



The illustration is split into two halves. The left half, on a grey background, shows a physical storefront with a yellow sign, a red and white striped awning, and a person in a blue shirt pointing at a chalkboard. A person in a yellow jacket and blue pants is walking away with a brown shopping bag. The right half, on a dark blue background, shows a digital storefront represented by a large computer monitor with a red and white striped awning and a Wi-Fi symbol above it. The monitor displays a t-shirt, pants, and shoes. A person in a purple top and yellow skirt is pointing at the screen, while a person in an orange shirt is holding a credit card. Both sides have people with shopping bags, suggesting a comparison between physical and digital retail experiences.

THINKING INSIDE THE BOX



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Vividi

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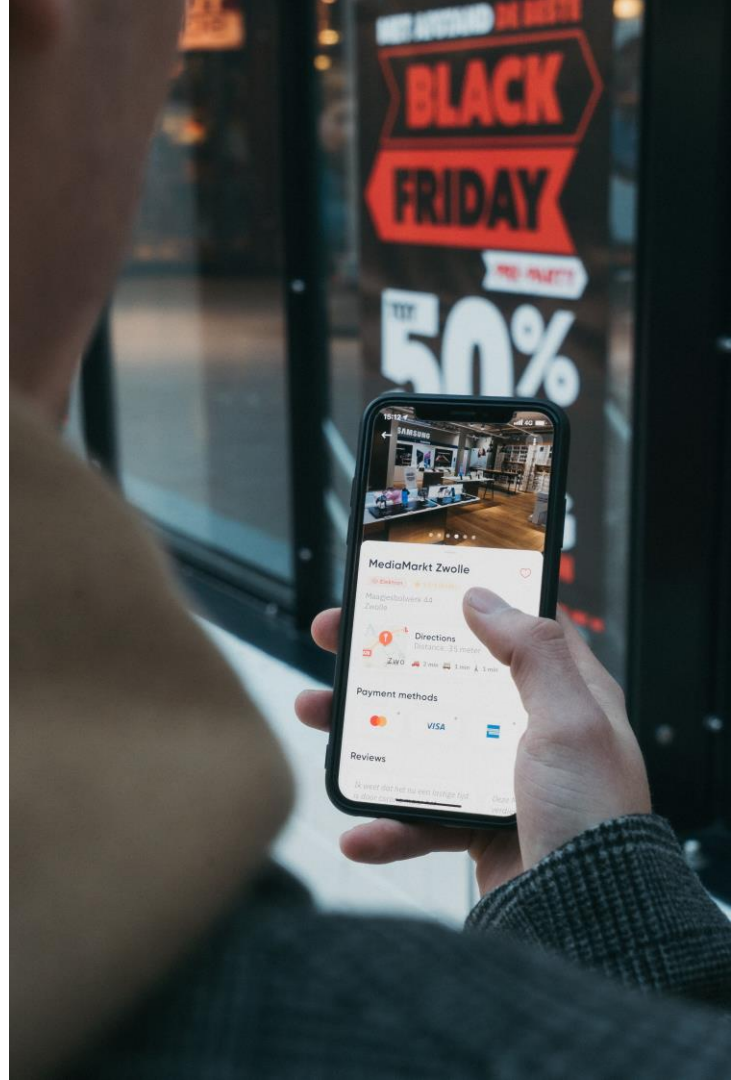
Possible Use Cases

Offline to Online Remarketing and vice versa, Product Opinion Research, A/B Testing in Offline

6

Discussion

Give us Hell or FAQ





TODAY

One Century of Difference Between Online and Offline





Online Analytics (State of the art)



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



- Fraud
- Technical know-how
- Blindness



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

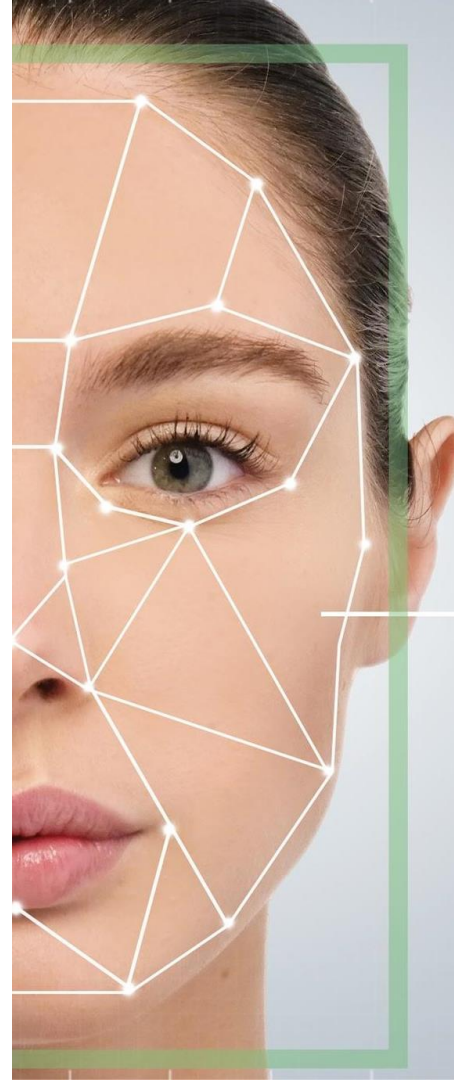




 VIVIDI

Features

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



Person 1

Gender: Female

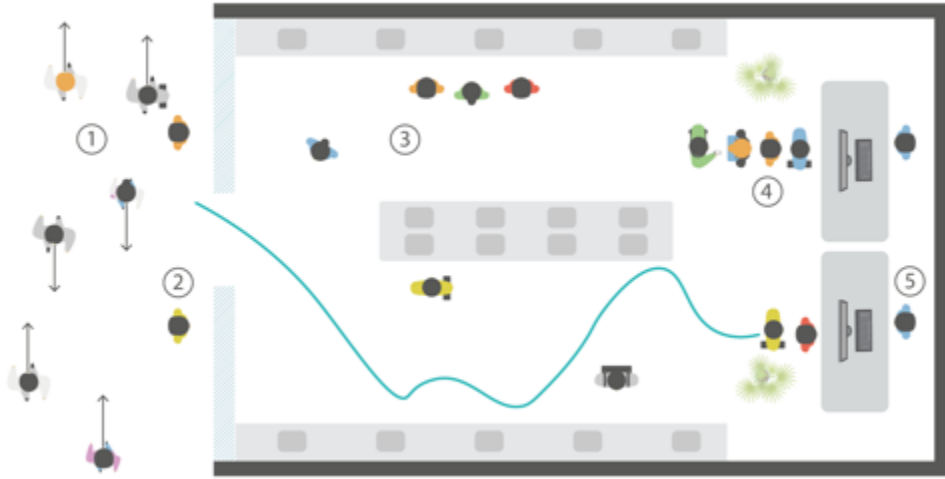
Age: 28

Emotion: Neutral

Gaze Time: 43s

Dwell time: 2m 30s

EXIT







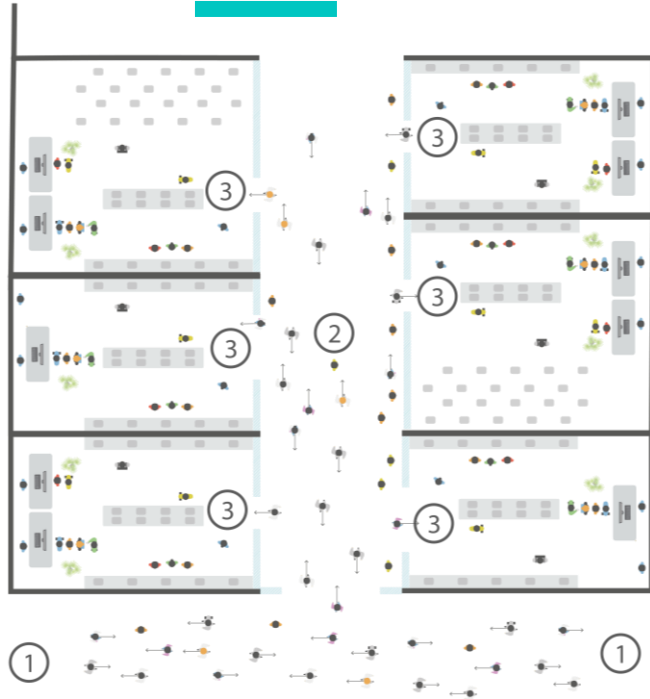
In-store analytics - Conversion Rates

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



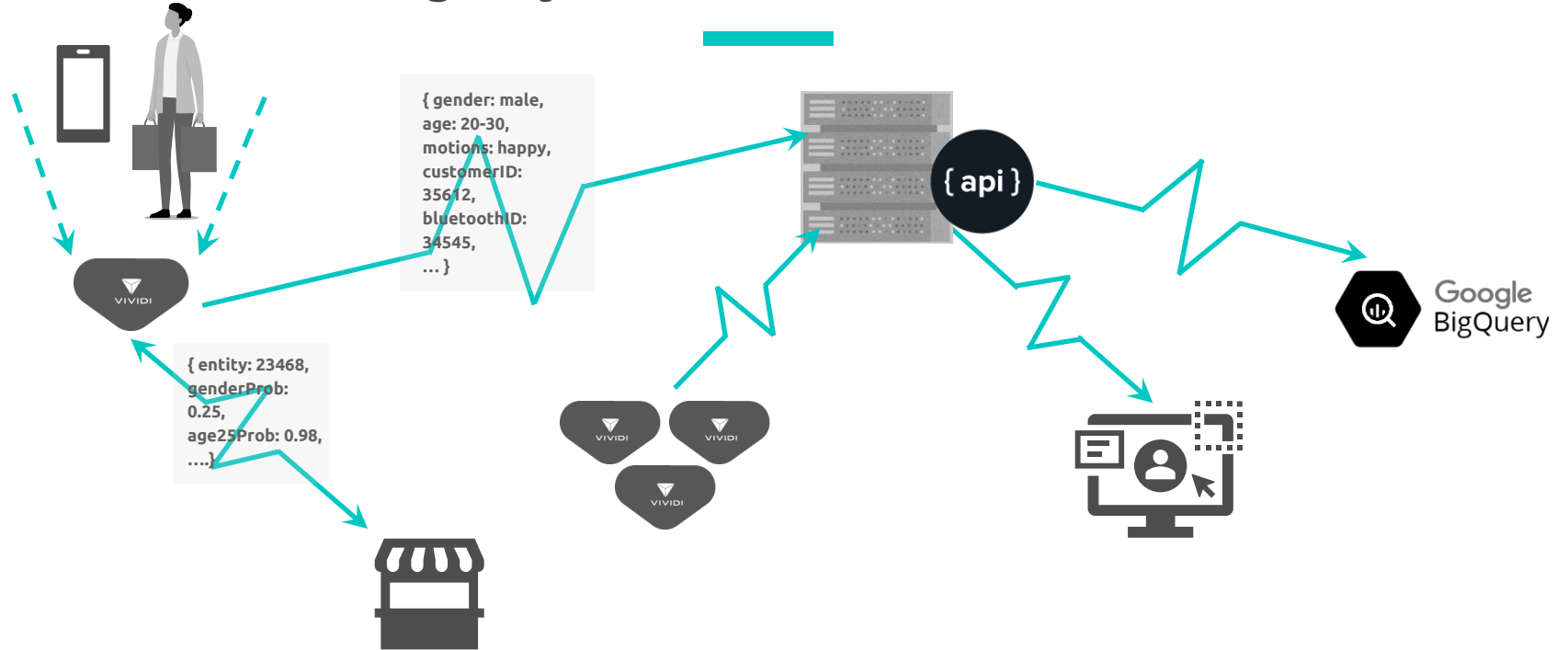
Offline 2 Online Remarketing



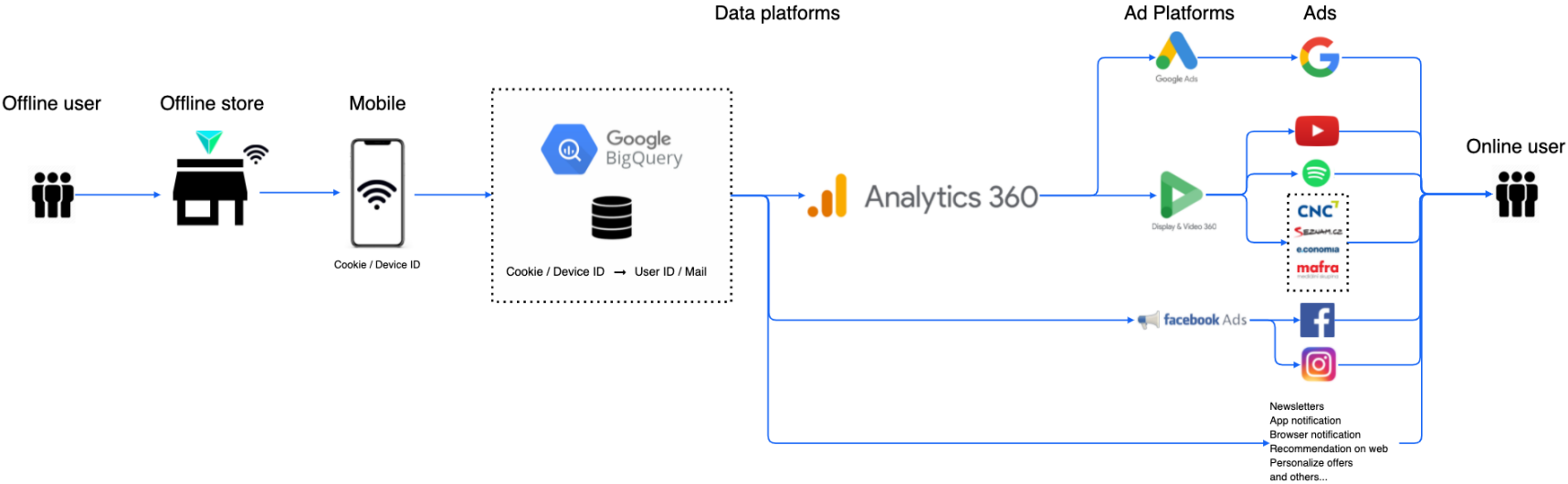
Offline 2 Online Remarketing



A Long Way From the Box to Your Server

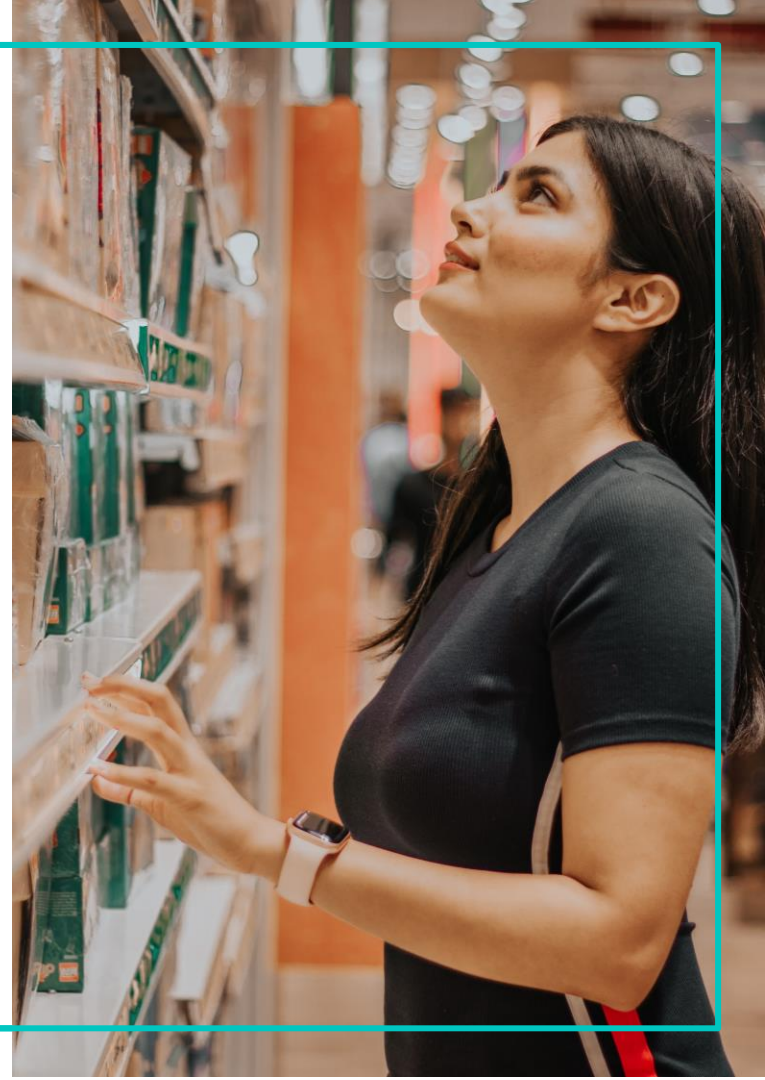


Offline 2 Online Remarketing



Product Opinion Research

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

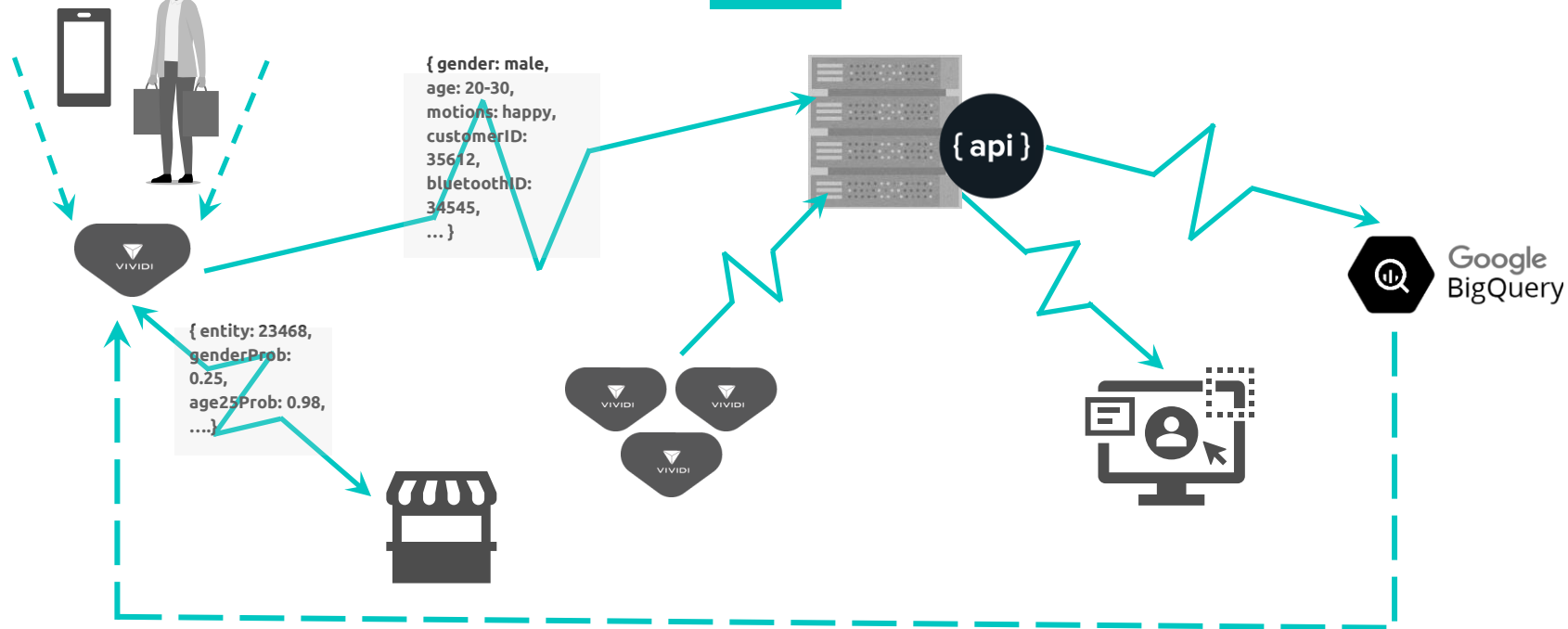


A/B Product Testing

- 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

