



Ariadne – Smart Analytics



ariadne
CONNECTING THE DOTS

Ariadne: visualizing people journey

Before



After



Does not require



Smartphone App



WiFi



Cameras

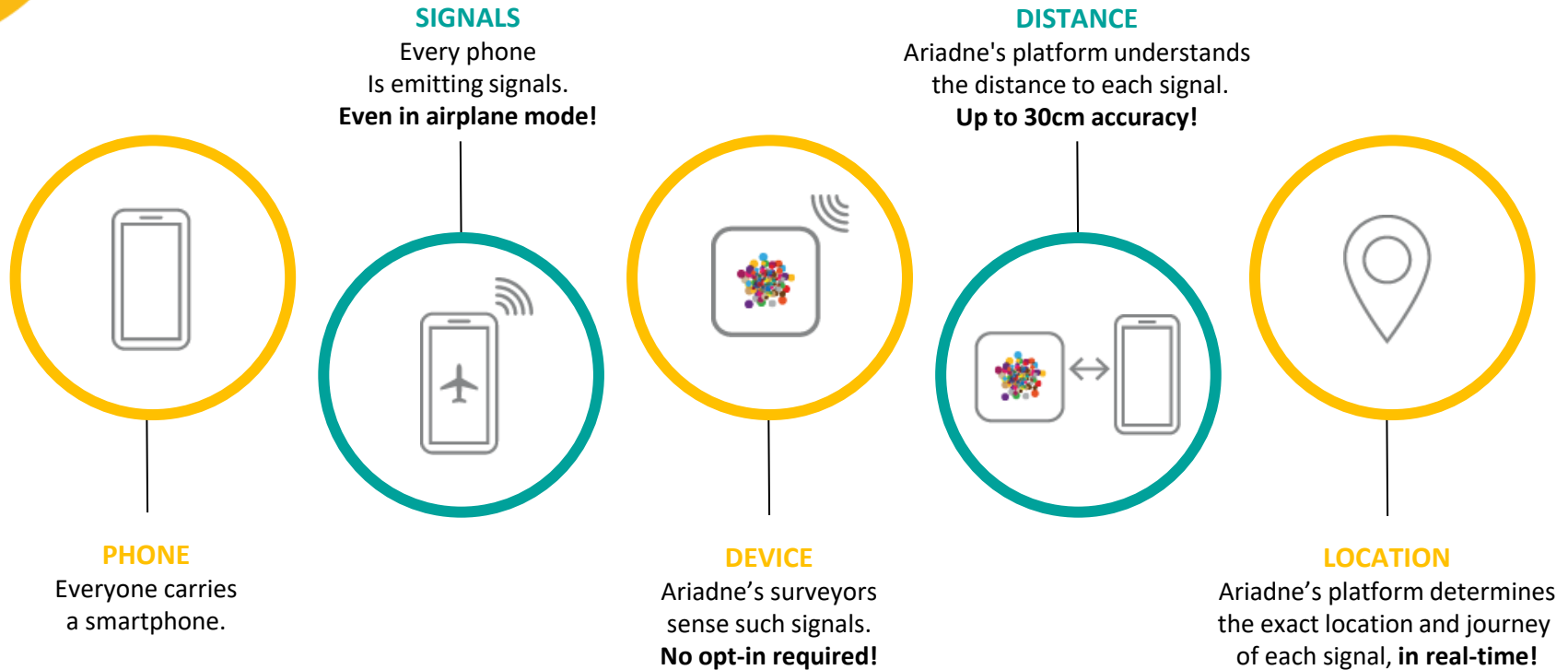


LTE & GSM Network



Proprietary Hardware

Our solution and how it works



Ariadne's devices

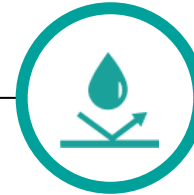
Patented and GDPR-compliant technology developed at the Technical University of Munich (TUM).

Tracking is based on the signals passively emitted by mobile phones and thus covers over 90% of visitors with a very high level of accuracy

Dynamic real-time data with very high accuracy



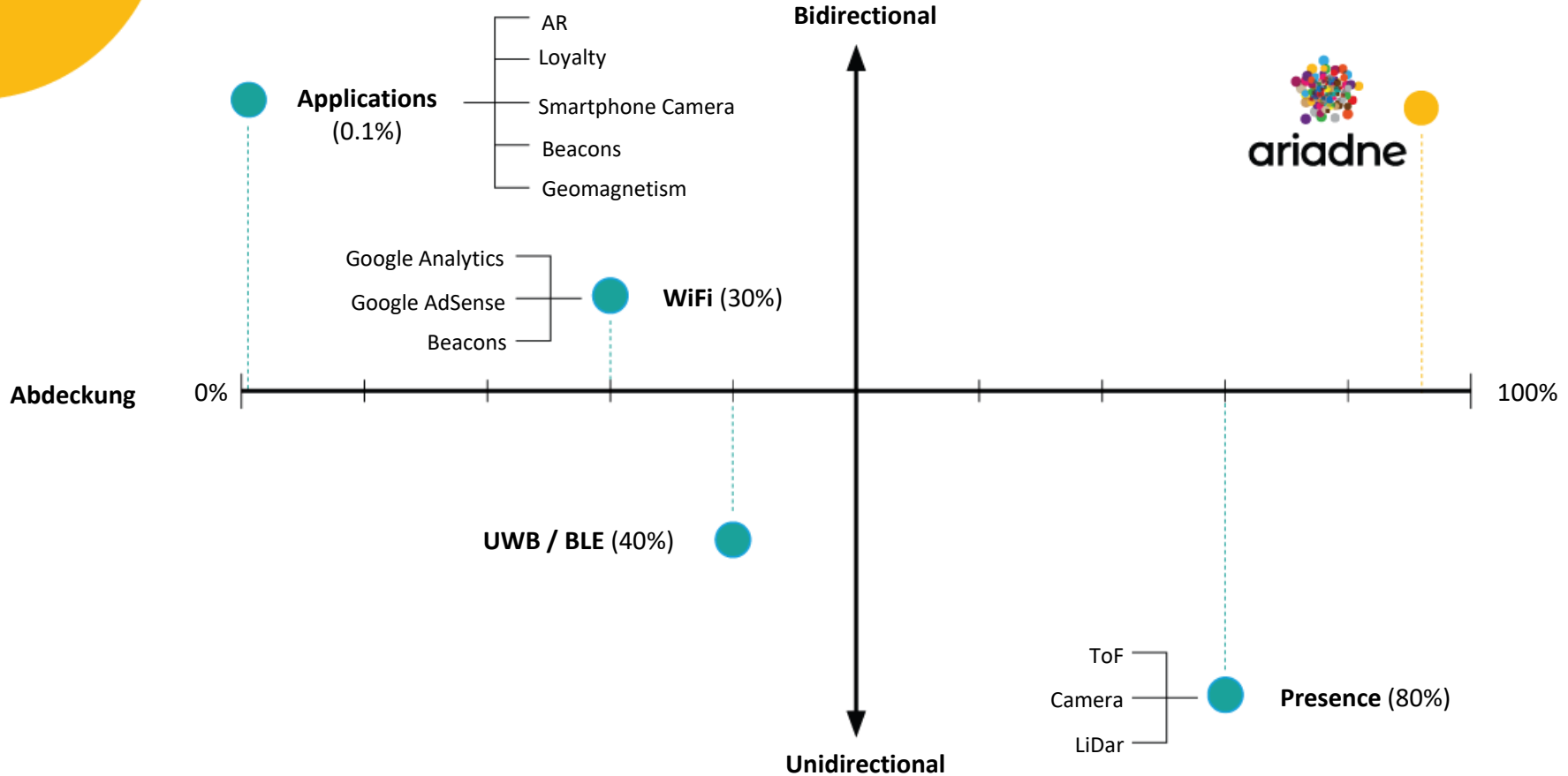
Are also available with SIM card support



with waterproof case

Install within **5 minutes***, stream data **right away!**

Our unique position



22 Markets

Germany	Kuwait
Italy	Lithuania
Canada	Malta
China	Netherlands
Czech Republic	Portugal
U.A.E	Saudi Arabia
Finland	Singapore
France	U.S.A.
Greece	UK
Hong Kong	Austria
Spain	
Botswana	

6 Verticals



Airport



Shopping Center



Hospitality



Retail

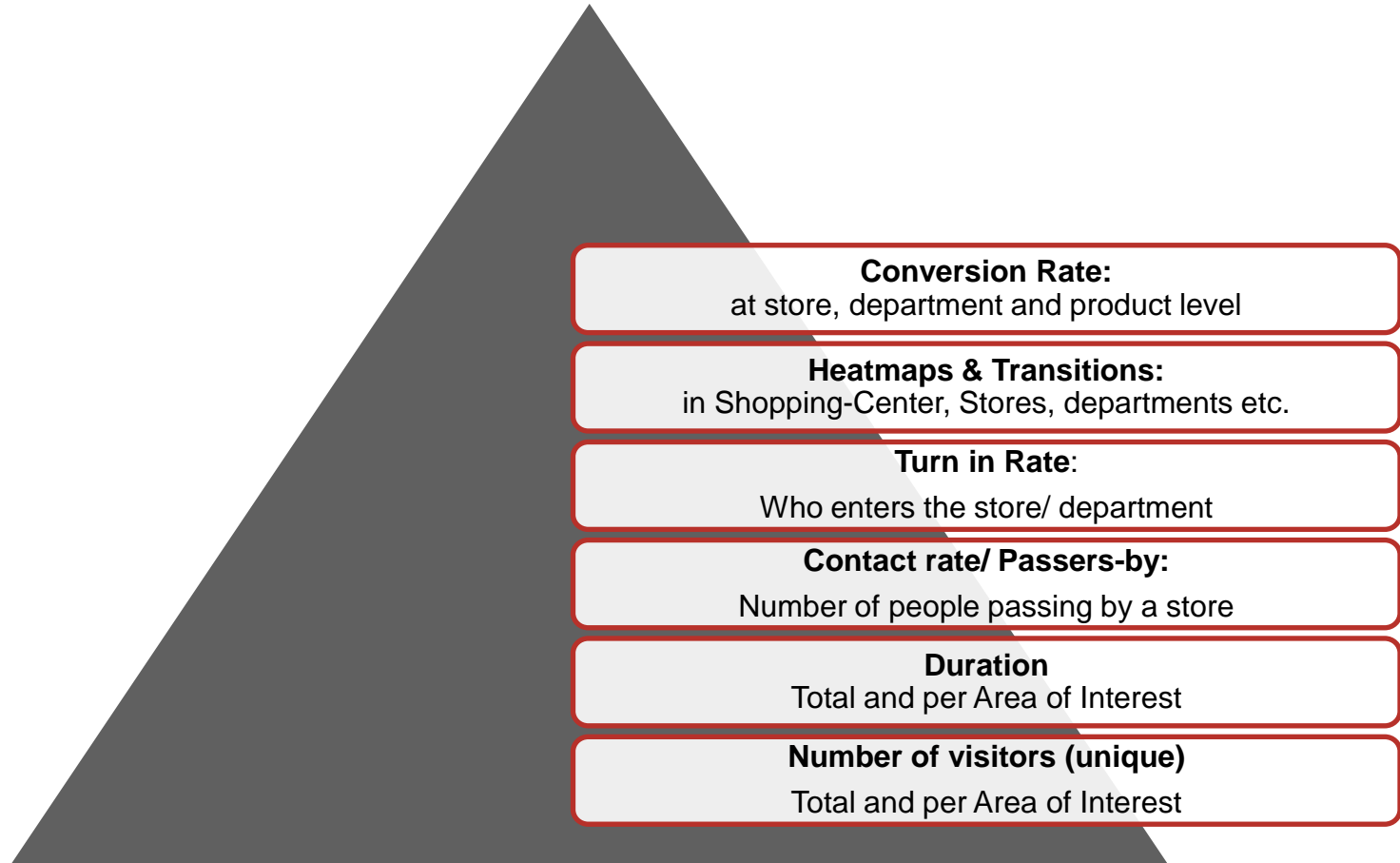


Transportation



Smart Cities

KPIs / Features und use cases



Basic KPIs

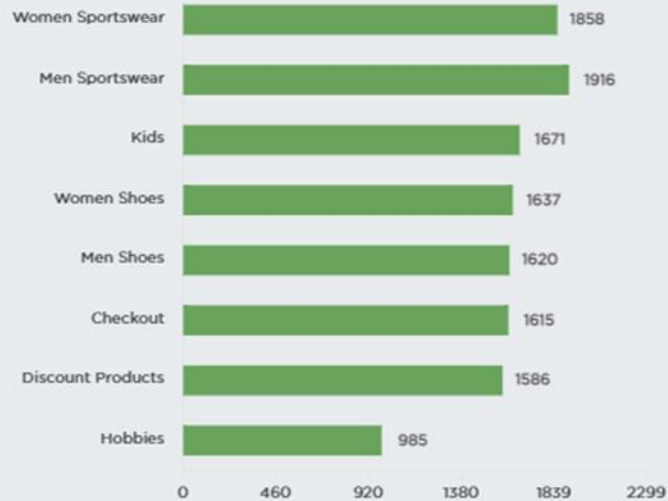
- Number of visitors
- Average duration of stay
- For each selected time interval



KPIs for every Area of Interest

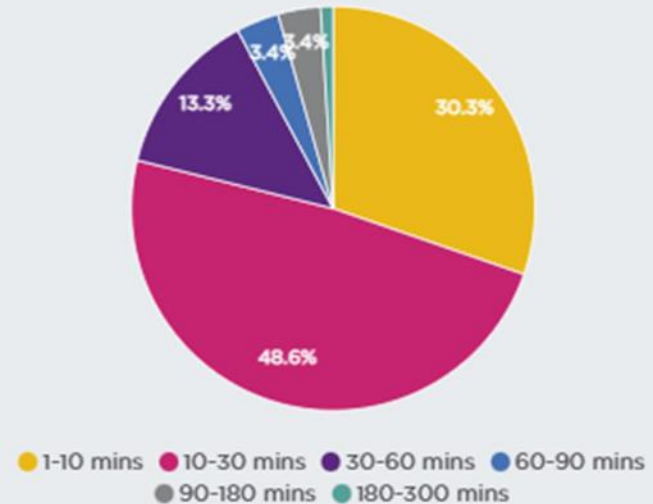
- Number of visitors
- Average duration of stay
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Number of visitors by area



Visitor durations

The majority of visitors are spending an average of 10-30mins.

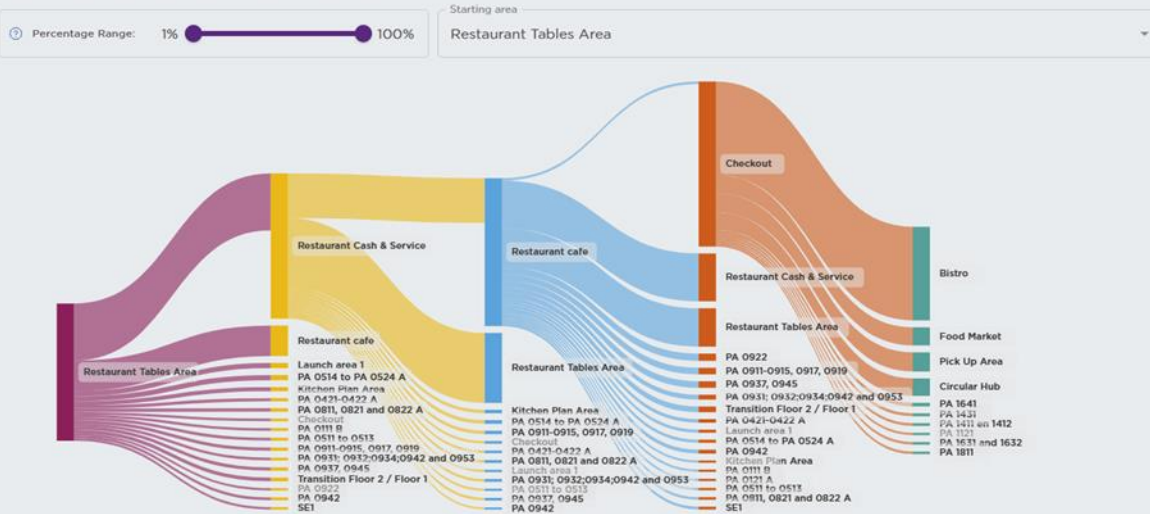


Walking routes and group sizes

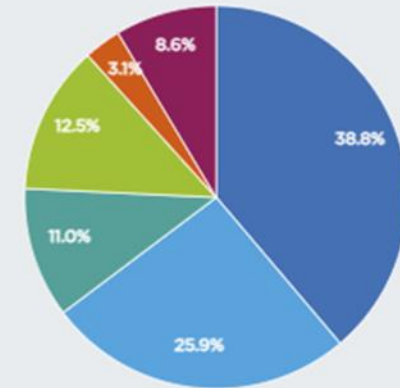
- Cross – visitation and Routes between areas
- Group sizes

Area Transitions

Analyze the transitions of your visitors between different areas.



Group size of visitors

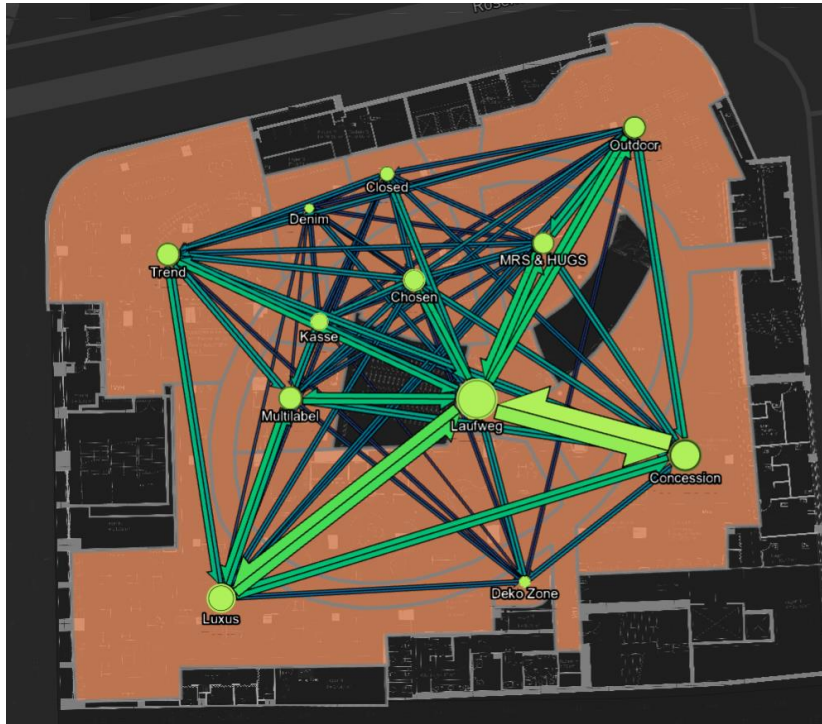


● 1 person
 ● 2 people
 ● 3 people
 ● 4 people
 ● 5 people
 ● 6+ people

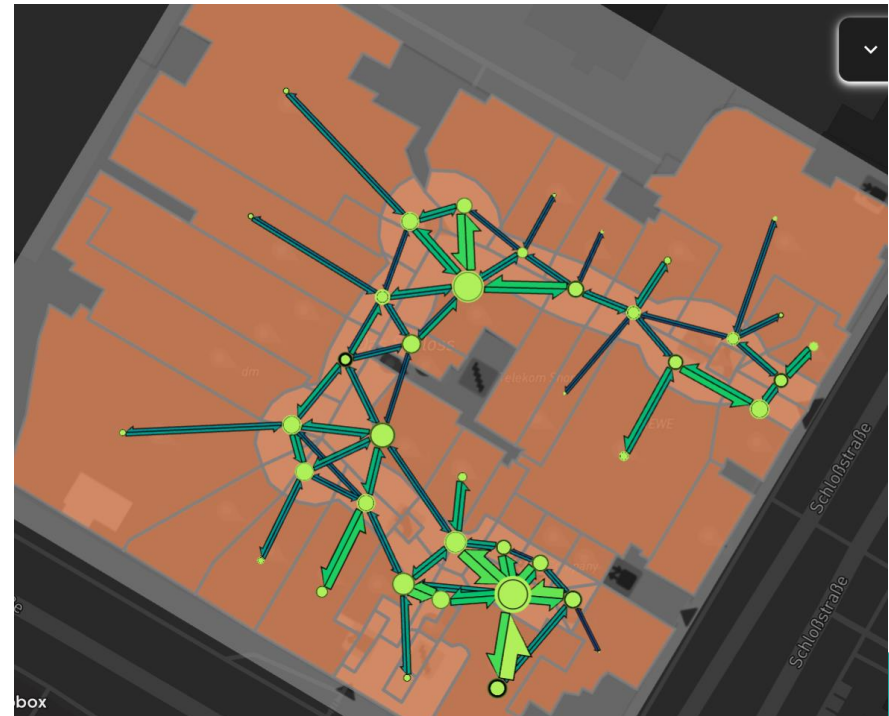
Customer journeys

- From area A to area B (and vice versa)
- Most frequent cross visitations

Customer journeys between departments / brands

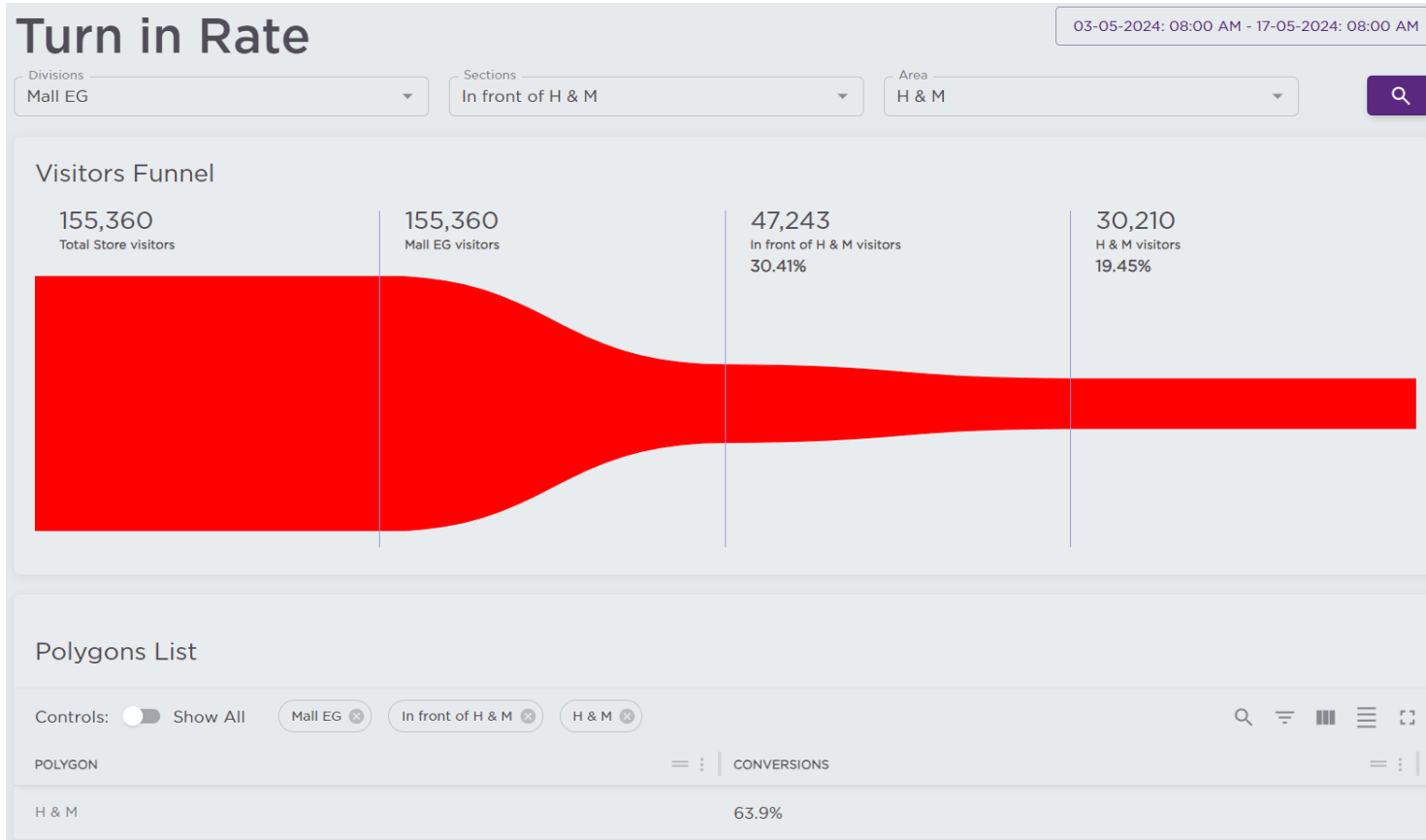


Customer journey between stores in shopping center



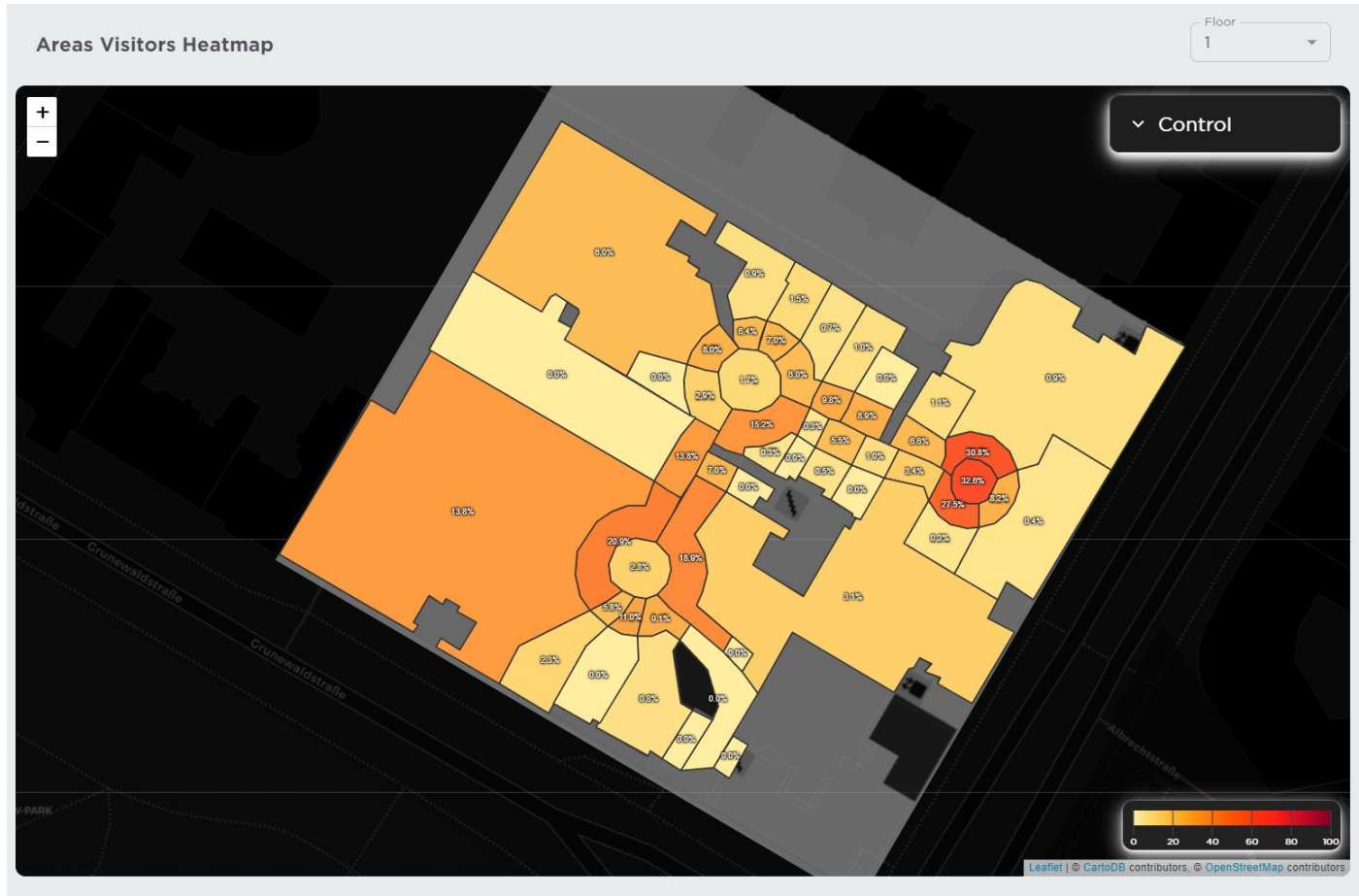
Turn in Rates & Funnels

- Turn in Rates in Shopping Centern and Retailern
- How many People in Front of the Store → How many people enter the Store



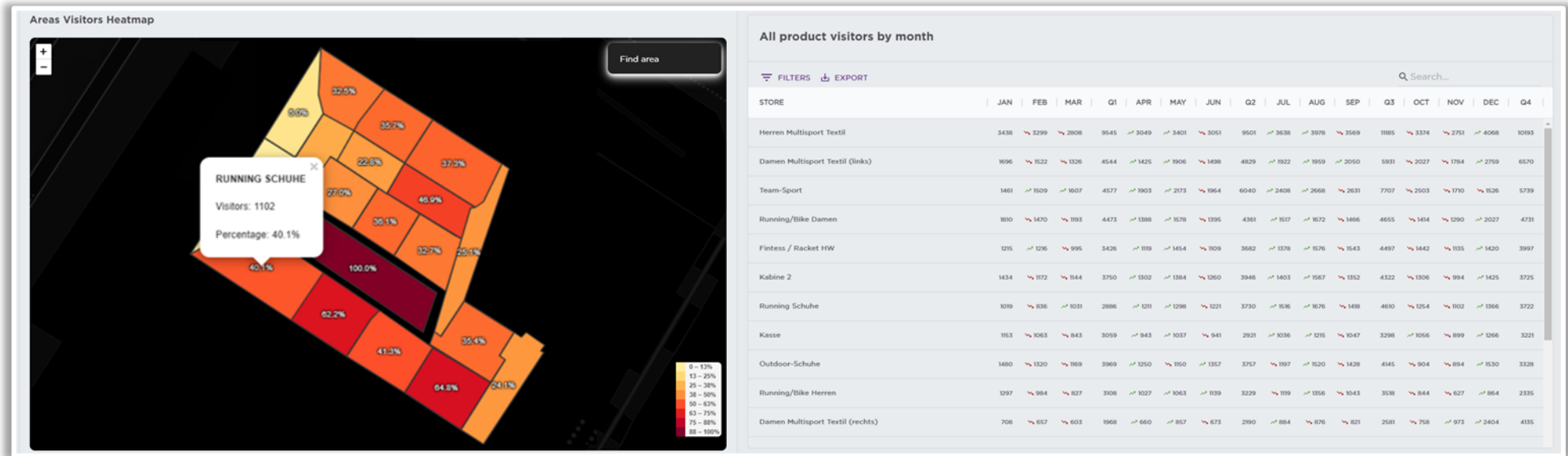
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Heatmaps

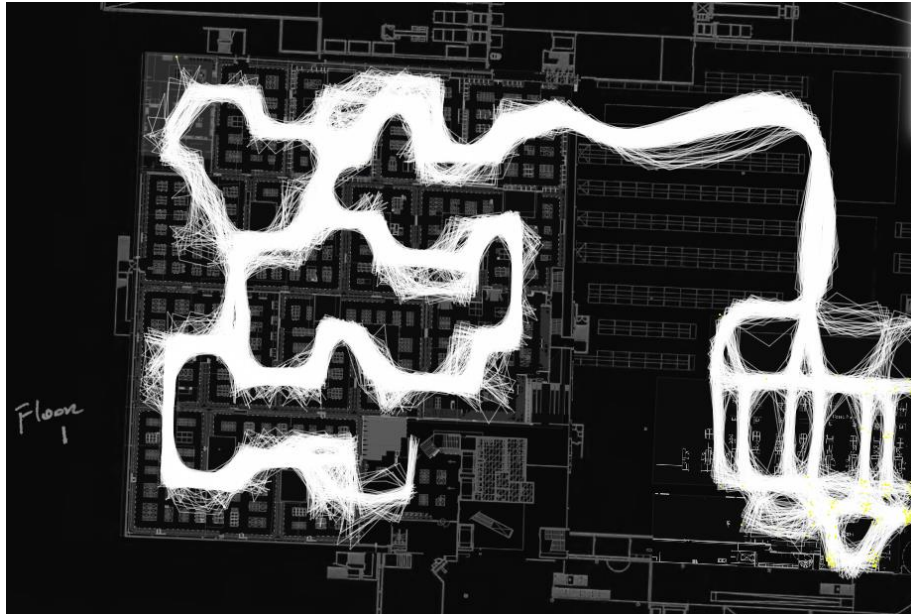
- Heatmaps by number of visitors
- Customers by departments / products



Shopper Journey

- Most dominant walking routes
- Walking routes of customer groups

Dominant Path



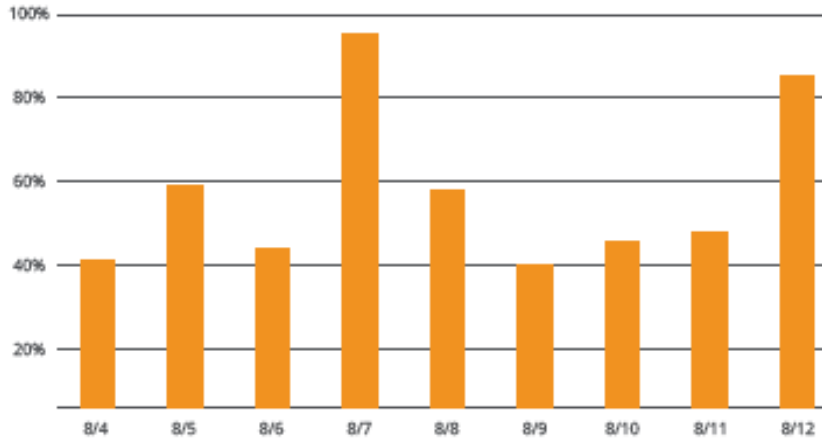
Trajectory View



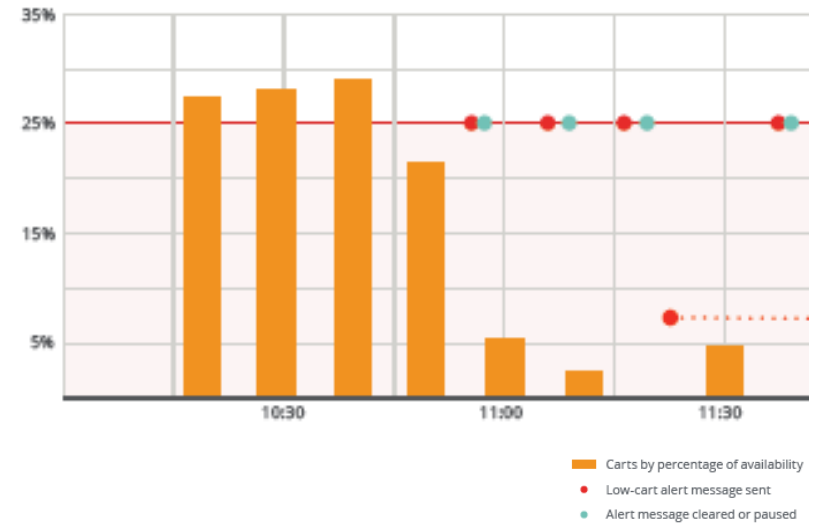
Availability of shopping trolleys

- Real-time availability of shopping trolleys
- Employee alerting when a minimum number is not reached.

Übersicht über die Verfügbarkeit

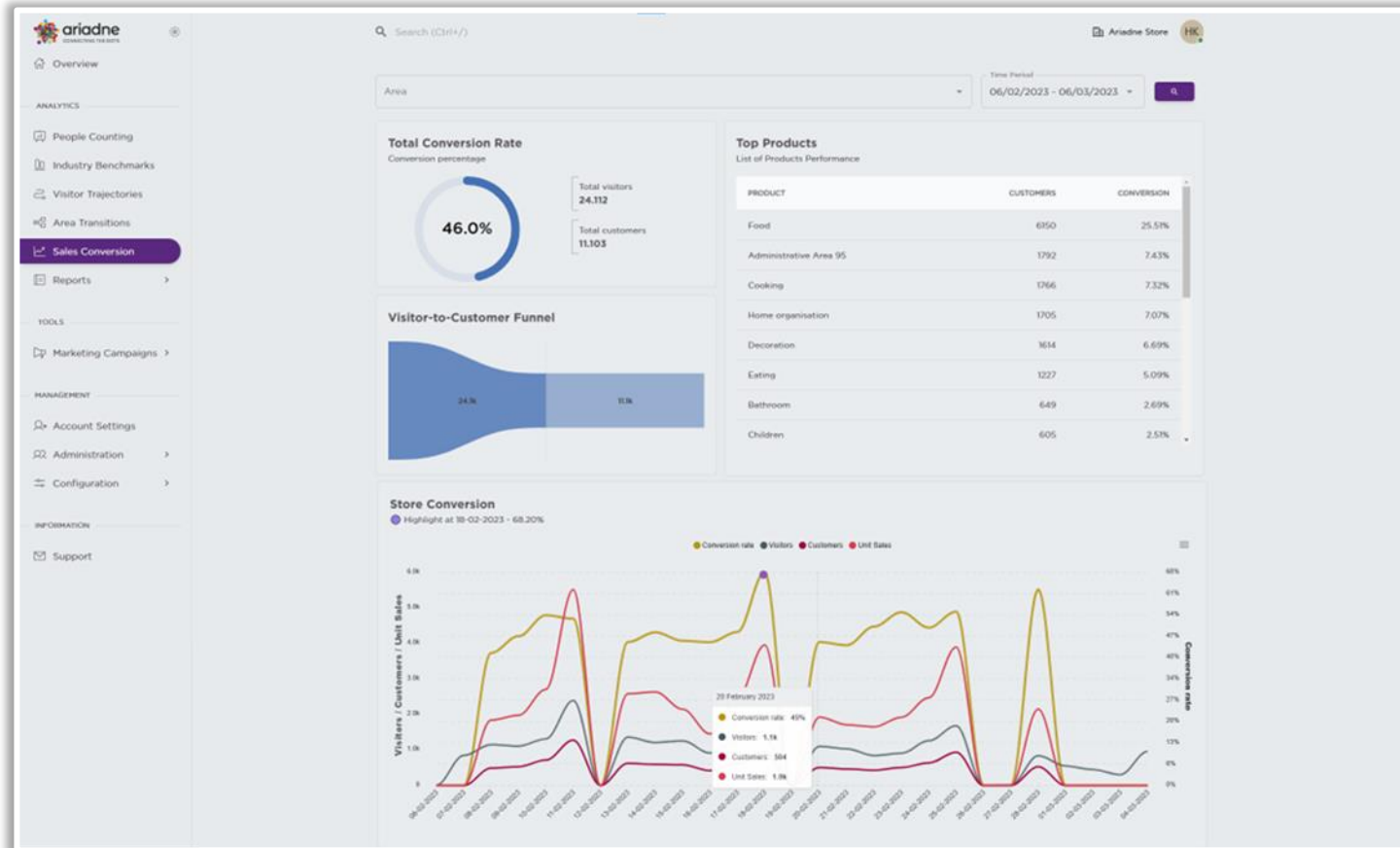


Echtzeit alerting



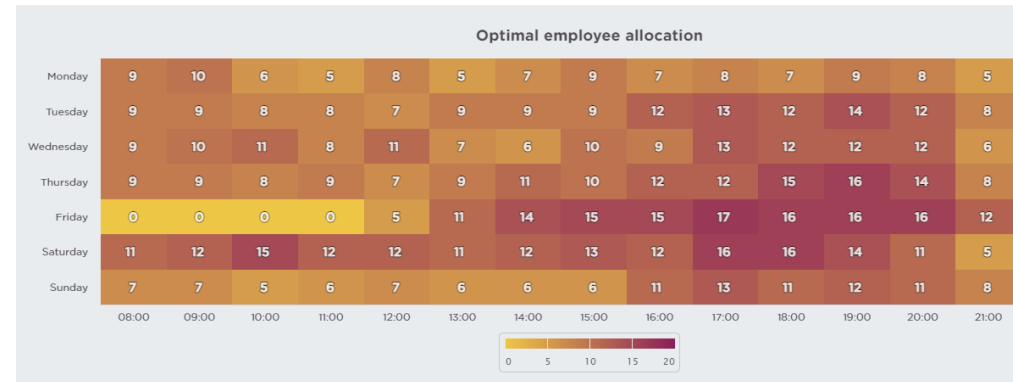
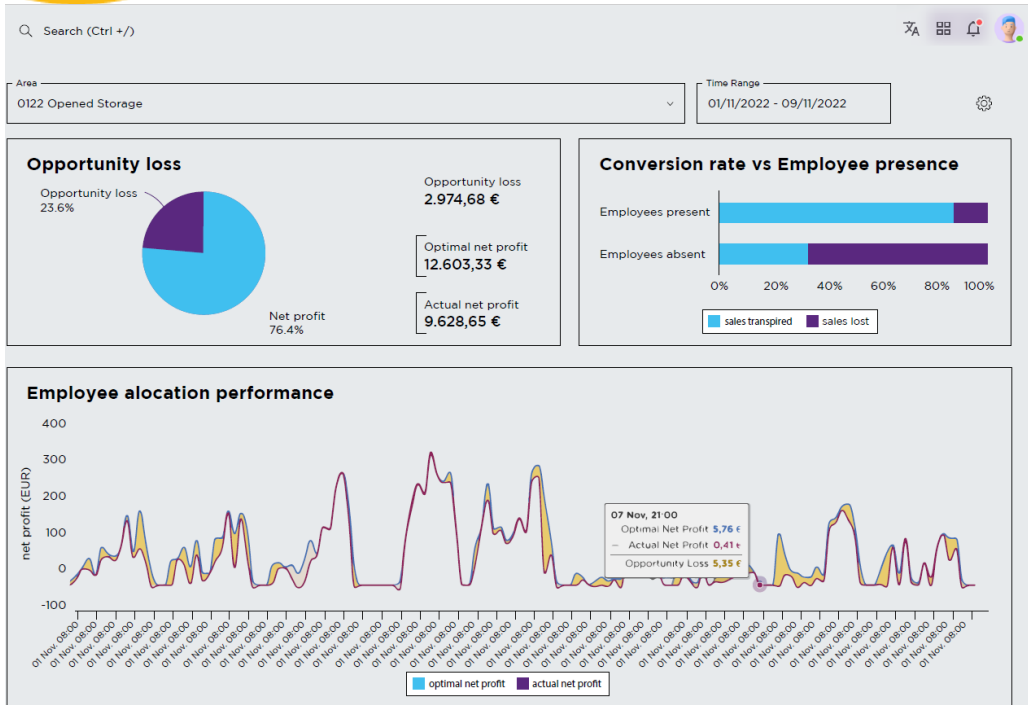
Conversion Rate

- Integration with POS data
- Understanding the entire funnel, from entering the shop to purchase



Staff scheduling

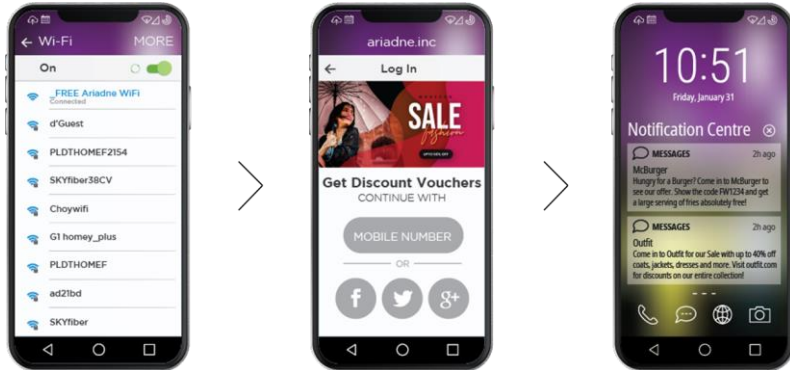
- Plan where, when and for how long your employees should be in the retail areas.
- Maximise revenue potential while minimising costs.



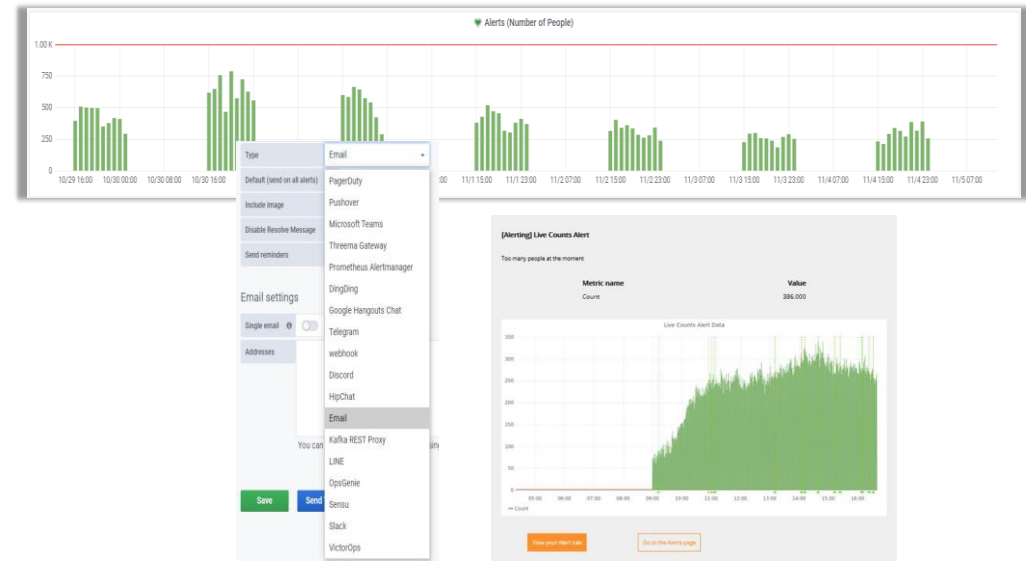
Push notifications

via Opt-in

- Location Based Marketing



- Employee Alerting





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THANK YOU



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