Sign Metrix [AI]

STORE WINDOW DISPLAY

POS TERMINAL

VERTICAL DIGITAL SIGNAGE

PRICE CHECK

END OF SEASON DEALS

ACCESSORIES FOR EVERY OCCASION

END OF SEASON DEALS

BASICS

END OF SEASON DEALS

Use SignMetrix in:
- Retail
- Restaurant/QSR
- Grocery
- Healthcare
- Touchscreen Signage
- Corporate

TOUCH KIOSK OR SELF CHECKOUT

PALO ALTO

2:36 PM

PEOPLE COUNT: 2

DWELL TIME: 4 min 37 sec

TOTAL VISITS: 660

AVERAGE DWELL TIME: 2 min 12 sec

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 SignMetrix, your existing devices become powerful audience measurement tools! No hardware, sensors, cameras, or wiring required. Simply enable the SignMetrix app within minutes. **MEASURE THE IMPACT**, foot traffic, dwell time, analyze customer journeys, identify high-engagement zones, and monetize displays and ad performance.
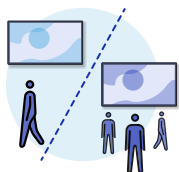
This seamless, non-invasive solution runs quietly in the background without disrupting your existing applications. SignMetrix empowers your team to optimize store layouts, and make smarter, data-driven decisions, all while respecting customer privacy. Your displays become intelligent tools that drive real business impact with SignMetrix

SignMetrix AI

What types of customer insights does SignMetrix provide?
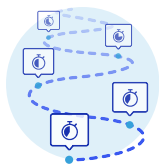
CUSTOMER JOURNEY
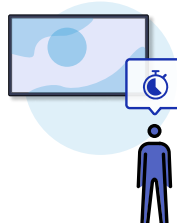In what order do your customers travel through the store?

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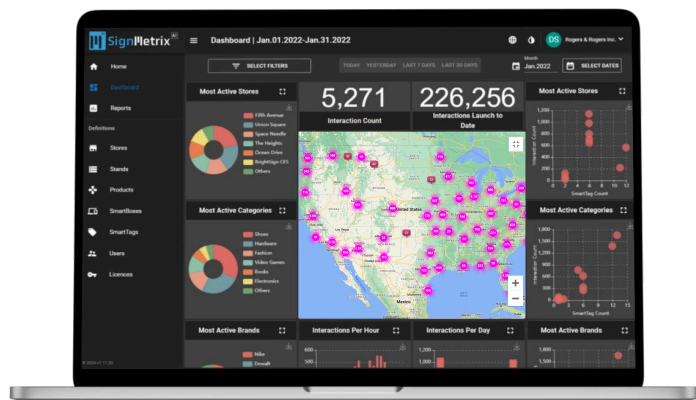
The SignMetrix Dashboard is elegant, intuitive, and supports seamless API integration.

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. 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.
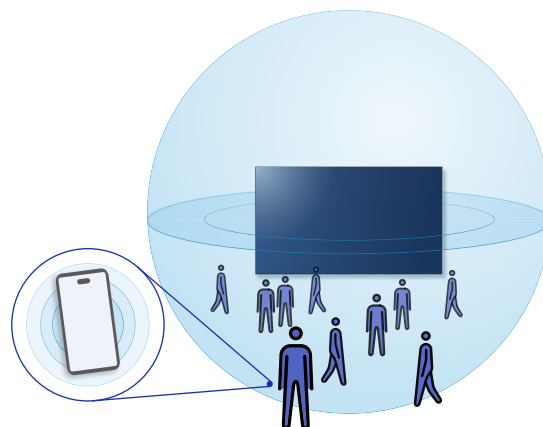
TRY NOW

Measure the Impact. Make Smarter Decisions!