SignMetrix AI

ELO ISV Partner CERTIFIED
ELO Solution Provider CERTIFIED

ēlo

STORE WINDOW DISPLAY

POS TERMINAL

VERTICAL DIGITAL SIGNAGE

PRICE CHECKER

SEARCH, SCAN & LOCATE
BARCODE SCANNER

END OF SEASON DEALS

END OF SEASON DEALS

📊 **PALO ALTO**

`2:36 PM`
PEOPLE COUNT: 2
DWELL TIME:
4 min 37 sec

TOTAL VISITS: 660
AVERAGE DWELL TIME:
2 min 12 sec

ORDERING AND SELF SERVE KIOSKS

Use SignMetrix in:
- Retail
- Restaurant/QSR
- Grocery
- Healthcare
- Gaming
- Touchscreen Signage
- Corporate
- Industry 4.0
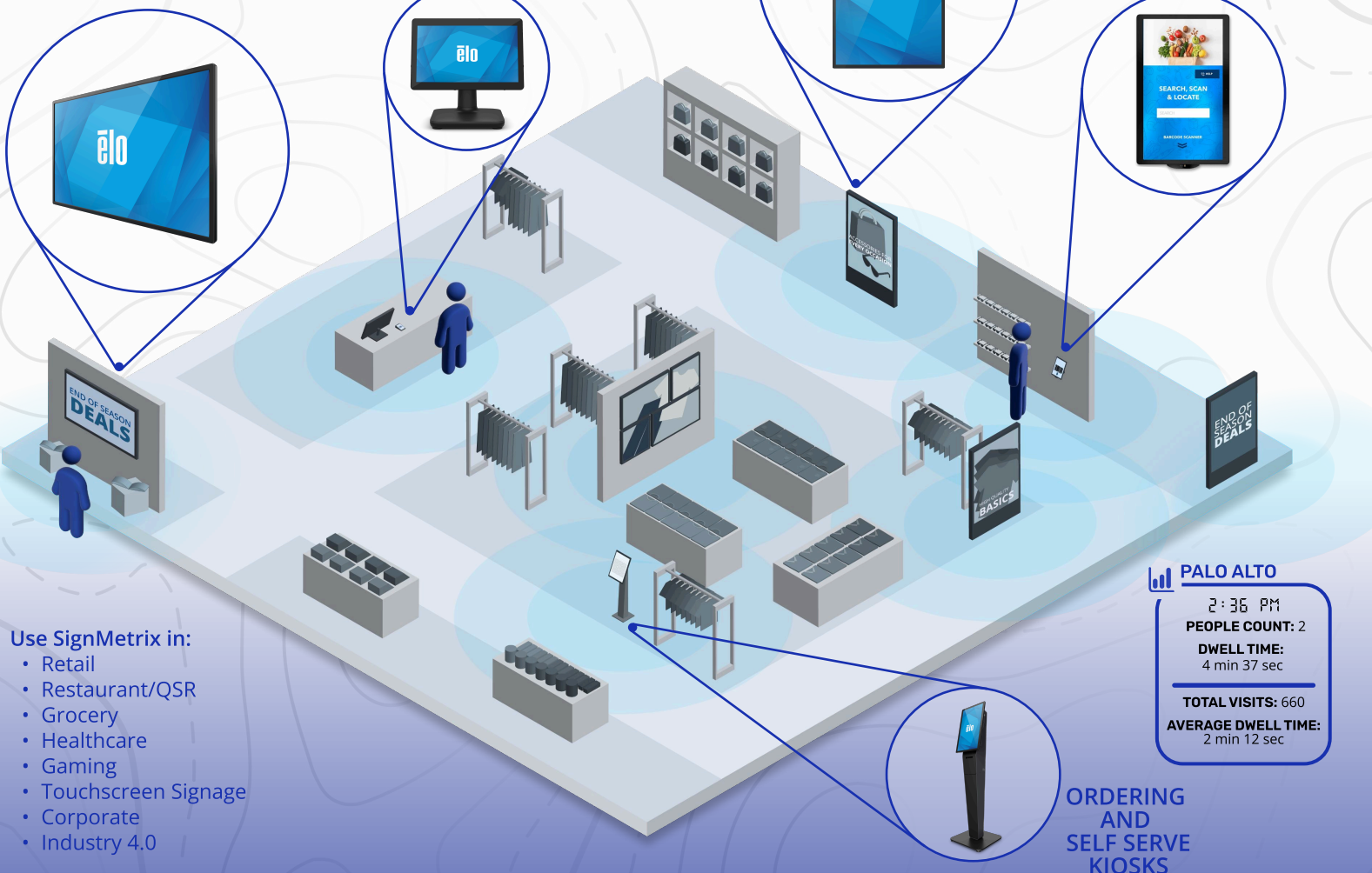
ENABLE FOOT TRAFFIC AND DWELL TIME MEASUREMENT AROUND YOUR ELO DEVICES IN MINUTES WITH SIGNMETRIX!

No additional hardware required!

With SignMetrix, all your existing **ELO** devices become powerful audience measurement tools! No hardware, sensors, cameras, or wiring required. Simply install the SignMetrix software, and within minutes via **EloView**, start collecting valuable insights to measure foot traffic, dwell time, analyze customer journeys, identify high-engagement zones, and monetize displays and ad performance.

This seamless, non-invasive solution **works in the background**, ensuring it doesn't affect your existing applications. It empowers you to optimize your store layout, improve engagement, and make data-driven decisions —all while respecting customer privacy. Transform your displays into a smarter, more impactful part of your business with SignMetrix

SignMetrix AI

elo

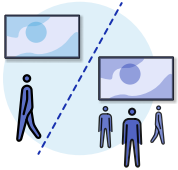## What types of customer insights does SignMetrix provide?
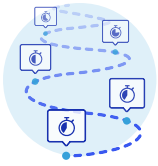
CUSTOMER JOURNEY
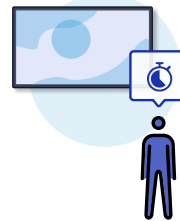In what order do your customers travel through the store?

MONETIZATION
Measure ad reach. How many people see your ad and where. Track impact, conversions, and ROAS.
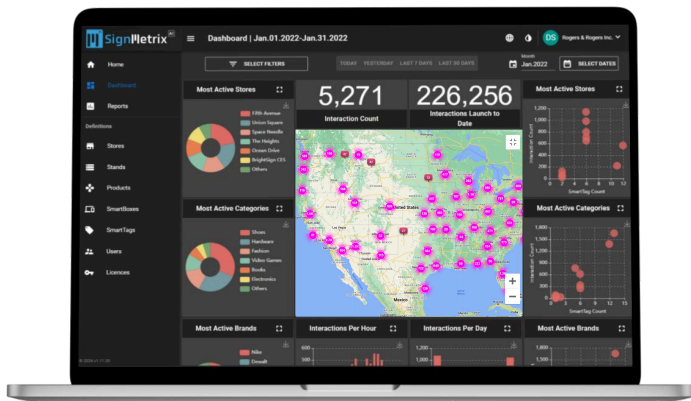
TRAFFIC ANALYSIS
Which displays or store departments get the most traffic?

DWELL TIME
How engaging is the displayed content? What is the wait time?

Real-Time Analytics

View insights on the SignMetrix analytics dashboard, helping you improve customer engagement.

Why SignMetrix?

No extra hardware needed

Easy onboarding

1 to 1000s of devices

Privacy-friendly

AI-driven insights

How it Works

SignMetrix creates a virtual detection zone of up to 20,000 square feet around each Bluetooth-enabled display or device. It detects smartphones entering the zone, tracking presence and dwell time in real-time. These insights are instantly available on the SignMetrix analytics dashboard.
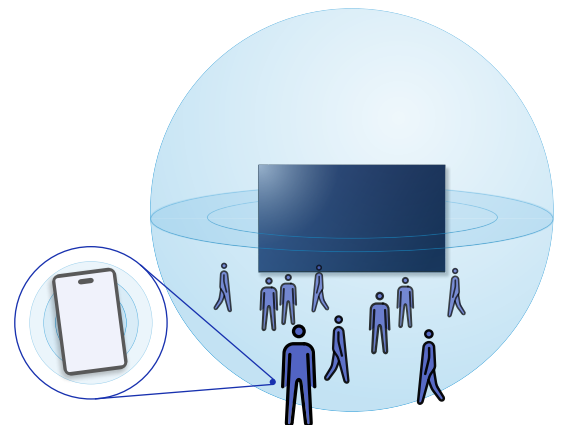
TRY NOW

Turn Your Entire Store into an Audience Measurement Hub with SmartCircle!

signmetrix.com | contact@signmetrix.com | (408) 215-1520