

goals

- Increase number of visitors
- Optimize store location
- Optimize staff allocation
- Optimize advertising
- Identify anchor positions

what we measure

- Visitor Count
- Dwell Time
- Visitor Paths
- Zone Data & Correlation
- Peaks & Lows
- Anchor Positions
- Passers-By
- Capture Rate
- Alarm

our method

-  The visitors smart phone sends out signals 7 - 15 times a minute to locate a network.
-  The signals are collected and sent to our cloud-based servers.
-  The data is processed before storage. The process is analysed and approved by the Swedish Data Inspection authorities with GDPR taken into account.
-  GDPR compliant data is now ready for use. The data could be used separately or in combination with other data sources.

benefits

- ✓ **Understand customer behaviour**
Gain numerical insights into measurable KPIs with Explorer, our business intelligence tool:
 - Know **customer peaks, when they arrive, how long they stay**, their **movement patterns** and **zone data** within the store
 - **Optimize store location** (foot traffic variations)
 - **Optimize advertising** (foot traffic variations)
 - **Increase number of visitors**
- ✓ **Analyze data from Bumbee Labs**
Study **hourly, daily, weekly and monthly trends** via Explorer to gauge performance
- ✓ **Plan ahead with greater knowledge**
With better understanding of customer behaviour and trends, you can plan ahead to solve problems in operations and functionalities:
 - **Enhance customer experience** (traffic management)
 - **Improve commerce** (optimizing layout and positioning of stores)
 - **Optimize staff allocation** (peaks & lows)
- ✓ **Optimize operations and functionalities**
Continue studying the data provided by Bumbee Labs to constantly optimize and create a fulfilling retail experience.

why us?

- ★ GDPR approved by the Swedish Data Inspection authority
- ★ Robust Data & Extrapolation allows for over 99 % accuracy
- ★ Effective Method
 - 10 years of research
 - Approved by academia
 - Validated by customers
 - Statistically robust approach



contact us

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|---|---|---|
| Bumbee Labs AB | Karl Samuelsson | Staffan Liljestrand |
| Birger Jarlsgatan 9
Box 7748
103 95 Stockholm | CEO
+46 (0) 707 588 971
karl.samuelsson@bumbeelabs.se
info@bumbeelabs.se | Chief Science Officer & Founder
+46 (0) 70 542 01 90
staffan.liljestrand@bumbeelabs.se |