Our client is one of the largest shopping mall developers, owners and managers in Asia. In 2012, our client introduced a multi-faceted and trendy lifestyle mall targeting young professionals and residents in western Singapore.

## CHALLENGES

With its strategic location, our client's mall attracted thousands of shoppers in a day. Thus, it needed to:

1. Monitor crowds during events
2. Understand if shoppers are visiting a specific retail zone
3. Know how many shoppers are using the interactive displays

With their aim to increase brand relevancy to its target audience, our client hopes to continually engage customers through effective marketing.

## SOLUTIONS

AVer's Video-Analytics-as-a-Service ("VAaaS") was chosen and installed to provide real-time people counting.

Besides meeting our client's requirements, AVer offered other value-added features such as mobile app with real-time analytics summary and live view streaming.

AVer  KAI  VIDEO ANALYTICS
AS-A-SERVICE

# BENEFITS WITH AVer's VAaaS

With people counting analytics, our client could:
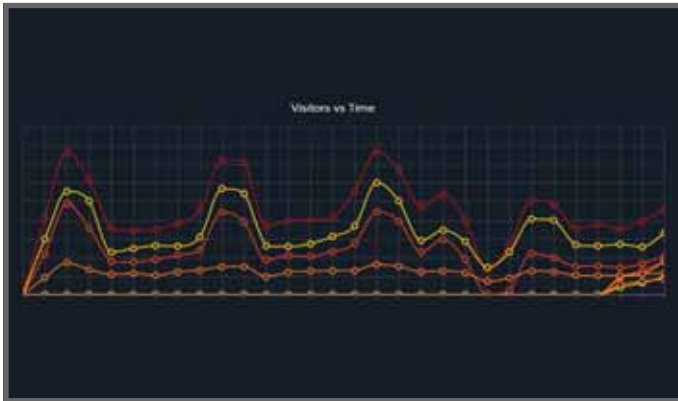


Example of people counting analytics report

1. Know the footfall to its mall and to a specific retail zone

2. Calculate the percentage of shoppers visiting a specific retail zone

3. Measure the ROI of implementing interactive displays

4. Track the effectiveness of events and other marketing campaigns

By tracking the effectiveness of these campaigns, our client understood which campaigns work and the optimal period to launch them. Real-time people counting also allowed our client to monitor crowds during events. Furthermore, with this data, our client was able to accurately calculate their **Retail Conversion**.
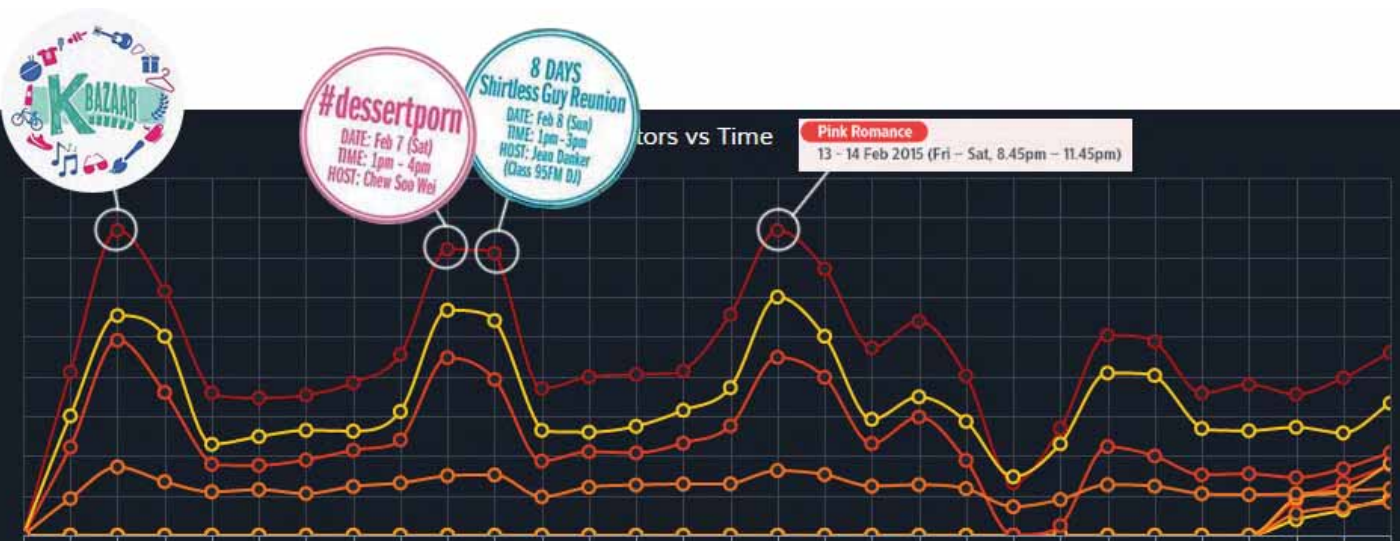


Events over a 1-month period resulted in an increased in footfall

## SUMMARY

Our client was able to gain valuable customer insights with VAaaS. Besides knowing the total footfall, our client was able to optimize marketing campaigns, calculate its **Retail Conversion** and use it as a metrics for its marketing campaigns.

## YOU CAN ACHIEVE BETTER!