

Real-time people counting and visitor monitoring - anywhere and anytime



Acumen³ Analytics is your **all-in-one real-time visitor monitoring tool**. A decision-makers day is too busy to spend time transferring raw data from people counting and visitor intelligence technologies into **meaningful charts and analytics** – Acumen³ does the work for you – leaving you with more time to focus on analysis and strategy development.

ACUMEN³ FEATURES:

Dashboard Snapshot

- Filter by location, data range and zones
- Editable graphs
- Venue map of analytics points
- Map of locations

Rich Reporting Suite

- Calendar month statistics
- Core trading hours
- Daily centre activity
- Daily statistics and daily totals
- Day to day comparison
- Hourly variances
- Month by week
- Month to month comparison
- Monthly traffic ranking and variance
- Moving annual turnover
- Average population
- Daily population
- Weekday comparison
- Year summary
- Yearly variance

Analytics in Numerous Formats

Filter and count by:

- Location
- Time interval (from 1 minute to a day)
- Week by day
- Month by day
- User defined range
- Visitation, entry, exit, pass-by and population

Other Features

- Schedule and email tailored reports automatically
- Automatic weather, humidity and rainfall feed
- Annotations for relevant information e.g. events, campaign dates
- Adaptable user levels and access
- Comprehensive online help
- Regular feature updates and enhancements
- Acumen³ technical support team on hand
- Report on all locations on a single unified platform

ACUMEN³ BENEFITS



Understand location/ store performance



Develop evidence-based strategies and plans



Enhance understanding of your target audience



Analyse marketing and advertising effectiveness and ROI



Benchmark and predict visitor trends



Optimise staff schedules by demand and improve performance

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