



# Location Analytics Services

Data & Analytics



Online retailers have mastered the art of understanding visitors to their stores. This has proven to be competitive and profitable business advantage. What if you would understand the customers visiting your store in person even better than the online shoppers? Location Analytics Services levels the playing field by providing you the information you need about your shop visitors to optimize your business, while improving the customers' shopping experience.

## Insights from Location Analytics Services



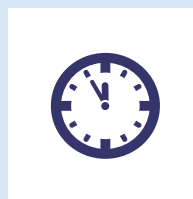
### PASSER-BY

Know how many visitors are passing by a certain location



### QUEUE TIME

Know how long visitors have to wait in line



### DWELL TIME

Know how long visitors stay in your store



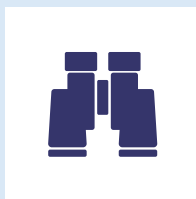
### RETURN VISIT

Know how often and when a visitor returns to a store



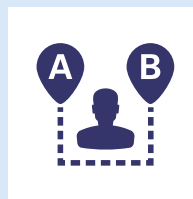
### ADVERTISING

Know the real impact of advertising and campaigns



### TARGETING

Know which customer your sales personnel should prioritize



### ROUTES

Know how visitors walk through your store



### BENCHMARK

Compare stores and optimize their layout

# Benefit for Retailers



**REDUCE  
PERSONNEL COSTS**



**INCREASE STORE  
VISITS**



**IMPROVE SALES  
EFFECTIVENESS**



**INCREASE CUSTOMER  
RETENTION**

## How it works



1. Capture signals  
from mobile devices



2. Anonymize data and  
provide opt-out



3. Big Data processing for  
unlimited scaling



4. Deliver valuable  
insights to store  
managers and visitors



5. Connect with external  
data for additional  
benefits



### Contact

#### **KPMG AG**

Badenerstrasse 172  
PO Box  
8036 Zurich

**kpmg.ch**

#### **Gerben Schreurs**

Partner  
Forensic

+41 58 249 48 29  
gschreurs1@kpmg.com

#### **Teo Pistalu**

Senior Manager  
Data & Analytics

+41 58 249 62 52  
tpistalu@kpmg.com

#### **Rikard Sandström**

Manager  
Data & Analytics

+41 58 249 57 79  
rsandstroem@kpmg.com

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received, or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2016 KPMG AG is a subsidiary of KPMG Holding AG, which is a member of the KPMG network of independent firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss legal entity. All rights reserved.