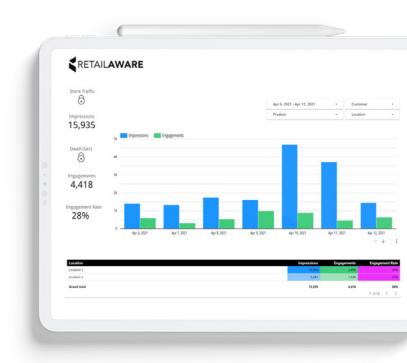# RETAIL**AWARE**

Capture In-Store Shopper Behavior with Retail Aware

Retail Aware measures consumer behavior and retail execution in real-time by using simple sensors that track shopper behavior data around your products while shopping in-store. This data is then captured in real-time to a secure cloud via mobile data or WIFI.

CATEGORY
Retail Technology

FEATURES
In Store Shopper Behavior Data

SUBSCRIPTION REQUIREMENTS
Retail Aware Subscription

CAMERA AND APP FREE

Without the use of cameras or complex apps, Retail Aware uses simple sensors that track in-store shopper behavior data in real-time, around your products. The sensors can be easily integrated into any part of the store, including Raydiant signage. The data captured is in-store shopping behavior, without any intrusion.

EASY TO USE AND IN REAL-TIME

Retail Aware empowers brick-and-mortars to make better decisions quickly, through real-time data. Whether you want to increase sales, improve campaign metrics, monitor stockouts, or ensure execution, Retail Aware compiles all your data into one single, easy to read dashboard.

SMARTER DECISIONS, FASTER

For busy stores, Retail Aware is a faster, more functional solution than waiting on POS data. By capturing shopper data in real-time, you can quickly and easily make the best decisions on stocking, shelving, and execution. Plus, Retail Aware's real-time, in-store shopper behavior data helps measure the impact of the incredible experiences designed with Raydiant.

UNDERSTAND YOUR IN-STORE SHOPPERS

Retail Aware helps brick-and-mortars track shopper movement patterns throughout an entire store. Retail Aware data measures shopper dwell time, foot traffic trends, areas of the store that sell product best, and more unique insights. With insights like that, improving revenue and a customer experience is faster and easier than ever before.

www.raydiant.com

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