

# 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.

