



Put your customers in focus

Store optimization solutions

“I know what I’m selling. How do I know who’s buying?”

Are my marketing campaigns reaching the right people?

“How can identical stores perform so differently?”

“I want my customers to shop for longer, not wait longer.”



Axis store optimization solutions

You have good things in store

The right data makes a valuable difference.

Customer tracking isn't only for online sales. Nor are network cameras just for security. Combined with business intelligence, Axis solutions bring you real-time and long-term data to maximize your engagement with customers in store. And that produces tangible returns.



Discover the path to **stronger sales**

MEET

Your store needs to convert visitors into shoppers. Network cameras with business intelligence go beyond people counting, helping you understand how customers interact with your retail environment. By learning when people come, how they move and in which places they linger, you can enhance both their experience and your conversion rate.

Get to know your customers

KNOW

Better sales come with understanding your customers and speaking to their needs. Instantly and anonymously, your video technology can assess both gender and age – giving you the data to tailor your marketing and in-store offerings. You can even adapt using vital demographics to trigger digital signage and targeted music and announcements.

Make every experience **positive**

REACT

Maximizing sales takes more than creating hotspots. It requires eliminating dead spots and preventing even temporary bottlenecks. With business intelligence, your cameras can identify an issue before it escalates. That lets your staff take quick action to keep your customers interested and engaged – and above all from leaving the sales queue.

Make more of your opportunities

DEVELOP

Perhaps the greatest thing offered by customer insights is the potential to improve over time. Using comprehensive data from our solutions, you can adjust your store layout, staffing and marketing to attract and keep the customers you seek. And if you have multiple locations, you can readily access store performance.

So much more than what you see

Axis store optimization solutions bring you in-store data similar to that of online sales. They let you respond quickly – or even automatically – to customers and their actions. When integrated with POS systems, they are powerful tools for improving your offerings, your marketing and ultimately your profits.



1. Count

Count the number of people passing under the camera and register their direction – all in real-time.

2. Measure

Measure how many people are standing in a predefined area, e.g. a queue, as well as the level of activity and time spent within that area.

3. Detect

Detect and distinguish between male and female visitors while also providing estimates of their age intervals.

4. Track

Track the number of people at a certain location and send alerts based on predefined occupancy parameters.

5. Communicate

Schedule targeted audio announcements, commercial messaging and music.

Axis offers intelligent security solutions that enable a smarter, safer world. As the market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,700 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.