CountBOX
people analytics solution

FOR EXHIBITIONS

www.countbox.us

WHO WE ARE?

VISITORS

FREQUENCY

ETHNICITY

GENDER

TIME

AGE

MOOD

CLOUD ANALYZING PLATFORM

We act like offline Google analytics. We grab Data from our devices and start delivering insights for your business immediately.
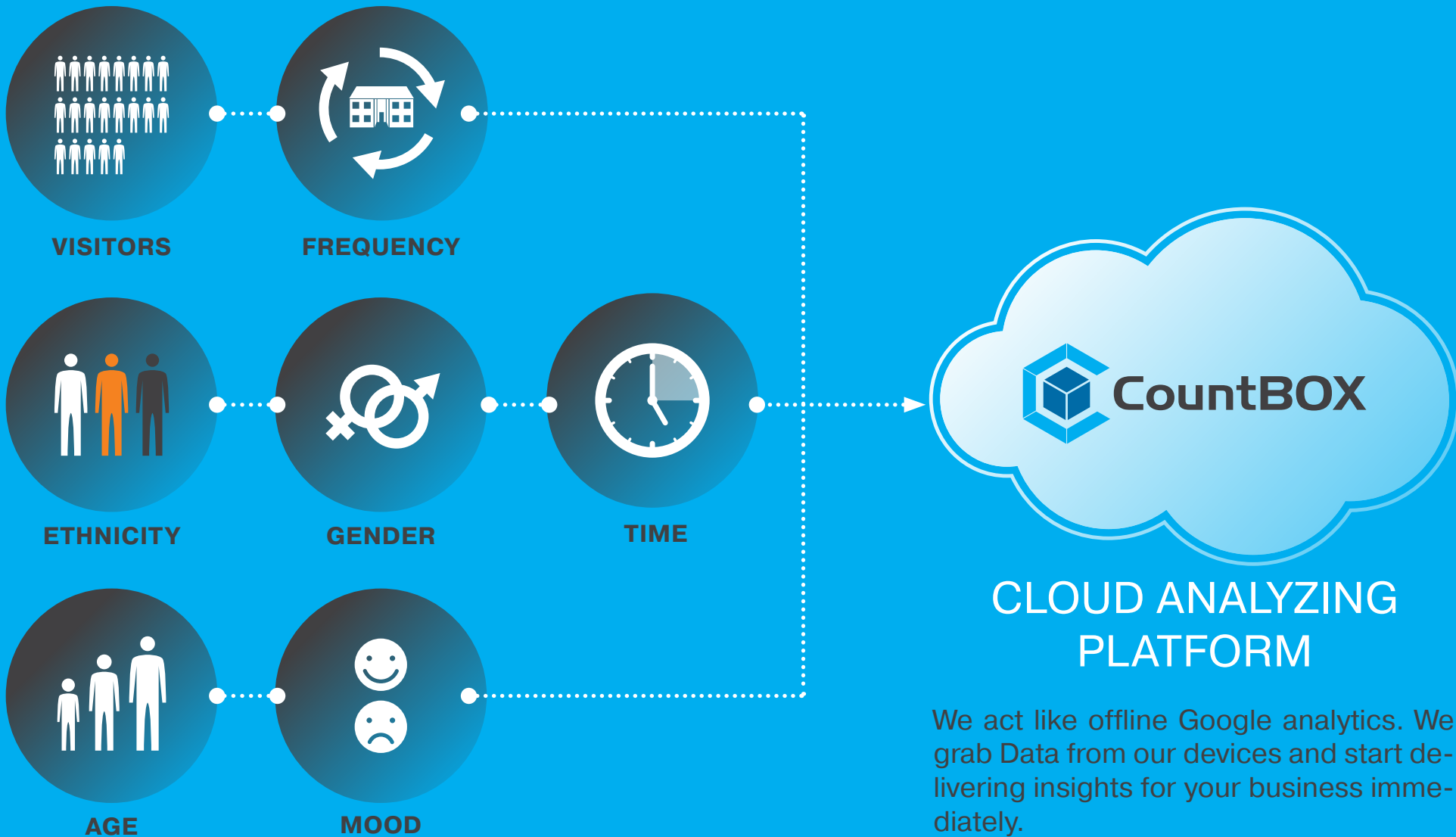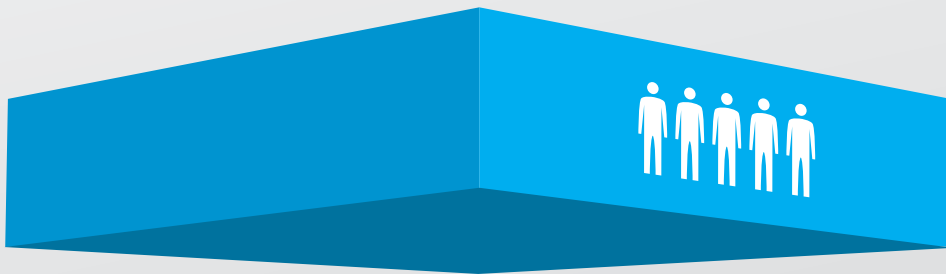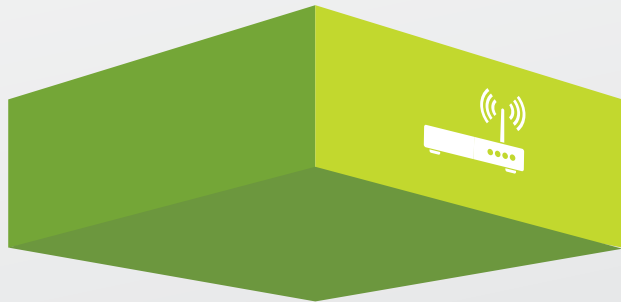
OUR PROPOSAL

STEP 3: FACIAL RECOGNITION TECHNOLOGY

You'll see your customer portrait: ethnicity, age, gender and mood. CountBoX provides full demography analysis, based on face recognition. Multiply your marketing ROI with better targeting!

STEP 2: WIRELESS ANALYTICS SOLUTION

Our wireless solution helps you understand visitors behavior patterns even better.
How long visitors prefer to stay at the particular place? How often do they return? What's the most efficient way for visitors interacting, engaging and creating unique customers experience.
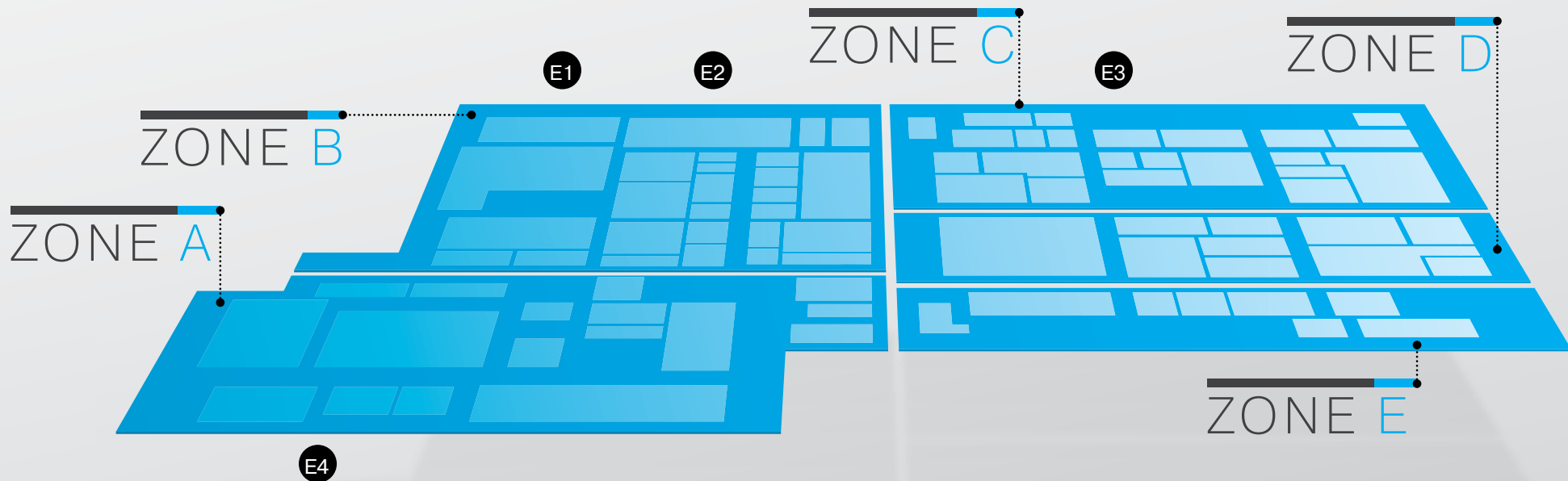
STEP 1: PEOPLE COUNTING ANALYTICS

Our Smart Devices allow us to deliver 95%-100% people traffic accuracy. This is the first essential metric for every business improvement. Drive up efficiency, earn more!
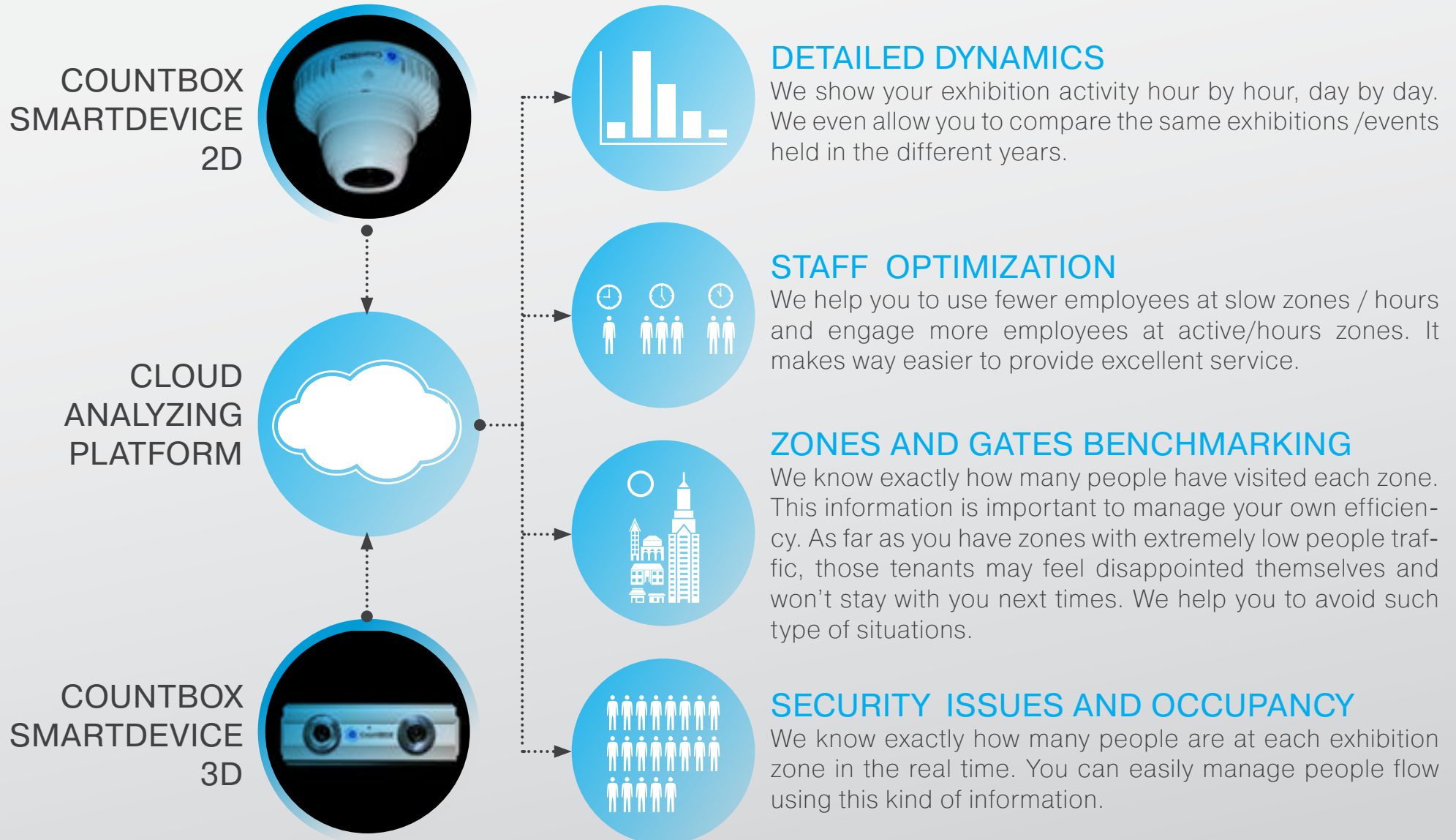
HOW DOES IT WORK?

STEP 1: PEOPLE COUNTING ANALYTICS

Floor plan mapping. We define in cooperation with you key relevant zones for visitors tracking.
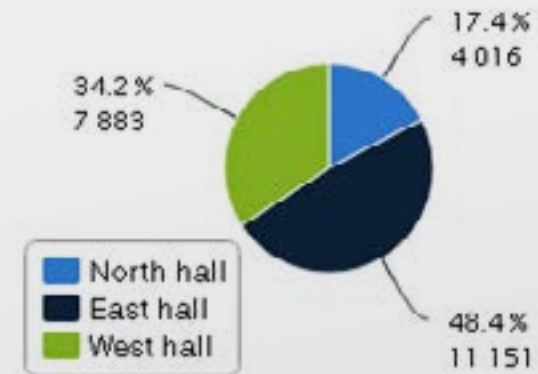
CountBOX

STEP 1: PEOPLE COUNTING ANALYTICS

COUNTBOX
SMARTDEVICE
2D

CLOUD
ANALYZING
PLATFORM

COUNTBOX
SMARTDEVICE
3D

DETAILED DYNAMICS
We show your exhibition activity hour by hour, day by day. We even allow you to compare the same exhibitions /events held in the different years.

STAFF OPTIMIZATION
We help you to use fewer employees at slow zones / hours and engage more employees at active/hours zones. It makes way easier to provide excellent service.

ZONES AND GATES BENCHMARKING
We know exactly how many people have visited each zone. This information is important to manage your own efficiency. As far as you have zones with extremely low people traffic, those tenants may feel disappointed themselves and won't stay with you next times. We help you to avoid such type of situations.

SECURITY ISSUES AND OCCUPANCY
We know exactly how many people are at each exhibition zone in the real time. You can easily manage people flow using this kind of information.
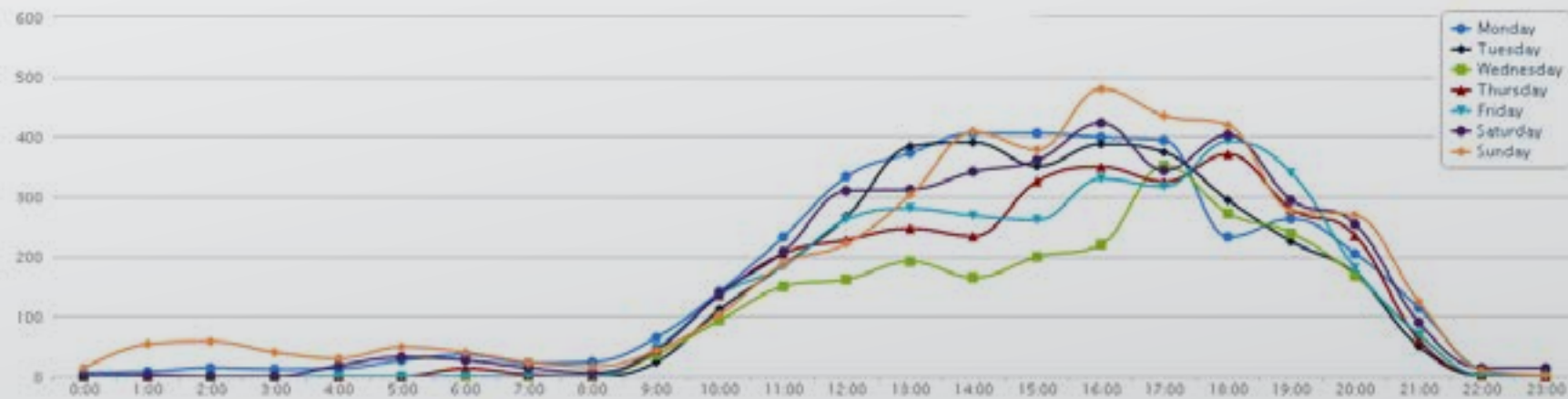
STEP 1: PEOPLE COUNTING ANALYTICS REPORTS

TRAFFIC BY WEEK

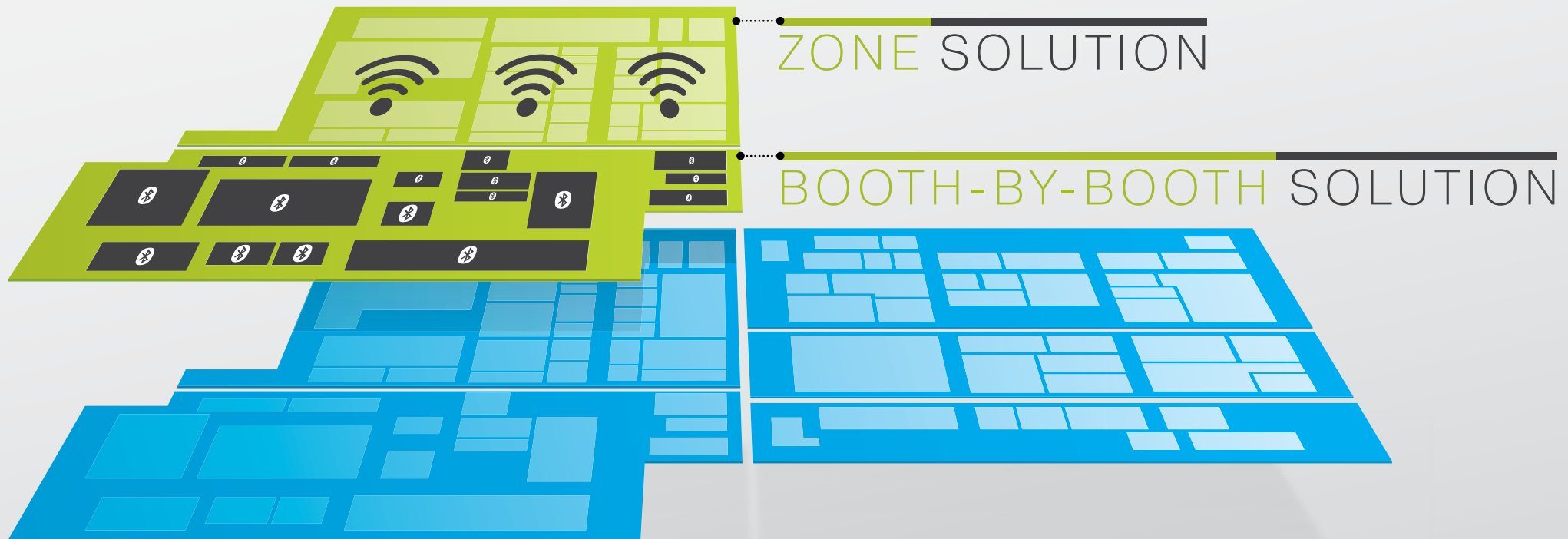**DISTRIBUTION OVER THE ENTRY POINTS**

DAY TRAFFIC

STEP 2: WIRELESS ANALYTICS SOLUTION

First option: we deploy zone wireless analytics.
Second option: we deploy booth-by-booth analytics based on
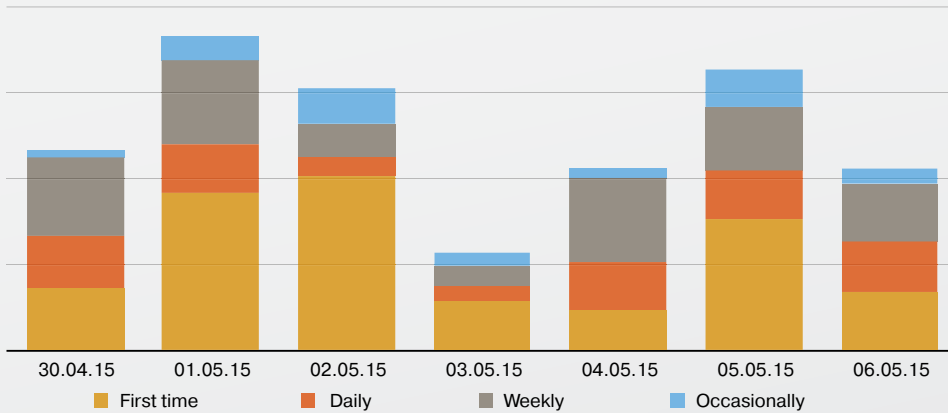Ble to to deliver even more insights.

ZONE SOLUTION

BOOTH-BY-BOOTH SOLUTION

STEP 2: WIRELESS ANALYTICS SOLUTION
ZONE SOLUTION

WIRELESS ANALYTICS DEVICE

CLOUD ANALYZING PLATFORM

LOYALTY
We visualize a proportion, which tells you how often visitors prefer to return to the same zones, booth or events. We point out best zones and events within the whole exhibition. This Data is a perfect base for leasing particular spaces for an excellent price.

ENGAGEMENT
We show the exact and average time spent by visitors at different zones and events. This is a brilliant opportunity to benchmark all zones and events even within few previous years

DWELL TIME BY ZONES
This type of report mixes together Data from wireless and video analytics. Important to know how long visitors stay inside one or all zones.

STEP 2: WIRELESS ANALYTICS SOLUTION
BOOTH-BY-BOOTH SOLUTION

IBEACON DEVICE

CLOUD ANALYZING PLATFORM

EXTRA REVENUE STREAM
Generate extra revenue stream by providing detailed statistics to your tenants!

LOYALTY / ENGAGEMENT / DWELL
This tool allows to evaluate exhibition campaign effectiveness and compare it to previous exhibits or with other tenants.

TENANTS SYNERGIES MAP
We point out each of your tenants who have the similar audience, so they help each other to generate people traffic. This metric helps to optimize tenants layout to maximize foot traffic performance

HEAT MAP
This is a visual metric showing the most hot and cold places from the point of visitors behavior patterns.

STEP 2: WIRELESS ANALYTICS SOLUTION REPORTS

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Total ●▎ Individual

LOYALTY

- First time
- Daily
- Weekly
- Occasionally

Total ▎● Individual

DWELL

- 5-20 mins
- 20-60 mins
- 1-6 hrs
- 6+ hrs
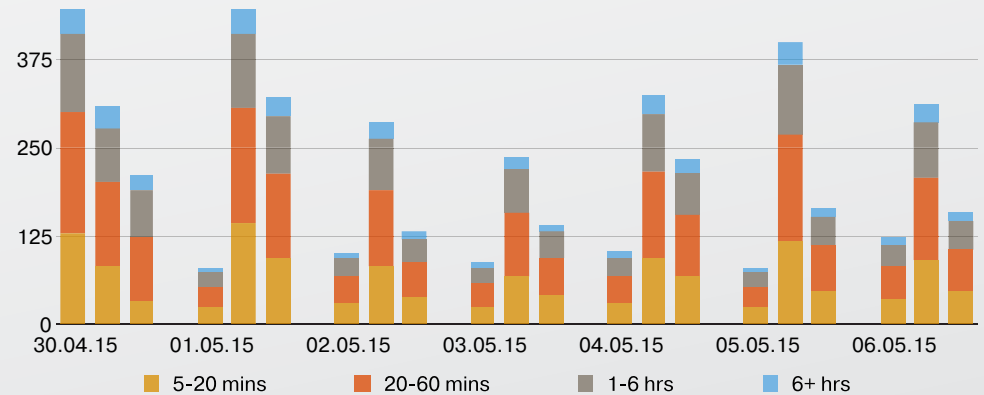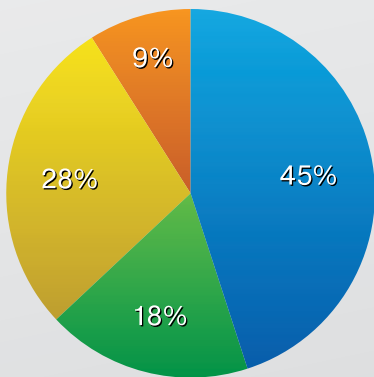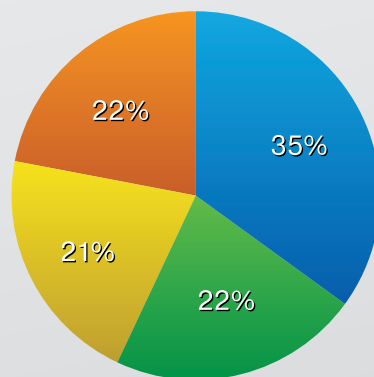
MONTHLY LOYALTY OVERVIEW

May 2014
- First time 45%
- Daily 18%
- Weekly 28%
- Occasional 9%

May 2015
- First time 35%
- Daily 22%
- Weekly 21%
- Occasional 22%

Legend:
- Fisrt time
- Daily
- Weekly
- Occasional
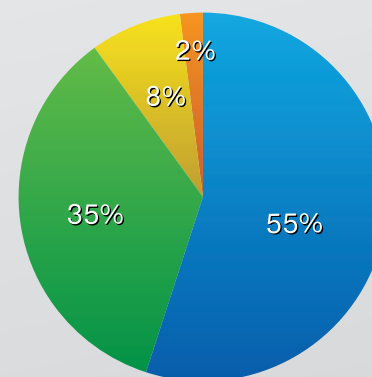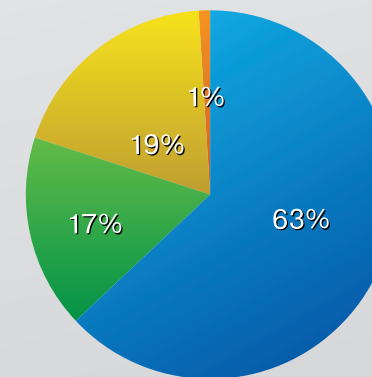
MONTHLY ENGAGEMENT OVERVIEW

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%

Legend:
- 5-20 mins
- 20-60 mins
- 1-6 hrs
- 6+ hrs
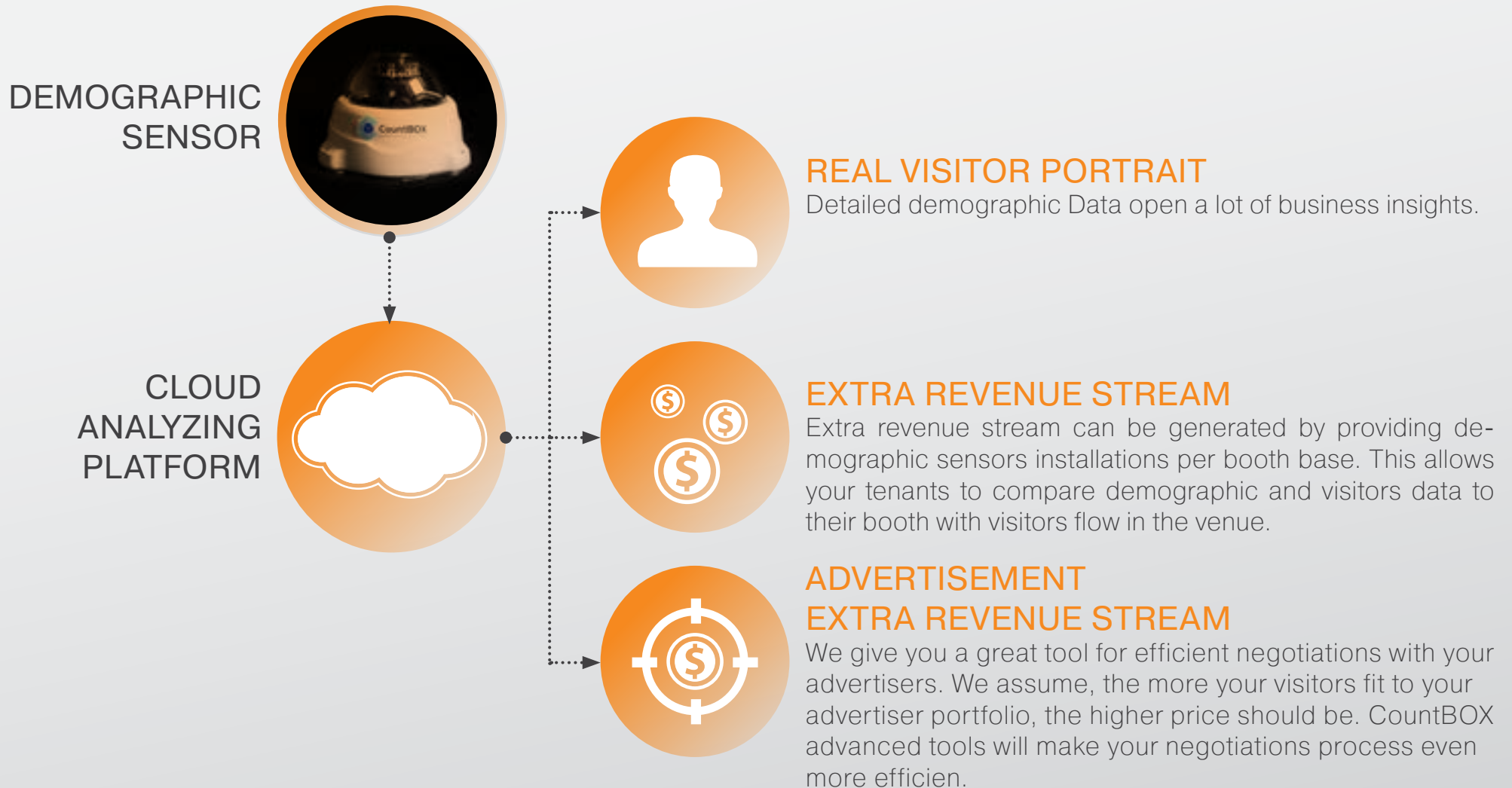
STEP 3: FACIAL RECOGNITION TECHNOLOGY

CountBOX technology allows you to collect demographic Data, such as: ethnicity, gender, age, mood without visitors privacy violation
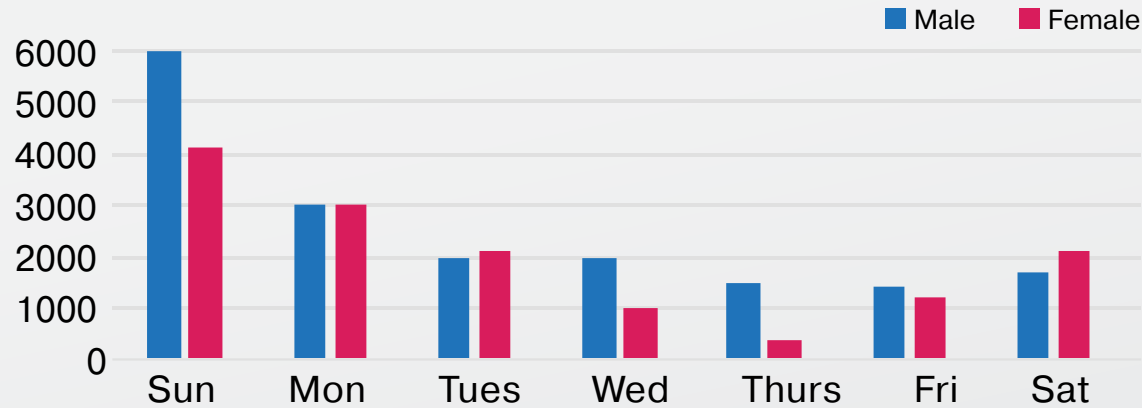
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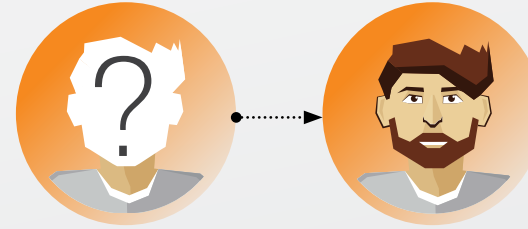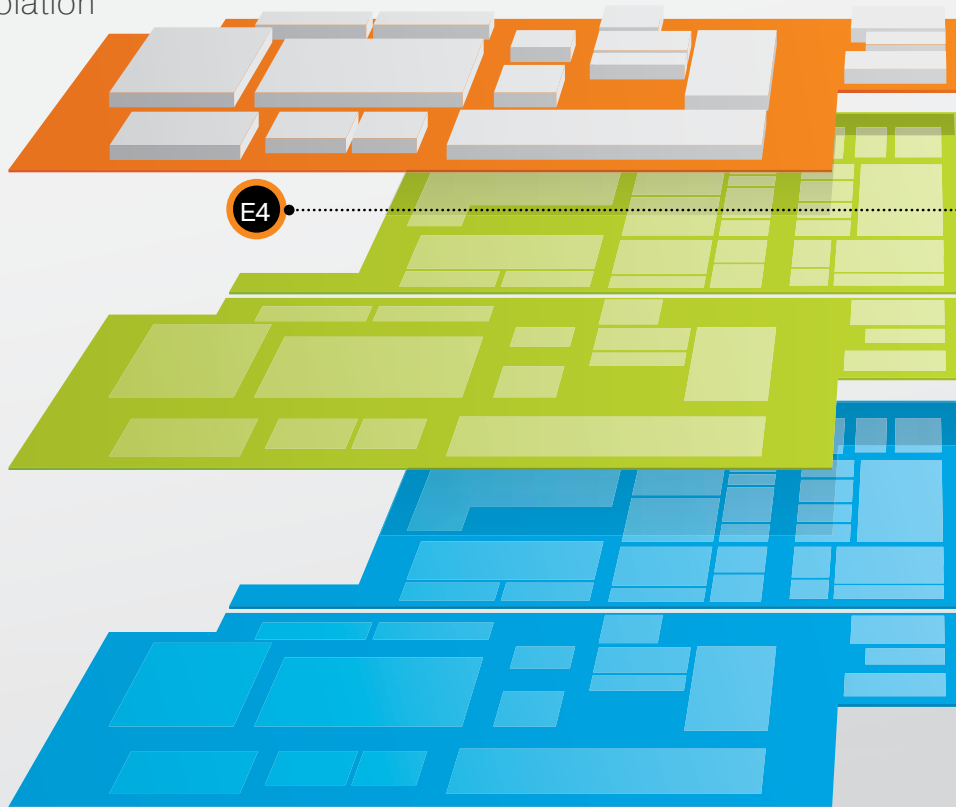
DEMOGRAPHIC SENSOR
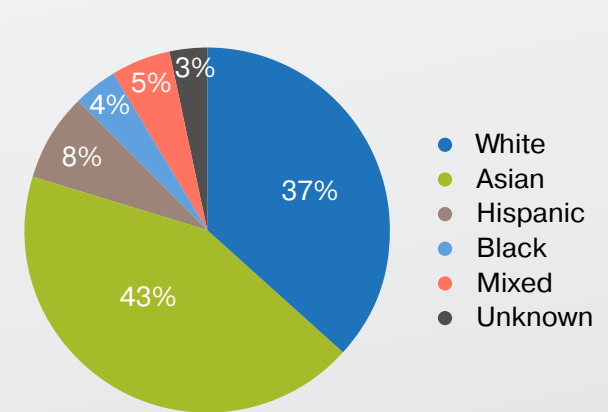
We deploy our Demographic sensors near the entrances.
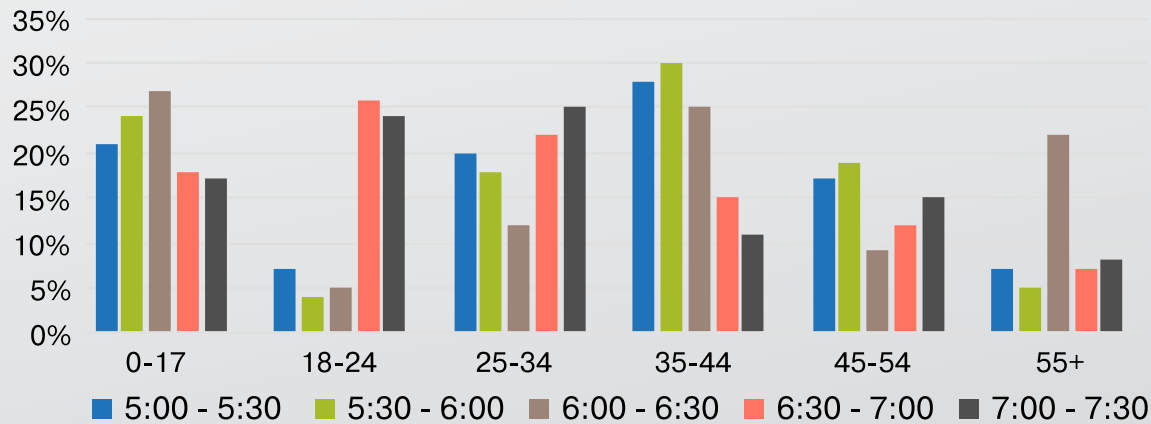
STEP 3: FACIAL RECOGNITION TECHNOLOGY

DEMOGRAPHIC SENSOR

CLOUD ANALYZING PLATFORM

REAL VISITOR PORTRAIT
Detailed demographic Data open a lot of business insights.

EXTRA REVENUE STREAM
Extra revenue stream can be generated by providing demographic sensors installations per booth base. This allows your tenants to compare demographic and visitors data to their booth with visitors flow in the venue.

ADVERTISEMENT
EXTRA REVENUE STREAM
We give you a great tool for efficient negotiations with your advertisers. We assume, the more your visitors fit to your advertiser portfolio, the higher price should be. CountBOX advanced tools will make your negotiations process even more efficien.

STEP 3: FACIAL RECOGNITION TECHNOLOGY REPORTS

GENDER ANALYSIS (7 DAYS PERIOD)

ETHNICITY ANALYSIS

- White 37%
- Asian 43%
- Hispanic 8%
- Black 4%
- Mixed 5%
- Unknown 3%

AGE ANALYSIS (ONE DAY EVENING TRENDS)
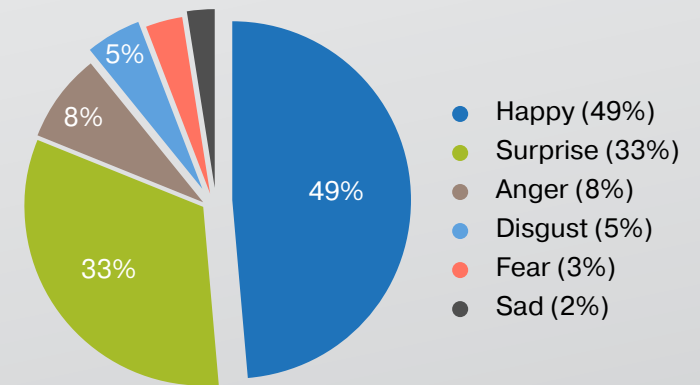
5:00 - 5:30 | 5:30 - 6:00 | 6:00 - 6:30 | 6:30 - 7:00 | 7:00 - 7:30

MOOD ANALYSIS

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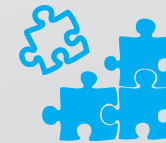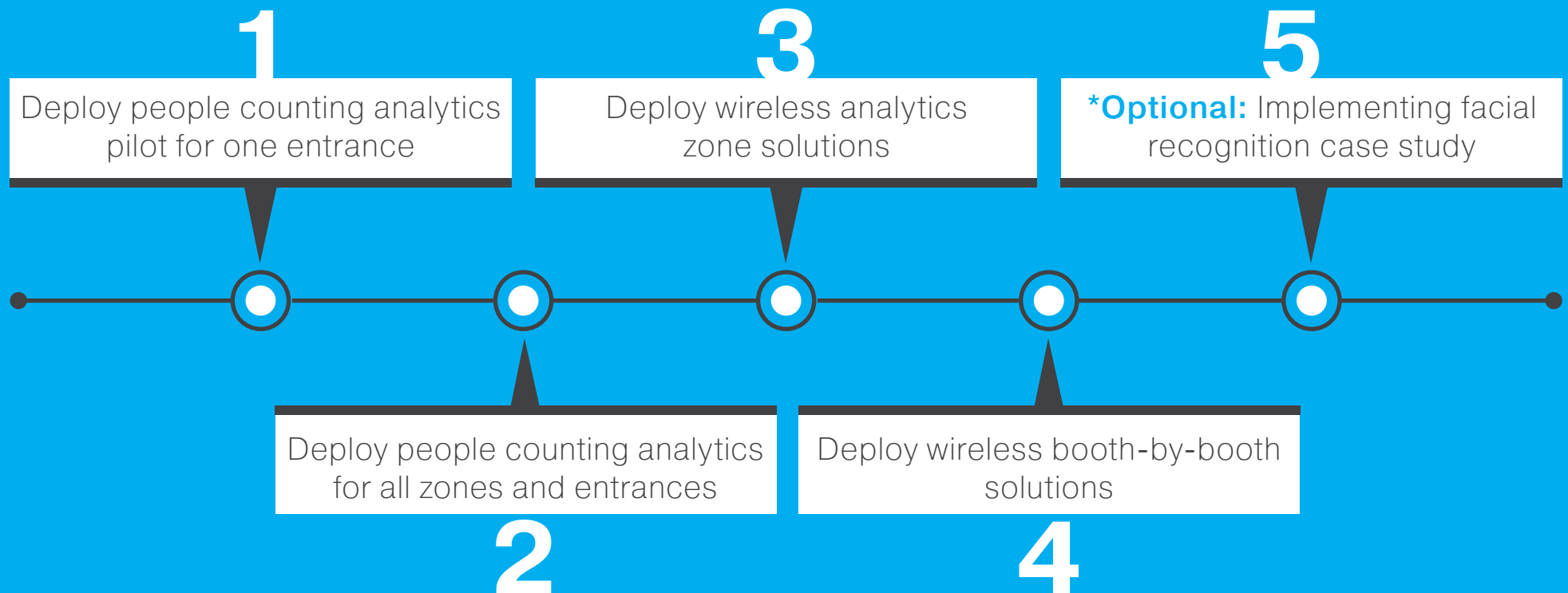
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THANKS
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