UKUTETA
IT SOLUTIONS

Infographic

How footfall counting increases sales

01

Improve conversion rates

If more time in the store does not lead to more sales, you can determine why conversion rates are not up? Tweek your marketimg efforts and point-of-sale service for better conversion, which means more sales and higher profits.

02

Personalise recommendations

Knowing your visitor's age, gender and style profiles, enables you to offer personalised recommendations to enhance customer experience and increase conversions.

03

Gain insights into visitor behaviour

Understand how different visitor segments are navigating your store and which products they liked in order to optimise merchandising and store layout.

04

Get a more comprehensive view

Integrate footfall analysis and in store data with CRM, social insights and campaign management software to deliver delightful shopping experiences anytime, anywhere!

05

Know your customers

Integrate footfall analysis and point-of-sale technologies to understand which customer segments are giving you the best conversions. Focus on them for increased share of wallet.

Grow your sales with our people counting solutions

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