



Retail Traffic Analyzer™ | RTA

What is it?

ShopperTrak's Retail Traffic Analyzer™ provides retailers with fast, convenient access to their key business data (traffic, sales and labor) via a reporting tool on the web.

What does it do?

ShopperTrak's Retail Traffic Analyzer combines a quick dashboard view of performance with the availability of a "best of business" set of predefined reports to help identify performers and uncover new opportunities across a retail organization.

How does the product work?

ShopperTrak collects, audits, edits, then posts data from Orbit traffic counters to the Retail Traffic Analyzer. The retailer provides extracts of point of sale and labor data, which are also posted to the portal.

The Retail Traffic Analyzer is hosted from ShopperTrak's secured data center. All pages are encrypted.

Client users access the secure portal via their web browser connected to the Internet or their corporate intranet.

How do you use the product?

After signing on to the portal, users have access to dashboards for a quick review of performance and pre-defined reports that produce shareable and printable output. Comprehensive user documentation and training sessions are provided to ensure that users throughout the organization understand and can leverage the Retail Traffic Analyzer.

Benefits and key features of ShopperTrak's Retail Traffic Analyzer

Benefits:

- Delivers accurate, reliable data daily through the web
- Integrates sales, traffic and labor data with reporting tools
- Allows improved benchmarking of sales, marketing and labor plans based on data and analysis
- Provides cost effective view of missed opportunity vs. bottom line; i.e. relationship between traffic and conversion as well as conversion and labor
- Combines a quick dashboard view of performance with predefined business reports

Key Features:

- Predefined reports are available to quickly identify performers and uncover opportunities (hourly, daily, what if, etc.)
- Reports are easily converted to CSV. files to allow further flexibility
- Reports and knowledge are shared easily throughout an organization via E-mail
- This subscription product is readily available to users at all levels of a retail organization, from corporate to field store managers. Individual licenses are not required for service
- Confidentiality/security of data for participating retailers is controlled at varying levels of their organization (corporate, district, region, store level)
- Time period reporting is flexibles
- Multiple predefined store hierarchies are supported
- Multiple corporate calendars are supported
- Top 10 reports are also available in Chinese