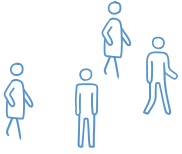# sensalytics

MALL ANALYTICS

*Performance in view
at all times*

MÜNSTER**ARKADEN**

THE CLIENT

MÜNSTER ARKADEN is a shopping center that has been around since 2006 and is centrally located in the historical Principal Market in Münster (North Rhine-Westphalia). **MÜNSTER ARKADEN** houses a total of 23,600 square meters of retail space on three floors, on which there are restaurants, numerous retail shops, and the central branch of the public bank, *Sparkasse Münsterland Ost*. Based on its location alone, the mall is a relevant factor in the revitalization and general attractiveness of the city center. A product range tailored to the customers and a diverse range of gastronomic choices are essential driving factors for the general success of shopping centers and department stores. They help ensure that a shopping center like **MÜNSTER ARKADEN** is and remains an asset to the pedestrian zone.

THE TASK

Revitalizing **MÜNSTER ARKADEN**: to be sure that the mall remains competitive, the operators wanted to measure and analyze in detail the events inside the shopping center. For the tenants of the individual stores, the data is used to **DETERMINE THE CONVERSION RATES**. The center management, in turn, needs data in order to optimize the floor space in a targeted manner. With this knowledge, they wanted to find out what correlations exist between the individual stores and which retail store actually functions as an anchor store. The marketing on the floor should be adapted and optimized to the needs of the customers. The owner of the mall also has an interest in being able to reassess the performance of the property at any time and in creating a uniform digital platform for everyone involved.

"Thanks to the technology and technical expertise of sensalytics, we can analyze what is happening on the floor with high precision. This provides the perfect foundation for strategic process optimization. As a strong partner, sensalytics helps us to collect relevant key figures and interpret them correctly."

Manuel Behr
Head of Leasing, Aachener Grund

"Through sensalytics, the communication between us as operators, the property management, and the individual tenants of the stores will become much more digital, dynamic, and transparent. With permanent access to data collected in real time, we have an accurate picture of the performance of retail properties."
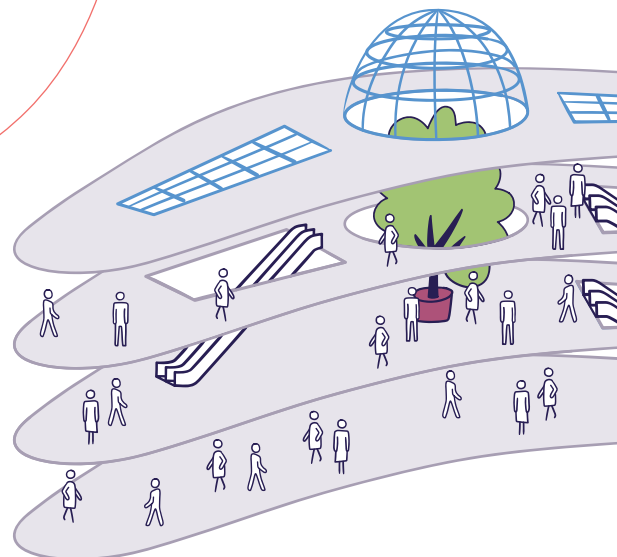
Did you know?

Our real-time analytics can also be used to control the air conditioning and ventilation system according to demand. This saves you important resources and reduces your energy costs!
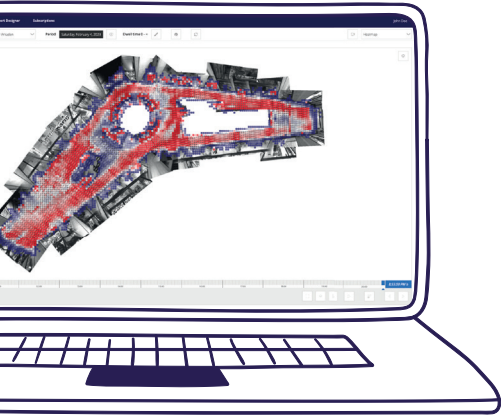
THE SOLUTION

The measurable key figures are based on interconnected 3D sensors that are installed inconspicuously and across the entire shopping path of the mall. They track all **MOVEMENTS AND PATHWAYS IN REAL TIME**, accurate to the second and centimeter. The technology records the exact distribution of all passers-by when they first enter the arcades: who doesn't visit a store at all, who visits which shops on the ground floor, who uses the stairwell? For a highly accurate result, sensalytics tracks the walking routes of people **ACROSS ALL FLOORS**. In addition, sensalytics analyzes shopping behavior, i.e. determines who visited a shop when they first entered the shop and is therefore classified as a direct prospect, or which shops are more likely to be second-stop options. Also, the technology shows the **CORRELATION BETWEEN THE INDIVIDUAL STORES**. Another result is the behavior analysis of the visitors within a certain period of time. For example, the technology from sensalytics was able to determine that the holiday season is a real sales driver, when visitors go to significantly more shops than at normal times.

THE RESULT

All data is transmitted from the sensors to the sensalytics cloud in real time, where it is presented in a cockpit that is easy to understand. In this way, the tenants, the center management and the owners of the properties can call up the key figures that are important to them, **DEFINE CUSTOMER GROUPS AND OPTIMIZE PROCESSES** at any time at a glance. The various display formats range from pie charts and tables to heat maps. All sensalytics data can also be accessed via API and integrated into existing business intelligence systems. Compared to simple people counters at department store entrances, sensalytics tracking offers a much more **DETAILED AND EXACT PICTURE** of how people move and behave within the mall. Real-time tracking throughout the entire department store can also be used to optimally **CONTROL DIGITAL-SIGNAGE MODULES**.
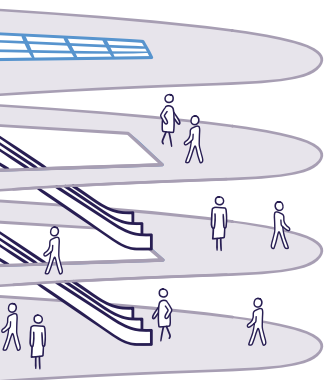
sensalytics is the partner for retail analytics.

sensalytics provides offline retailers with an analytics tool that the online world has benefited from for a long time.

Retail Analytics – In-Store-Tracking –
Customer Experience – Predictive Analytics

sensalytics

sensalytics GmbH
Zettachring 2a
70567 Stuttgart
Germany

www.sensalytics.io
contact@sensalytics.io
+49 711 2195 299-0