

# Key Features of FootfallCam 3D Counter (Advanced Level): For Shopping Malls

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# Key Features of FootfallCam

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- 3D counting technology
- Enterprise class software
- Comprehensive business analytics
- 60+ reports templates
- Server control panel
- Software integration
- Cost effective
- Simple wiring
- Easy to install
- Easy to configure
- Fully supported by FootfallCam

Please refer to [Webinar #2 Key Features of FootfallCam \(Beginner Level\): For All Industries](#) for more info.

# Key Features for Shopping Centre



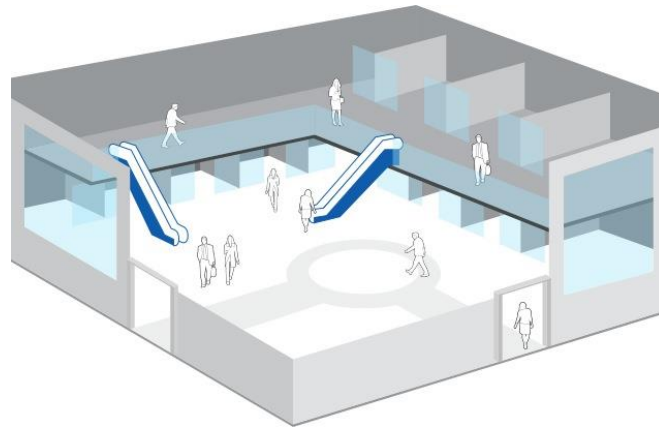
Measure Marketing Effectiveness



Maximize Rental Revenue



Optimize Operations



Key Features for Shopping Centre



Customer Loyalty and Engagement



Determine Optimal Tenant Mix



Staff Planning

# Maximize Rental Revenue

## Make Better Leasing based on Value of Space

Zone Analytics quantifies the sales opportunities that each zone generates (based on visitor count, shop time, etc.), allows shopping centre to **identify tenants who should be paying higher rent**.



**A. Highest traffic in Zone A**  
Suggestion: Rental for tenants in Zone A should be higher compared to Zone B and C

# Measure Marketing Effectiveness

## Determine the Best Marketing Strategy

With FootfallCam analytics, you'll be able to quantify and track the performance of each marketing event based on



Number of Visitors



Number of new  
visitors created

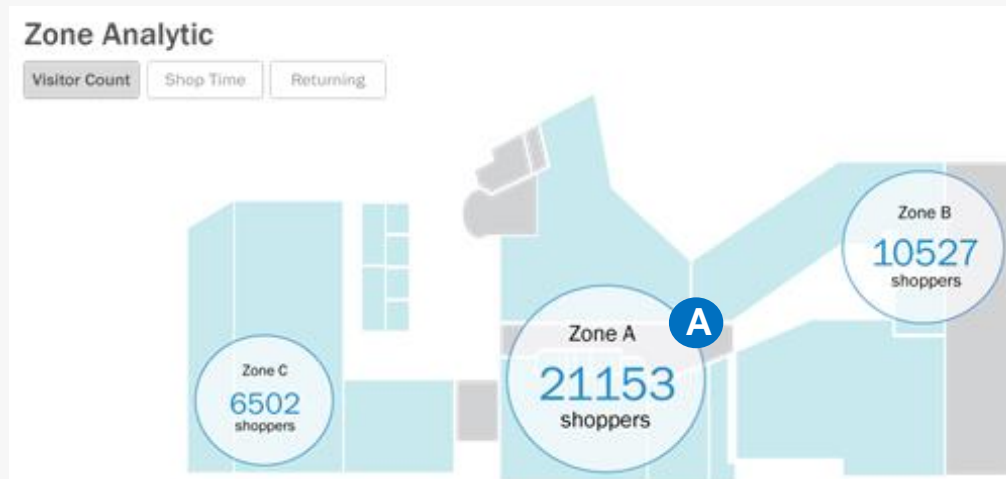


Visit frequency for  
returning visitors

# Staff Planning

## Deploy Staff More Effectively to Align with the Zonal Traffic

Based on the number of visits per zone, management will be able to highlight the busy zones and allocate the right number of staff in different zones, to deliver a better shopping experience to visitors.



A. Highest traffic in Zone A  
Suggestion: Higher proportion of staff should be allocated to this zone

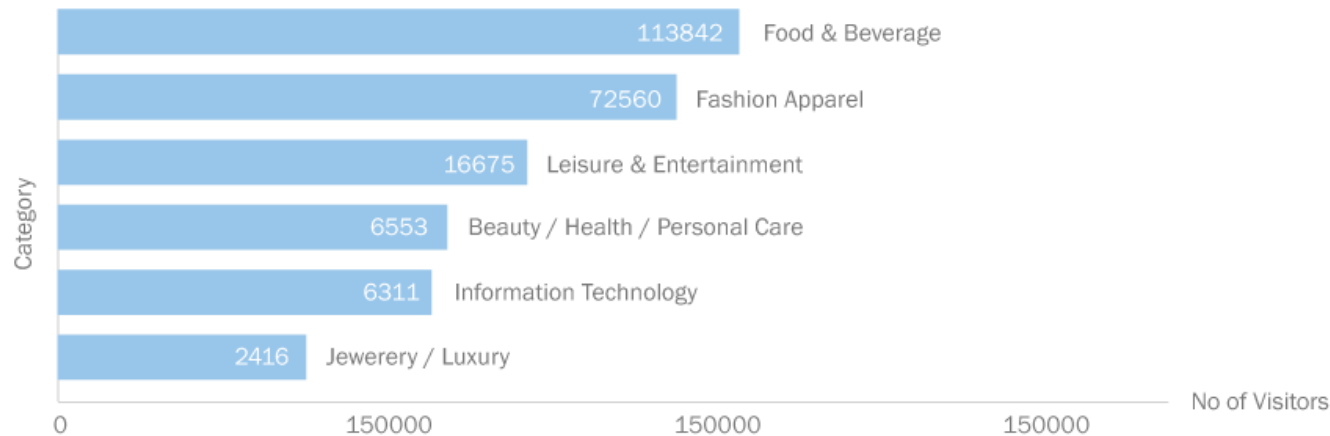


# Determine Optimal Tenant Mix

## Locate the Right Tenant at the Right Place

Having better understanding on [customer segments and visit behavior based on interests](#) allows management to make informed decision on which tenants should be included and where each tenant should be placed.

Visitors by Categories



# Operations

## Optimize Resources Planning for Improvement

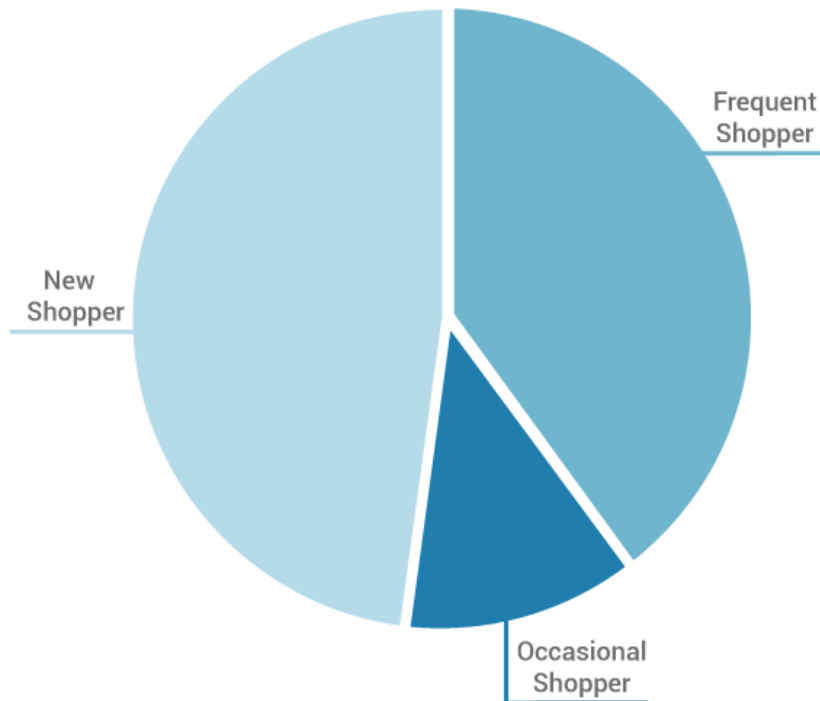
Zone analytics allows management to identify neglected areas that require attention and allocate resources to improve the situation.



A. Very low traffic in Zone C all the time

Suggestion: Review and see if it is having the right tenants mix based on the customer segments

# Customer Loyalty and Engagement: Convert First Time Visitors into Repeat Customers



With the ability to quantify the loyalty of your existing customer base (based on number of returning customers, cross shoppers, etc.), you'll be able to focus on your marketing and loyalty initiatives, either to extend your loyal customer base or to further engage your customers.