

STORE WINDOW DISPLAY

POS TERMINAL

VERTICAL DIGITAL SIGNAGE

PRICE CHECK

Use SignMatrix in:

- Retail
- Restaurant/QSR
- Grocery
- Healthcare
- Gaming
- Touchscreen Signage
- Corporate
- Industry 4.0

PALO ALTO

2:36 PM

PEOPLE COUNT: 2

DWELL TIME:
4 min 37 sec

TOTAL VISITS: 660

AVERAGE DWELL TIME:
2 min 12 sec

TOUCH
KIOSK
OR SELF
CHECKOUT

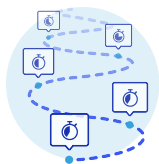
ENABLE FOOT TRAFFIC AND DWELL TIME MEASUREMENT AROUND YOUR BRIGHTSIGN PLAYERS IN MINUTES WITH SIGNMETRIX!

No additional sensor required!

With SignMatrix, your BrightSign devices become powerful audience measurement tools! No hardware, sensors, cameras, or wiring required other than BrightSign Wi-Fi/Bluetooth module. Simply install the SignMatrix extension, and within minutes, start collecting valuable insights to measure foot traffic, dwell time, analyze customer journeys, identify high-engagement zones, and monetize displays and ad performance.

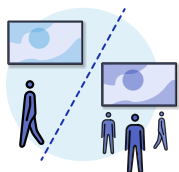
This seamless, non-invasive solution **works in the background**, ensuring it doesn't affect your existing applications. It empowers you to optimize your store layout, improve engagement, and make data-driven decisions—all while respecting customer privacy. Transform your displays into a smarter, more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

What types of customer insights does SignMetric provide?



CUSTOMER JOURNEY

In what order do your customers travel through the store?



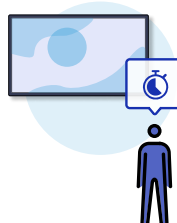
TRAFFIC ANALYSIS

Which displays or store departments get the most traffic?



MONETIZATION

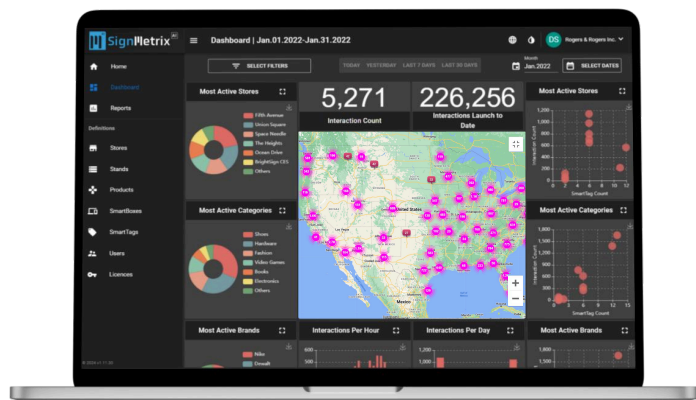
Measure ad reach. How many people see your ad and where. Track impact, conversions, and ROAS.



DWELL TIME

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

Real-Time Analytics



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

Why SignMetric?



No extra hardware needed



Easy onboarding



1 to 1000s of devices



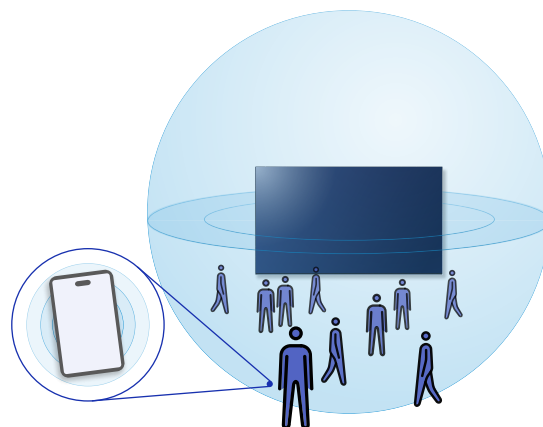
Privacy-friendly



AI-driven insights

How it Works

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



TRY NOW

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