



People Flow Into
Actionable Insights

Πάμε να τα δούμε
αλλιώς...



ariadne
CONNECTING THE DOTS

Praktiker

Praktiker

We are all about the **customer..**

“

Ariadne is specialized in **location data** and **crowd analytics**.

Ariadne is a state-of-the-art AI system that senses anonymous signals from smartphones, enabling accurate assessment of **people flow** and real-time information.

By providing insights into people counting, visitor trajectories, heatmaps, flow patterns, dwell time, omni-channel marketing via opt-in and indoor navigation, Ariadne offers actionable data to both the private and public sectors.

”



Mission statement and values

“

Enable people to analyze their **CUSTOMER's** flow and unlock its opportunities.

”

Values



COST CONSCIOUSNESS

It has to be ROIable.
Or else we dump it and return to the drawing board.



RESPECT

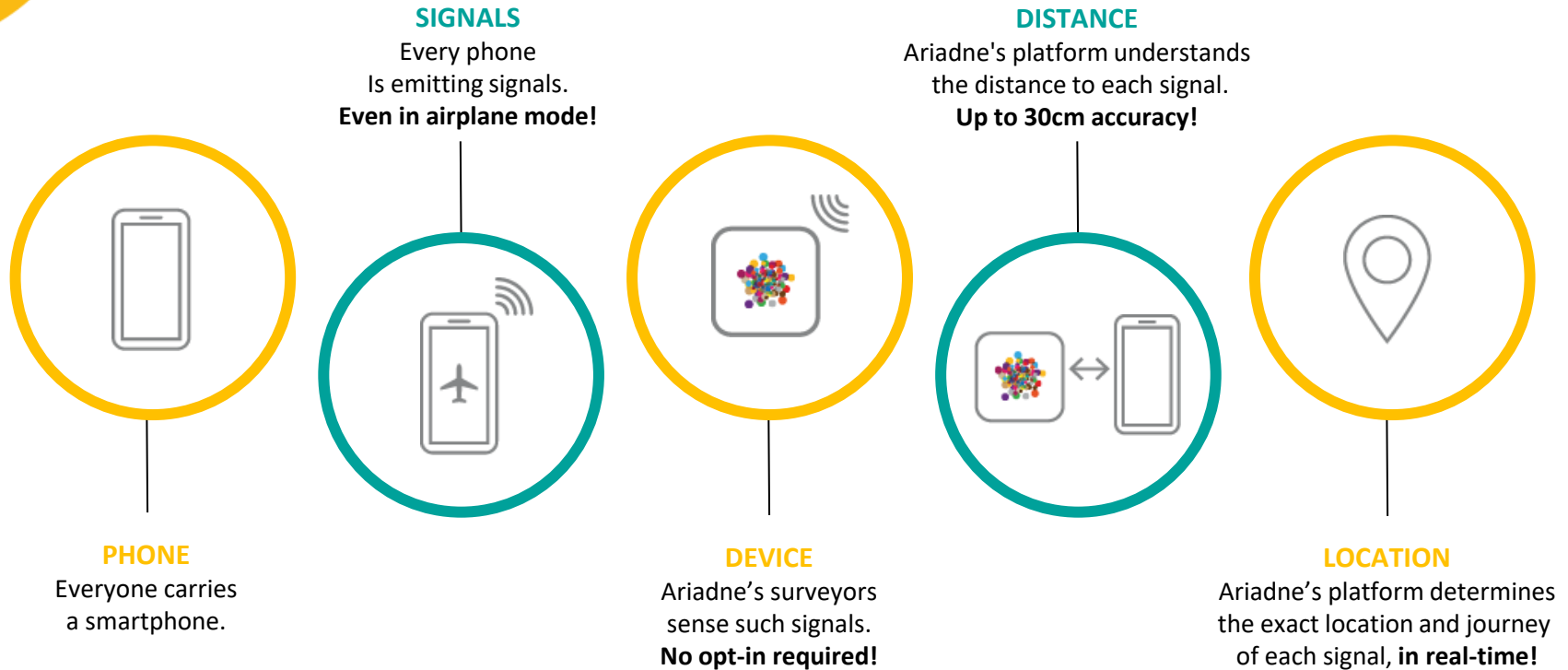
For people's privacy.
Period.



ACCOUNTABILITY

Accepting responsibility for our actions (and inactions) to build trust internally and externally.

Our solution and how it works



Today's challenges in retail physical stores



Labor shortages
and increasing costs



Energy increasing costs and
inefficiency



Lack of **shopper behavior**
understanding



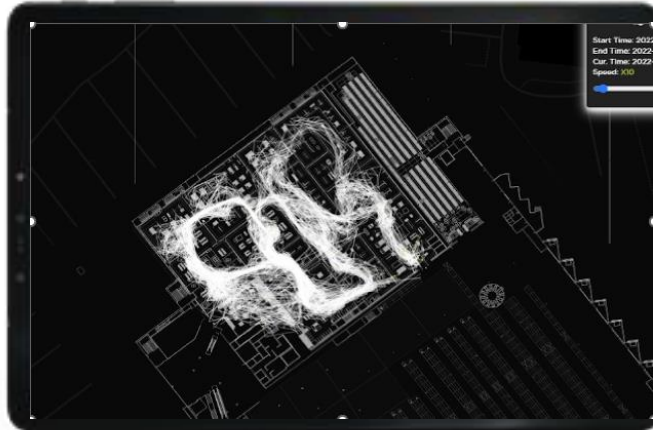
Low ROI on marketing
investments

Ariadne: visualizing people journey

Before



After



Does not require



Smartphone App



WiFi



Cameras




LTE & GSM Network



Proprietary Hardware

Detailed benchmark vs legacy systems: features

FEATURES	Ariadne	LTE & GSM networks	camera analysis	Bluetooth	smartphone app
Footfall	✓	✓	✓		
Dwell time	✓	✓		✓	
Repeat visitors	✓	✓			✓
Customer engagement notifications	✓				✓
3D & vertical differentiation	✓		✓		
Real-time crowd management notifications	✓				
Path analytics	✓				✓
	✓				



revenue growth

INSIGHTS

- most dominant shopper journey
- in-store time spent per shopper
- walk-through ratio vs entered
- sell-out conversion rates
- shelf / display transaction

IMPACT

- category layout optimization
- basket growth (+ X items)
- increase loyalty
- true omnichannel
- new revenue streams



cost productivity

- sales / category working hour
- needed active checkouts forecast

- employee scheduling



customer service

- blue-dot navigation
- employee alerting (checkout/store)

- shopper satisfaction

KEY RESULTS



Increase in Product Conversion more products bought in-store with every minute spent browsing a product.

After the peak of **10-minutes** dwell time per product, for every extra minute that customers wait for service, they buy **6% less products**.



Reduced Bounce Rate

Ariadne helped Praktiker to predict and better react when a customer is about to bounce.



Better Targeted Marketing

Ariadne enabled Praktiker to quantify the success of their marketing channels via A/B Testing.



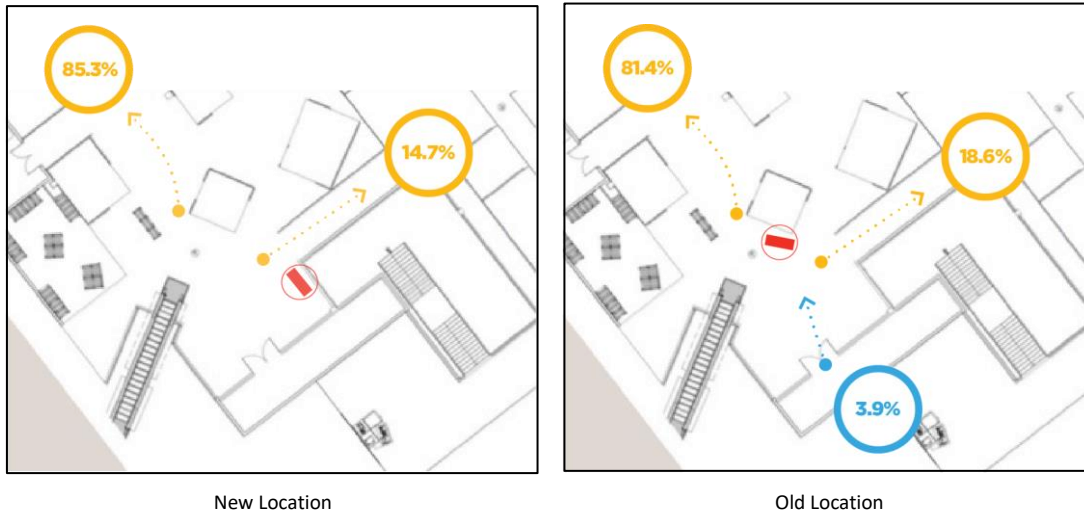
Savings by Better Employee Scheduling

Ariadne enabled Praktiker to better allocate their employee hours for enhanced in-store experience.

Use cases – Home furnishing retailer

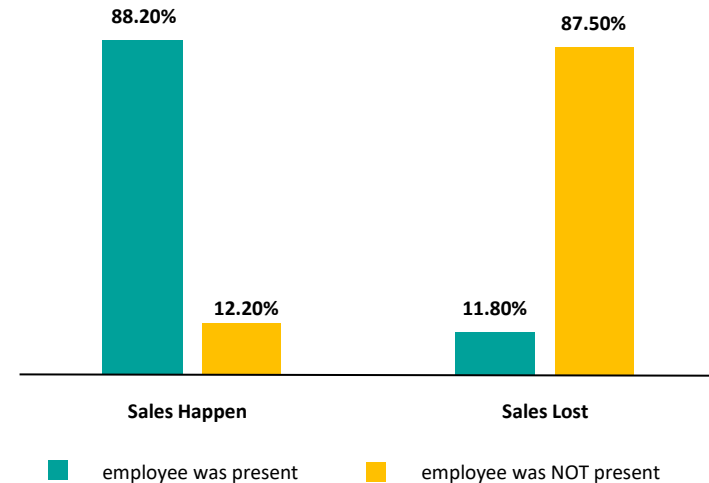


STORE 1 POSM Impact Real Time assessment



Change of banner **worsened** the flow towards store entrance by **21%**

STORE 2 In-store Personnel Impact on Conversion Rate



Quantified in-store personnel to sales direct correlation > **Lost sales of 42K €** in Jul'22

18 Markets

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

6 Verticals



Airport



Shopping Center



Hospitality



Retail



Transportation



Smart Cities

50+
Customers



DEICHMANN

SEGMÜLLER

Praktiker

MediaMarkt

INTERSPORT



Deka

CBRE



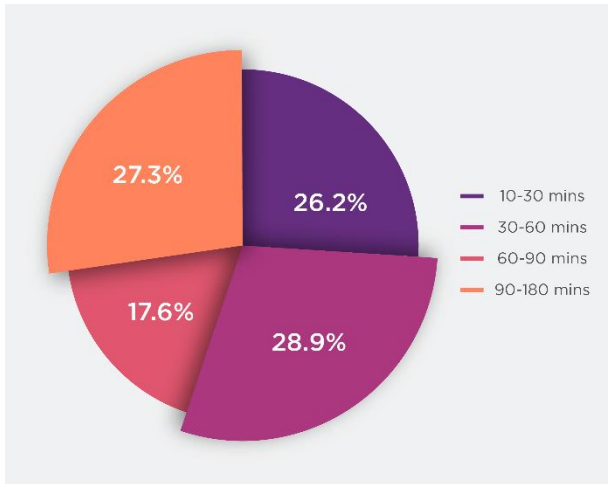
Leverkusen



Traustein

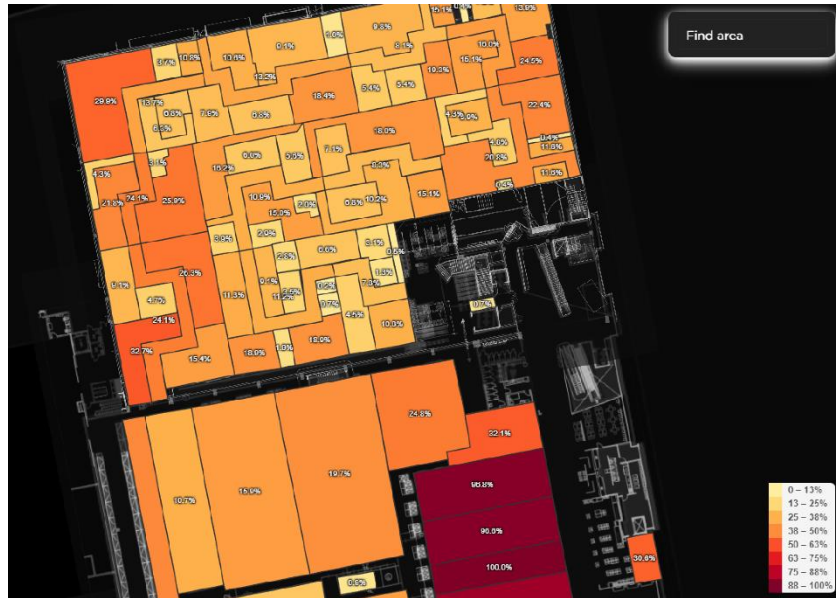
A good example of Ariadne's analytics

Average durations



- This panel reports the groups of your visitors based on the time they have stayed in your business. For example in the following figure we can see that 26.2% of the visitors have visited the store for a period of less than 30 but higher than 10 minutes.
- Even though this information does not help you to increase your visitors, it directly help you to increase your revenue, since by doubling the time your visitors stay in your business you are dramatically increasing the probability of an additional sale to occur.

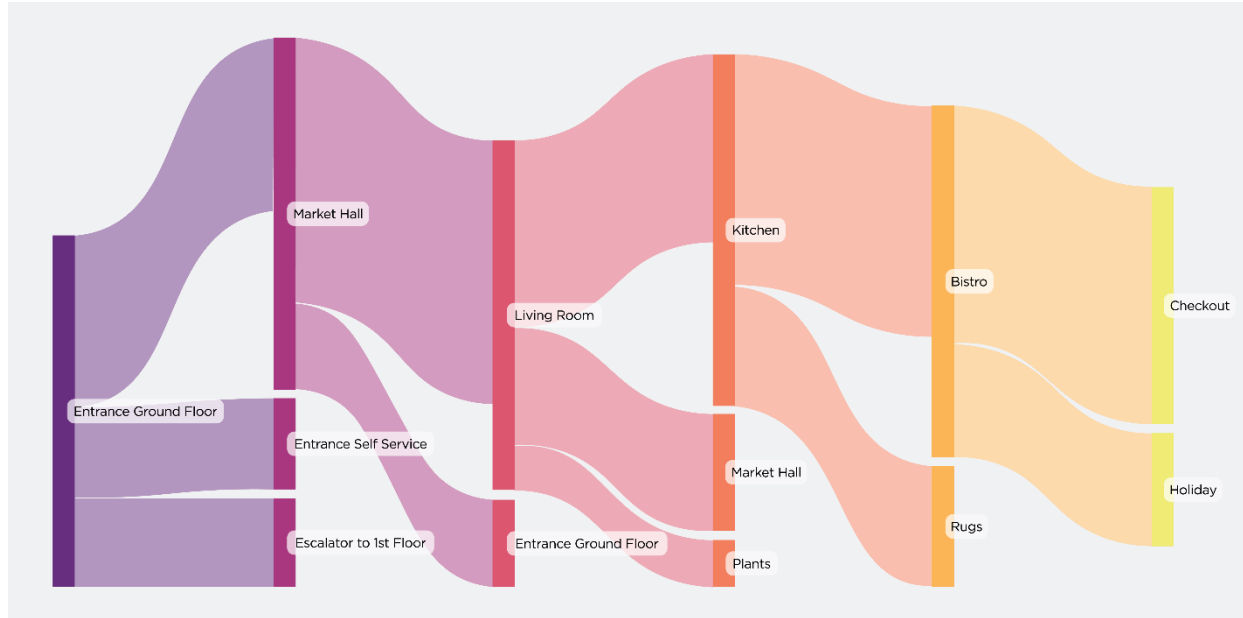
A good example of Ariadne's analytics Areas visitors heatmap



- The areas of visitors heatmap is a powerful tool to visualize all aforementioned data on a map. You have the ability to zoom in and out on the map, allowing you to view data at a high level or focus in on specific areas.
- The search feature enables you to find any area you are interested in on the map, you may also select to visualize data in both relative (i.e. %) and absolute values, giving you the flexibility to view data in the way that best suits your needs. Additionally, you have the ability to choose how to group areas, giving you even greater control over your data visualization.
- And when it comes to visualizing the differences between areas, you have the freedom to choose the method that works best for you.
- The legend will guide you in interpreting the values on the map, giving you the knowledge you need to make informed decisions based on your data.

A good example of Ariadne's analytics

Visitors area transitions



- Analyze the transitions of your visitors between different areas.
- Identify how areas connected to each other.
- Measure the cross-sales potential between the areas.
- Quantify the success of redirecting your visitors.

A good example of Ariadne's analytics

Visitors trajectories



- The visitor trajectories, also visualized in the following video, enables you to monitor the flow of visitors, or your visitor's trajectories. This can provide several benefits, including:
- **Improving Customer Experience:** By understanding how customers move through the store, you can optimize the layout and design to improve the customer experience. For example, if a certain area of the store is often congested, the layout can be adjusted to reduce traffic and improve the flow of customers.
- **Increasing sales:** By analysing visitor trajectories, you can identify popular areas of the store and optimize product placement to increase sales. For example, if a certain product category is frequently visited but not frequently purchased, you can adjust product placement or pricing to encourage sales.
- **Reducing operational costs:** By identifying areas of the store that are underutilized, you can adjust staffing levels and optimize operations to reduce costs.
- **Optimizing marketing and targeted promotions:** By analysing visitor behavior, you can tailor marketing and promotional campaigns to specific areas of the store or specific customer segments, increasing the effectiveness of these efforts.

Cart availability

- Real-time understanding of cart availability (via visual sensor placement).
- Employee alerting when below threshold.

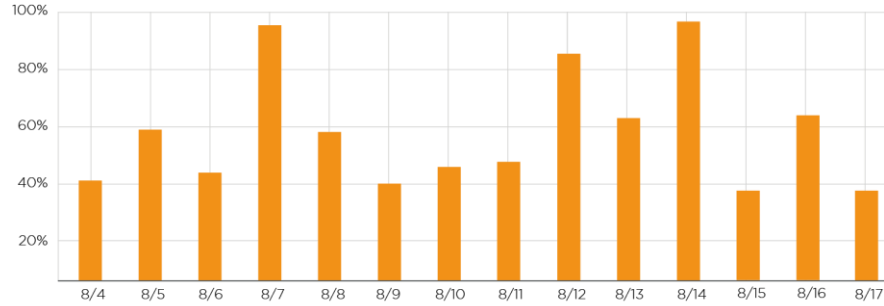


Figure 1: Average percentage of daily cart availability during a two-week period

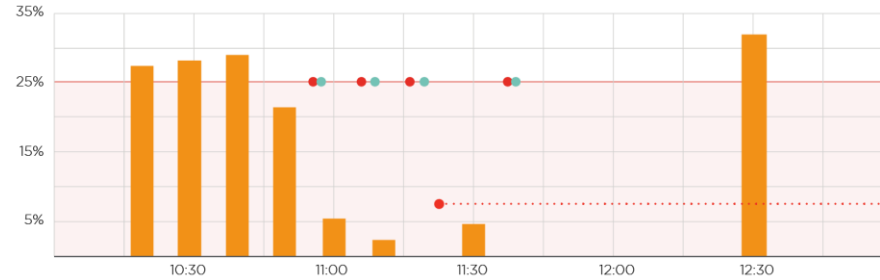
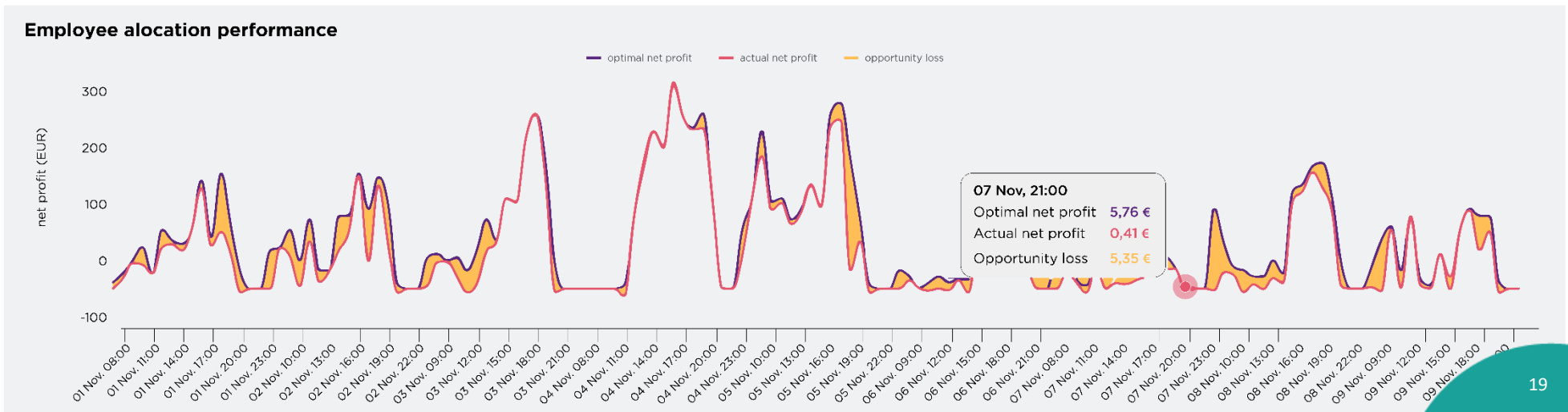
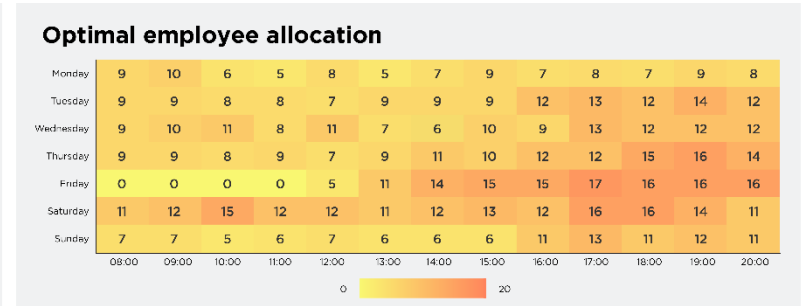
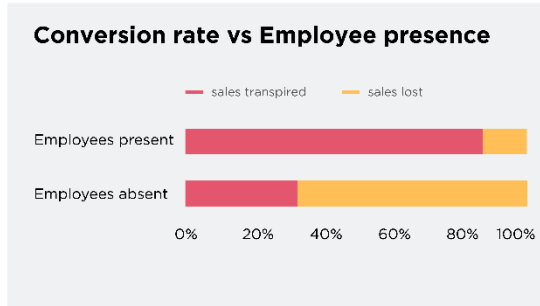
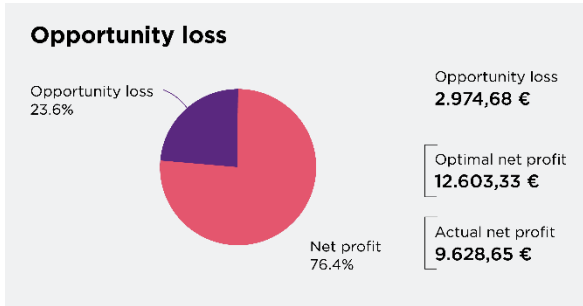


Figure 2: Sample day of August 17, showing cart tracking and alerts

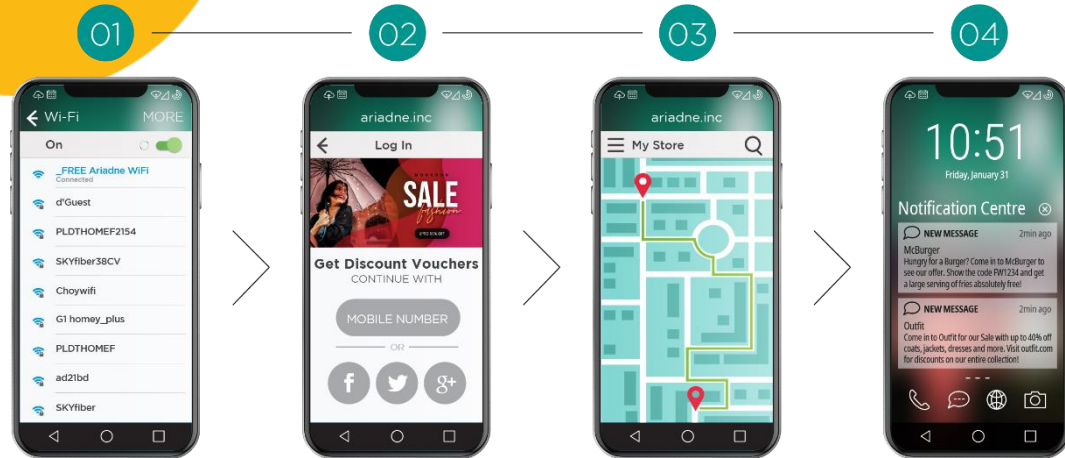
- Carts by percentage of availability
- Low-cart alert message sent
- Alert message cleared or paused



- Plan where, when and for how long your in-store employees should be.
- Maximize the revenue potential while minimizing the cost.



Push notifications and navigation via opt-in



- Ariadne engagement service is an additional service offered via the Ariadne analytics solution. Ariadne's device can then be configured to be visible to your visitors as a regular access point, visible in the list of access points. The portal has open access and it will pop up on your visitors phones when they approach your premise without the need of any action from their side.
- When your visitors connect to the Wi-Fi **01**, they are asked to login using Facebook, Google, phone number or email a **02** ess for the opt-in.

The user might also choose to opt-in for obtaining navigation service **03**. The navigati**03** service includes:

- querying for a location (e.g. store or landmark),
- searching for a specific product in the store,
- routing for obtaining direction instructions,
- localization for obtaining your current location or your location related to the route.

When the users have opted-in you can **04**:

- push WhatsApp, Messenger, SMS or Emails to your customers and strengthen their loyalty,
- obtain demographics that will help you to better understand your customers,
- populate you CRM with leads that have been generated from loyal customers,
- increase your revenue by pushing ads to your visitors,
- push surveys and collect useful feedback from your customers.



ariadne
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THANK YOU



Get in touch

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