BriefCam

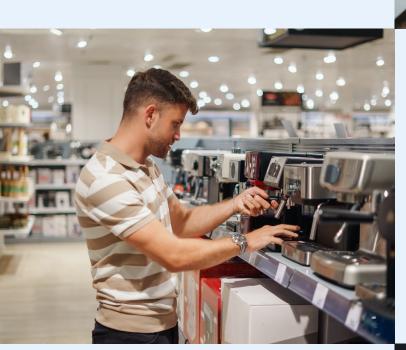
UNIFYING THE CROSS-CHANNEL RETAIL EXPERIENCE

Optimize retail engagement with unified online & in-store analytics

3 Ways to Drive Omni-Channel Impact with Holistic Metrics

Compare Channel Sales Performance

Aggregate website and foot traffic data with online and in-store conversion metrics for insights into customer volume, transaction, and traffic trends.



Understand Customer Behavior

Website and in-store behavioral heatmapping explain customer product interactions. Comparing these data points can inform strategic decision making across channels.

Improve Marketing Campaigns

Leverage video analytics for insight into your shopper demographic driving personalized and targeted marketing for online and in store.



GET STARTED www.briefcam.com