Retail Optimization Analytics

Do more than count customers. Understand who they are.

3VR's video intelligence technology takes retail stores to the next level with deep, real-time insights into shopper behavior and store operations. Using 3VR's best-in-class Video Intelligence Platform, VisionPoint™ Analytics for Retail offers an end-to-end retail optimization solution. Combined with award-winning loss prevention features, the 3VR solution converts your brick-and-mortar location into **The Intelligent Store. Now.**

VisionPoint™ Dashboard

Merchants gain meaningful overviews as well as specific analytic data through a customizable Dashboard. With easy access to 24-hour intelligence, retailers can adjust goals and move quickly to optimize operations and boost profits.

Demographics Analytic

3VR's award-winning Demographics analytic allows retailers to understand who customers are by identifying foot traffic by age and gender.

Queue Line Analytic

Monitor customer lines at registers, door entry points, or return counters, and gather metrics for different times of day at different locations.

People Counting Analytic

Easily monitor and analyze foot traffic patterns and occupancy rates in key areas such as customer service, returns or changing rooms.

Dwell Time Analytic

Dwell Time reveals extraordinary insights about the way customers behave in and interact with a particular environment such as displays and end-caps.

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Why 3VR?

✅ Comprehensive range of integrated customer analytics for real customer insight, in real time

✅ Leverage use of system across various departments to lower total cost of ownership

✅ Integrates with POS, RFID and other retail systems for more complete information about store operations and customer behavior

✅ Intuitive, customizable Dashboard with at-a-glance 'Intelligent' information facilitates adaptive decisions

✅ Advanced tools for solving limited network bandwidth issues within a variety of environments

✅ Easy-to-use and intuitive interface empowers users to maximize performance of the system

How It Works

1 We mine your video streams for actionable data.

2 You pick the reporting metrics most useful for your stores.

3 You make customer-centric and adaptive decisions based on real-time reports.

4 You get shopper satisfaction and better in-store execution, resulting in higher profits.

Want to find out how our Retail Optimization Suite can help you?
Contact retail@3VR.com or 877- 387-6061 to schedule a solution walkthrough

About 3VR VisionPoint™ Analytics for Retail

3VR uses the power of Video Intelligence to allow retailers to optimize operations by responding quickly to customer needs and market trends. Using our best-in-class Video Intelligence Platform, 3VR VisionPoint™ Analytics for Retail offers an end-to-end retail optimization solution. Through a customizable dashboard, merchants can gain a 360-degree view of customers across shopping channels and adjust goals to maximize overall business performance. Based on real-time intelligence fitted to their organizations, decision makers can quickly find answers to questions around comp-store sales, SKU profitability, queue efficiency, store layout and more, and then take the appropriate action to boost profits. Combined with award-winning loss prevention features, the 3VR solution converts each brick-and-mortar location into **The Intelligent Store. Now.**