

Engage Visitors More Effectively with Accurate Foot Traffic Trends

Understand human interaction with your space with people counting analytics

Do you know when your spaces are busy? If you manage, design or sell in physical locations, you need to know when those spaces are occupied and by how many people in order to get a baseline for measuring engagement success.

People counting trends provide visibility into how active or inactive your locations are, and help you identify which variables require adjustment to reach your goals. With simple responsive data visualization and analytics from Dor, you can more readily take action on increasing relevant engagement for all of your physical spaces.



The challenge: Knowing how many people are in your spaces

In the past, it's been difficult and expensive to gather reliable, real-time foot traffic data.

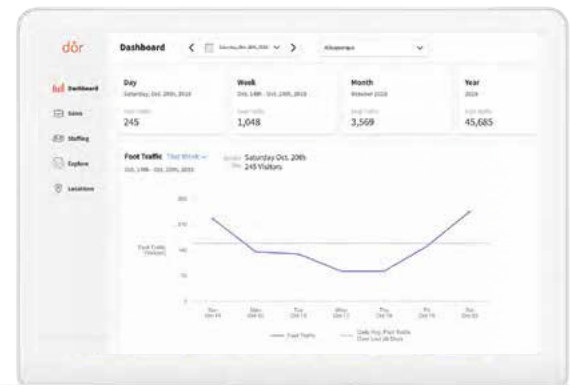
Legacy technologies — like doorway break-beams, under-the-desk sensors and people counting cameras — promise accurate counts, but don't often deliver holistic trends at an organization-wide level. Additionally, without any technology, anecdotal data from staff on the ground can be inaccurate or inconsistent due to human error, and hard to collect and visualize in real time.



Because of this, operations and space managers often operate at a disadvantage when determining which spaces in their mall, workplace, or campus are more engaging than others. This is further complicated when assessing how stores, floors or sections of a building perform against each other each hour and each day. Plus, without year-over-year data with which to make decisions confidently, store managers are left in the dark regarding how foot traffic trends actually changes throughout the year.

The solution: Simple and responsive data visualization and analytics for physical spaces

Dor is an analytics solution for physical locations that counts people using thermal sensors and visualizes those trends on an easy-to-use, cloud-based platform.



See rich insights in Dor right away:

- View visitor traffic trends in every space you manage, at any time, from any device
- Drill down into foot traffic trends with location grouping and hourly occupancy breakdown
- Share this visibility with your team using role-based access
- See new data pulled from sensors in the field every hour
- Eliminate human error with automatic data pushes to your dashboard



- Export data via CSV or connect additional tools via API for infinite applications

Deploy hardware easily to start tracking trends immediately:

- Battery-powered thermal sensors peel and stick to install on any doorway without wires or screws
- Using a proprietary advanced machine learning algorithm, sensors are always improving for your space
- System uses the cellular network and doesn't require your space to have WiFi

The benefits: Maximize revenue, decrease wasteful spend and increase performance

Know when spaces are used

Understanding how people move in and out of your spaces empowers



Battery-powered thermal sensors peel and stick to install on any doorway without wires or screws.

you to make faster, more intentional decisions about where to invest resources. Accurate foot traffic counts give you the baseline of what's working well in your spaces, so you can better plan spend around predicted demand:



- **Staffing** — Confidently schedule your team when they'll be most effective at driving revenue, during slow and rush times, and

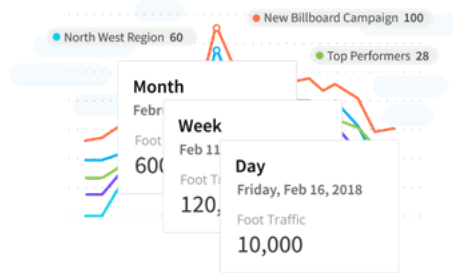
spend your staffing dollars where they'll have the most impact.

- **Expansion** — Identify capacity trends in your spaces to see where more square footage or new locations are necessary to meet demand
- **Security** — Couple traffic trends with which exits are most used to craft safety plans and staff security teams when and where they're needed most
- **Maintenance** — Occupancy trends for spaces like stores, bathrooms and conference rooms inform when and how to allocate resources to clean or maintain those spaces for a better visitor experience

Know when spaces aren't used

Inversely, knowing when your spaces aren't being used helps you understand where to scale back spend or increase resources to drive more engaged traffic. Seeing where your spaces are underperforming, especially when compared to higher-performing spaces, helps you take action to optimize every square foot more effectively:

- **Usage planning** – Identify less active spaces to reduce bottlenecking and capacity strains elsewhere by redistributing traffic flow



- **Marketing** – Forecast future investments and initiatives around actual impact by attributing marketing activities to measurable occupancy trends
- **Closing spaces** – Define and commit to long-term strategic objectives for your business

with consistent and reliable technology and insights

With accurate, up-to-date foot traffic trends, you can process and present actionable information about your spaces to stakeholders without ambiguity or assumptions. With analytics and visualization solutions from Dor, you'll get quicker, more actionable feedback that enables smarter decision making and reduces risk.

Make confident and intentional decisions for your spaces. Connect with us at getdor.com to speak with a member of our team.

About Dor

We help hundreds of brands understand the story their foot traffic tells by giving them actionable insight to grow their business and exceed customer expectations. Our simple data visualization and analytics solution - powered by the world's first battery-enabled, thermal-sensing people counter - empowers retailers to focus on what really matters: operating efficient spaces where meaningful engagement happens.

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