

Easyvision

People Counter
Systems



Key to Successful Marketing

The most important element for successful retail marketing is to see the visitor statistics. Based on the store statistics.

- To define the ratio between the potential visitors versus the actual sales.
- To define the necessary number of personnel employed at the retail store
- To understand the efficiency of marketing tools such as campaigns, advertisements, discount periods, the effect of well designed showcase.
- To define the optimization of security personnel and equipment versus the time / dates of the operation.
- To establish the most attractive goods based on the visitor statistics provided by the system.