# THINKING INSIDE THE BOX

VIVIDI
by iterait

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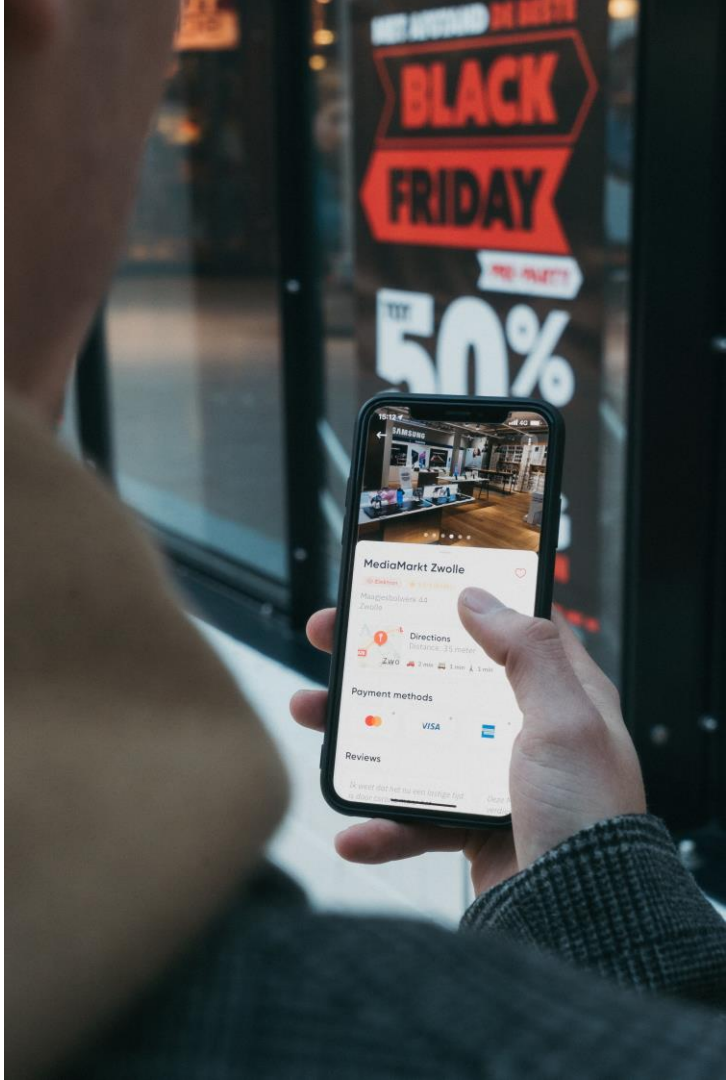
Give us Hell or FAQ



TODAY
One Century of Difference Between Online and Offline
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# Online Analytics (State of the art)

Google Data Studio

Google Ads

Bing ads

- Detail data
- “Real time”
- Targeting and personalization
- Easy A/B test
- Coverage and scale
- Price
- Unification of data

- Fraud
- Technical know-how
- Blindness

WordStream

Google Tag Manager

Optimize 360

Google Analytics

# Offline Analytics (State of the depression)

- Infrared gates for people counting
- QA using a randomly generated “bonus codes”
- One marketing claim fits all
- Unique ID with club cards
- Emergence of camera analytics

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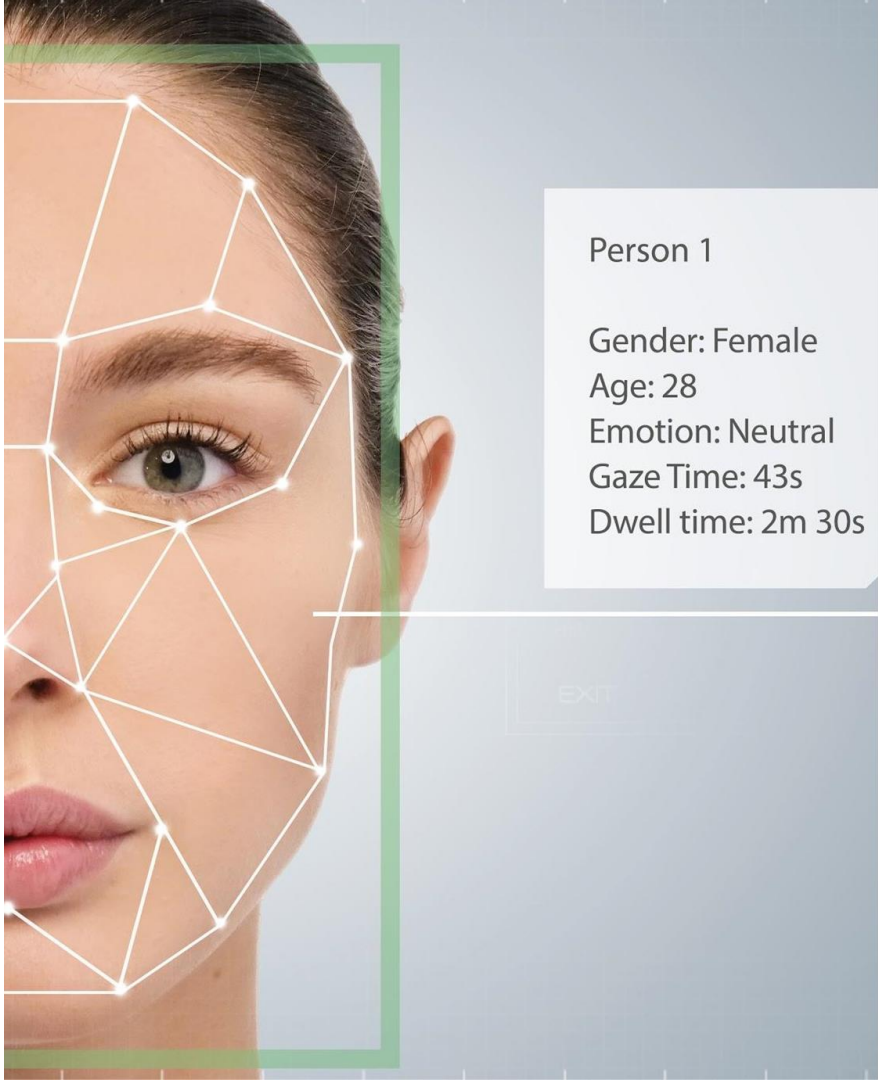
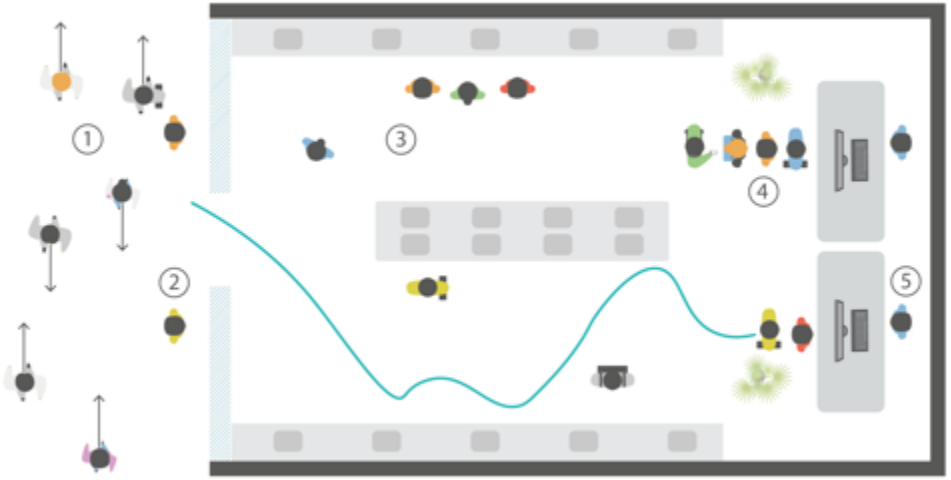
# Features

- people detection and tracking
- age and sex determination
- emotion analysis
- footfall counting
- statistics of impressions
- queue management
- duration of visit
- heat map





# In-store analytics - Conversion Rates

# Shopping center - conversions

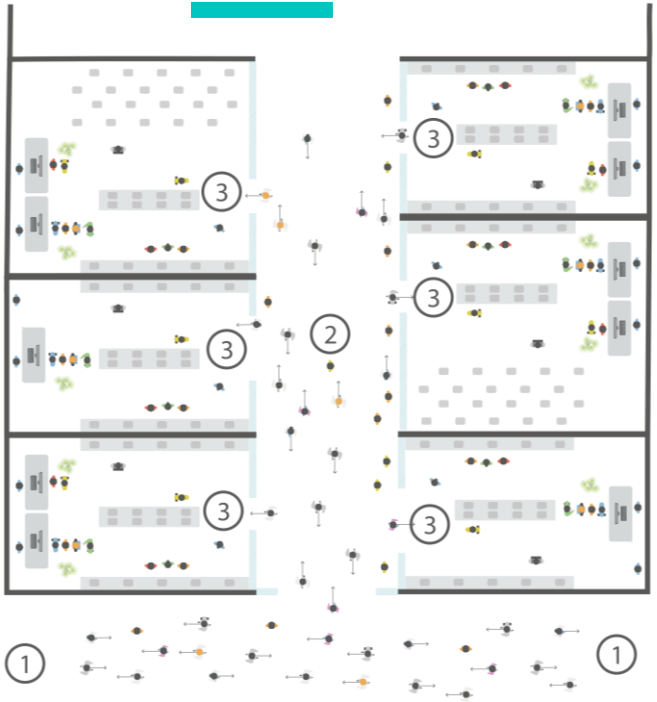
1 PASSERS-BY

2 VISITORS OF THE SHOPPING MALL

3 VISITORS OF STORES

## Features

- Bounce rate
- Peak hour
- Time of visit
- Heat map



# IN-STORE ANALYTICS

- Detection and people tracking
- Heat maps
- People counting in areas of interest
- Impression and gaze time/dwell time
- Gender and age recognition
- Emotion recognition
- Queue management

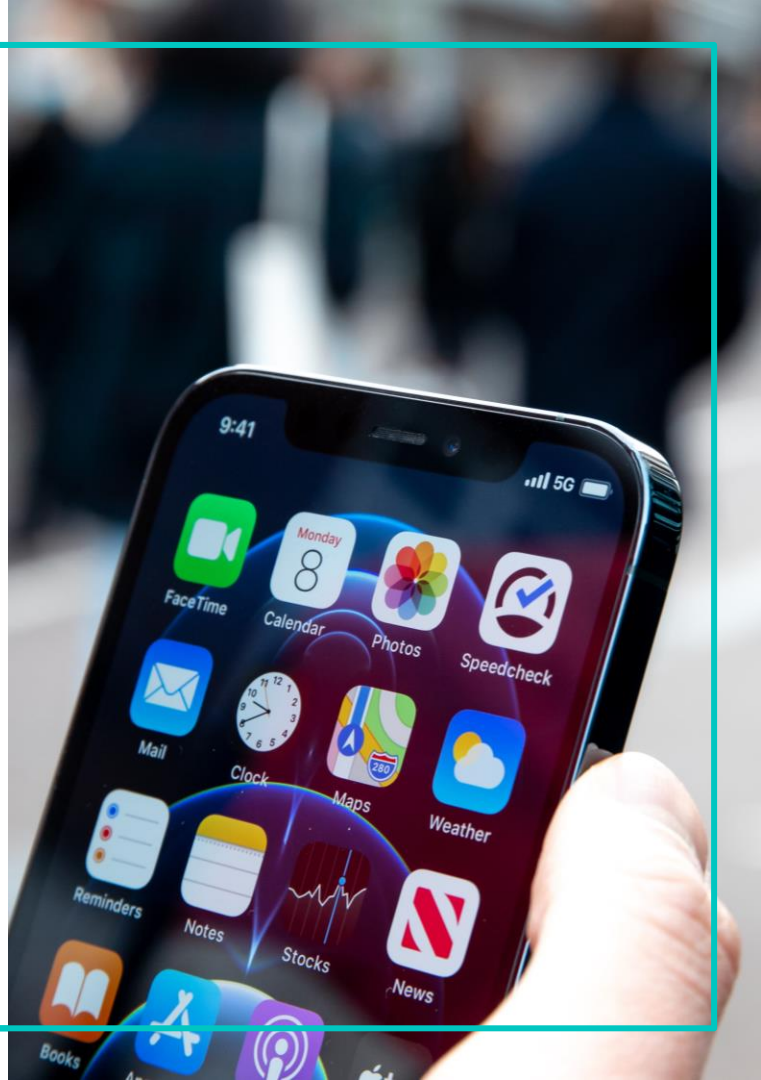
# DIGITAL
# OUT OF HOME

- Targeted interactive advertising in offline world
- Real-time customer analysis
- Gender and age recognition
- Emotional reaction to advertisement
- Impressions
- Gaze time, dwell time

# How do we integrate with Online

- Smartphone Bluetooth name, MAC
- Smartphone MAC
- Smartphone last 10 SSID
- GPS coordinates
- Datetime

- Free Wi-Fi AP and storing cookies



# Offline 2 Online Remarketing

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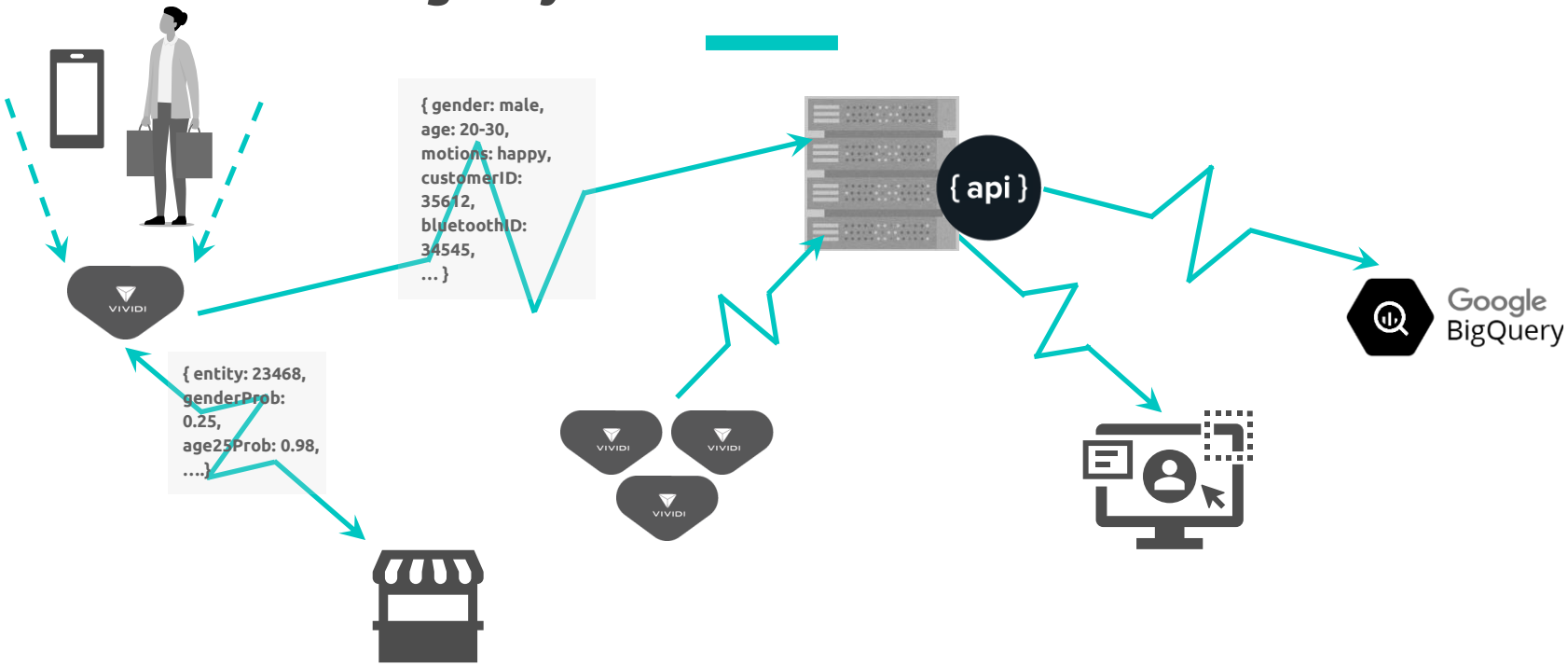
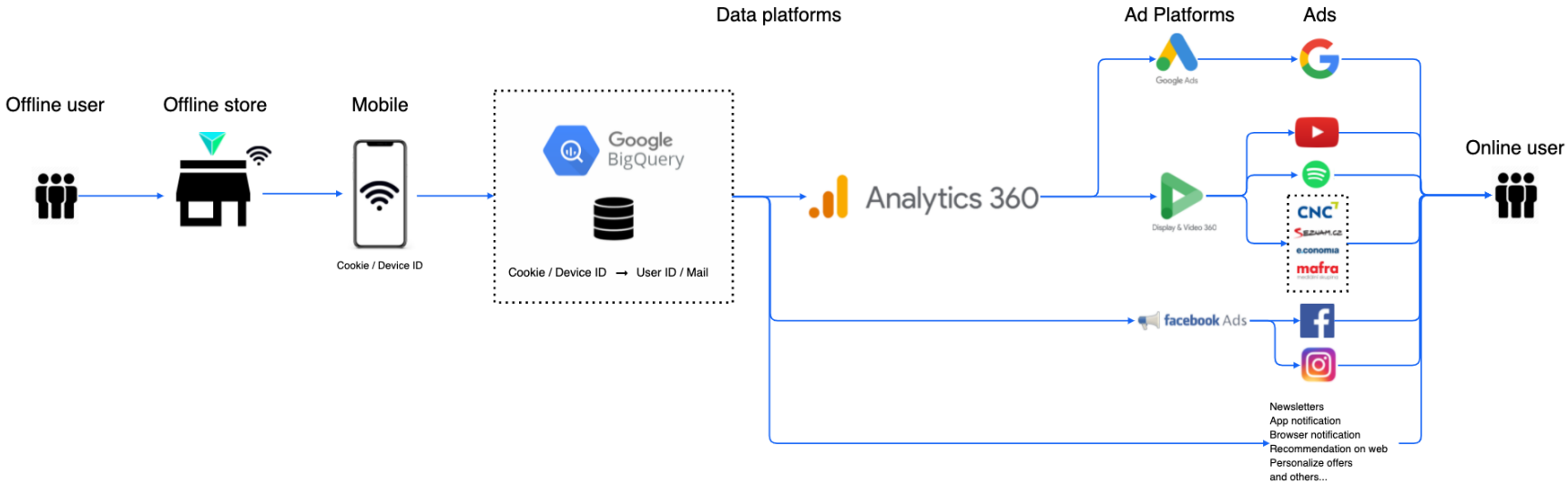
# A Long Way From the Box to Your Server

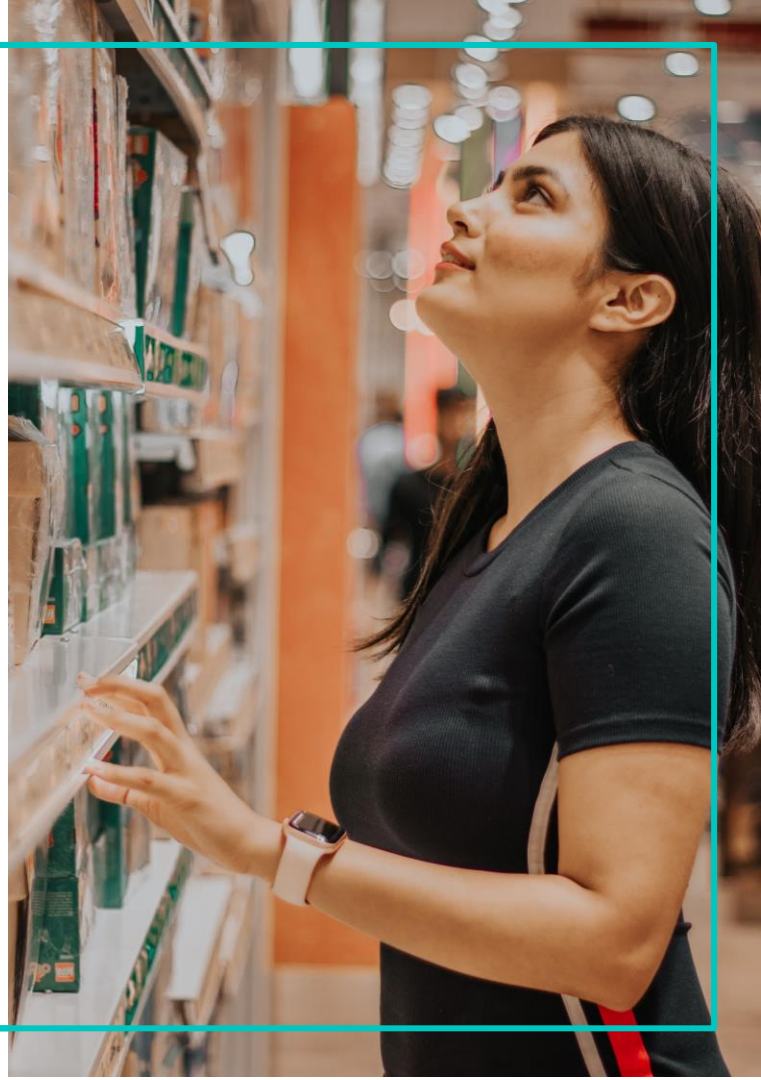


# Offline 2 Online Remarketing



# Product Opinion Research

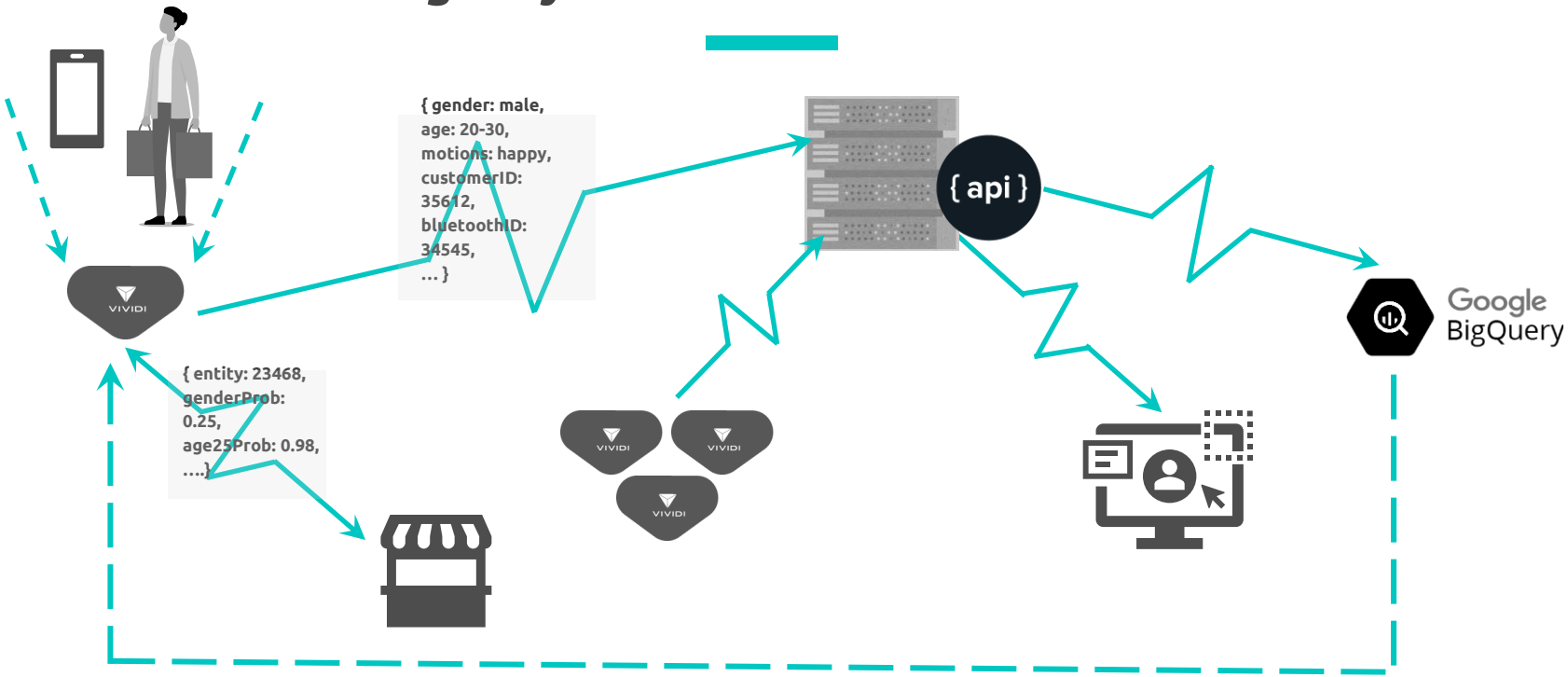
- Analyze customer responses to products in shelfs
- Gaze directions
- Emotional response
- Number of pickups
- Associated purchases



# A/B Product Testing

- Assessing campaign effectiveness
- Comparing  different products in one product line or competing products
- Testing different product labels, sizes, upsells, cross sells
- Testing reaction to different external stimulus (e.g., music, scent, temperature etc.)
- Product position validation

# A Long Way From the Box to Your Server



# Thank you!

Do you have any questions?

vividi.io