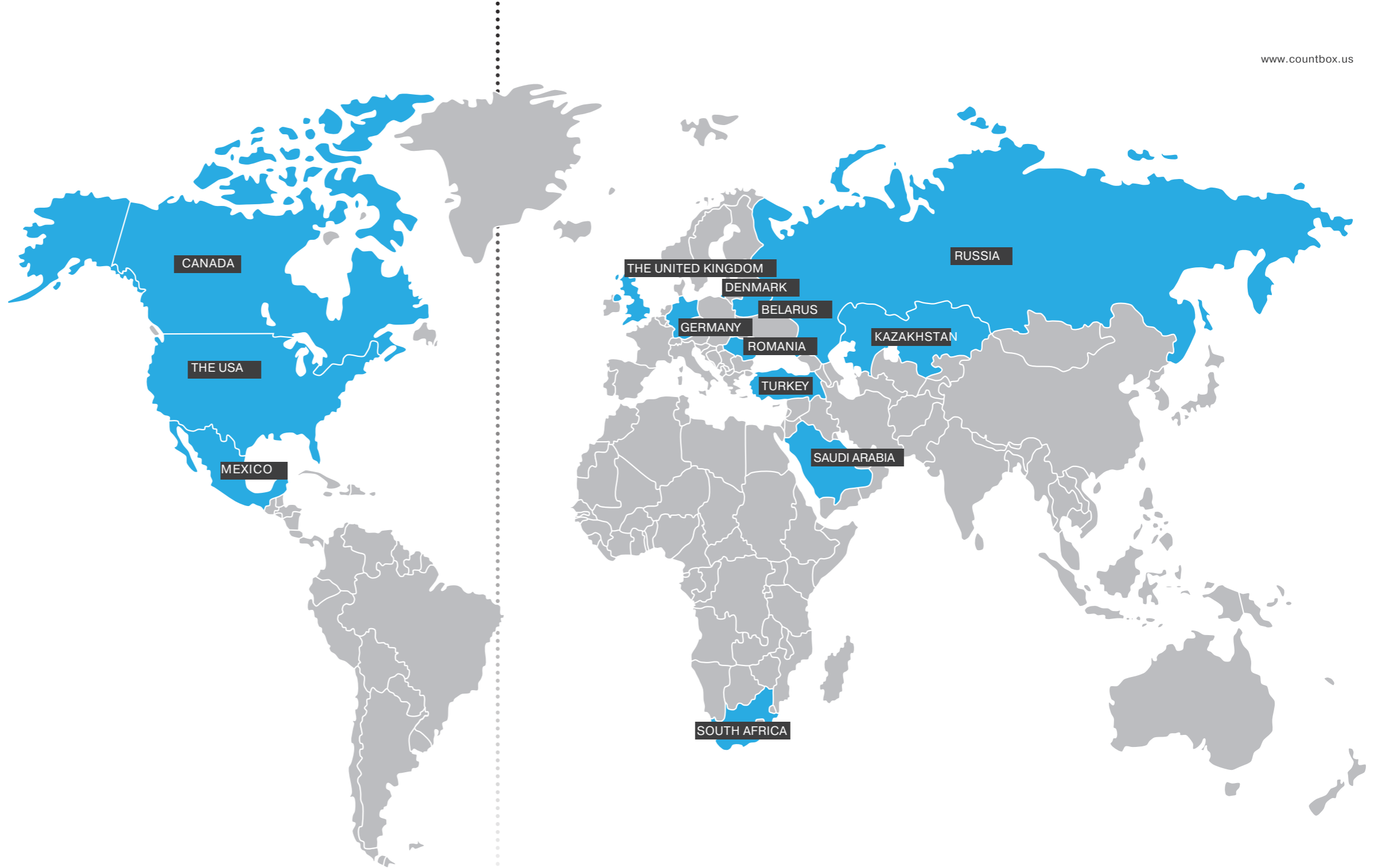## HOW MUCH DO YOU
KNOW ABOUT YOUR
BUSINESS?

YOU CAN IMPROVE YOUR
BUSINESS IF YOU KNOW WHERE
ARE YOUR GROWTH POINTS

HOW WE HELP OUR CLIENTS
EARN MORE?

$10 000 | **100**
total revenue | receipts

$10 000 | **100**
total revenue | receipts

$10 000 | **100**
total revenue | receipts

After CountBOX implementation

11%
Conversion Ratio
=
100 customers
909 visitors

3%
Conversion Ratio
=
100 customers
3333 visitors

7%
Conversion Ratio
=
100 customers
1428 visitors

**BEST
PERFOMING
STORE**

$26 600
Revenue
growth
potential

$5 714
Revenue
growth
potential

CountBOX
Global presense

Global Partners Network

COUNTBOX DELIVERS DATA TO THOUSANDS STORES EVERYDAY.
SOME OF OUR LOVED CLIENTS:

CountBOX

UNITED STATES:

640 North La Salle dr, STE 200,
Chicago, IL, 60654

+1 (312) 940-4641
sales@countbox.us

facebook.com/countbox.us/

www.countbox.us

OTHER COUNTRIES:

ASIA +7 (925) 201-8688 GMT
UK +44 (203) 769-6450 GMT

welcome@countbox.us