

VTA is a mandatory tool in the Management of Retail Shops and Stores

Understanding **Shopper Traffic** and **Conversion Rate** is the **Key to Retail Success**

In today's Business environment, retailers are facing a multitude of challenges that severely threaten their ability to operate profitably, market over-saturation, ever rising operating costs and dynamic economy strain nearly all retail sectors and magnify the importance of every business decision. This means it is more important than ever for retailers to accurately monitor the industry's two most vital sales metric : **Shopper traffic** and **conversion rate**.

As many of the industry's most successful retailers begin to realize this, they are relying more heavily than ever on the visitor traffic intelligence for key business functions such as :-

Visualize Event and see

- ✓ How Successful Marketing campaigns have been
- ✓ How many people have been reached.

Optimize

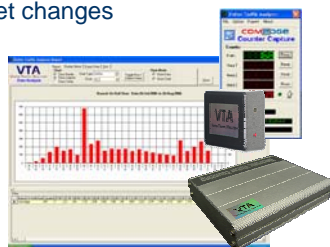
- ✓ The human resources planning and workforce management.

The Figures you obtain serve to

- ✓ Track the ratio of visitors to number of transactions
- ✓ Measure sales staff performance
- ✓ Compare locations
- ✓ Identify visitor traffic patterns, (seasonality, day-part, etc.)
- ✓ Effect of new competition

Measure Data allows prompt

- ✓ Identification of market requirements
- ✓ Reaction to market changes



The Proven Retail Performance Equation

$$\text{Conversion Rate} = \frac{\text{Customer}}{\text{Visitor}}$$

Visitor Traffic Analyzer (VTA)

Retail experts agree that accurately counting customer or visitor traffic with automatic electronic visitor counting is the only way retailers can make sound strategic decisions. With this in mind COM-EDGE has developed a visitor traffic analyzing hardware and software that will help any size of company position themselves well in today's highly competitive market. With **VTA** from COM-EDGE, your business or organization can easily evaluate staffing need, staff performance, conversion ratios, marketing campaigns, floor plans, product displays and more. With hard visitor counting data you can be confident that your decision are based on facts not guesswork.

What Is Visitor Traffic Analyzer (VTA)

VTA is a hardware with PC integrated, simple to install and provide a system to track and record visitor traffic patterns of people that pass by the selected sensor. This data can be used to generate reports and display statistical information on a computer for analysis .

Sample report

