

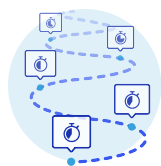
ENABLE FOOT TRAFFIC AND DWELL TIME MEASUREMENT ON YOUR DISPLAYS IN MINUTES WITH SIGNMETRIX!

No additional equipment required! Just Software. No Cameras. No Hassle.

With SignMatrix, your existing devices become powerful audience measurement tools! No hardware, sensors, cameras, or wiring required. Simply enable the SignMatrix app within minutes. **MEASURE THE IMPACT**, foot traffic, dwell time, analyze customer journeys, identify high-engagement zones, and monetize displays and ad performance.

This seamless, non-invasive solution runs quietly in the background without disrupting your existing applications. SignMatrix empowers your team to optimize store layouts, and make smarter, data-driven decisions, all while respecting customer privacy. Your displays become intelligent tools that drive real business impact with SignMatrix.

What types of customer insights does SignMetrix provide?



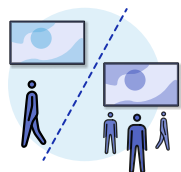
CUSTOMER JOURNEY

In what order do your customers travel through the store?



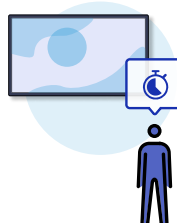
MONETIZATION

Measure ad reach. How many people see your ad and where. Track impact, conversions, and ROAS.



TRAFFIC ANALYSIS

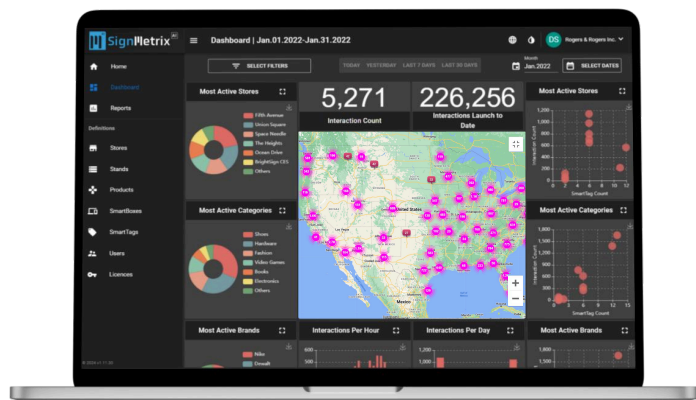
Which displays or store departments get the most traffic?



DWELL TIME

How engaging is the displayed content? Is this the right location?

Real-Time Analytics



The SignMetrix Dashboard is elegant, intuitive, and supports seamless API integration.

Why SignMetrix?



No extra hardware needed



Easy onboarding



1 to 1000s of devices



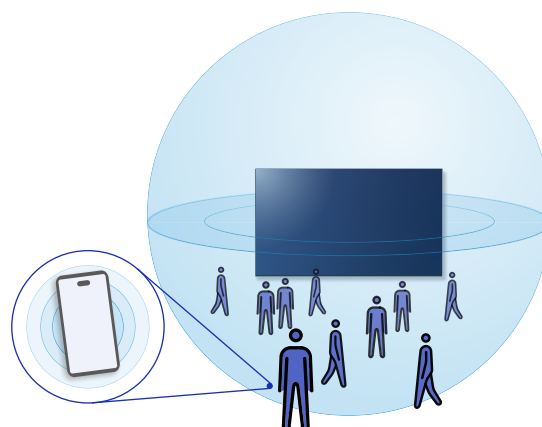
Privacy-friendly



AI-driven insights

How it Works

SignMetrix creates three detection zones covering up to 20,000 sq ft around each Bluetooth-enabled display with BrightSign built-in. It detects smartphones entering these zones, enabling SignMetrix to measure key audience metrics such as Impressions, Opportunity to See (OTS), Walk-By Traffic, and dwell time. All insights are delivered in real time through the SignMetrix Analytics Dashboard.



TRY NOW

Measure the Impact. Make Smarter Decisions!