



SignMetrix^{AI} SELF CHECKOUT

THE SIGNMETRIX CHECKOUT SOLUTION

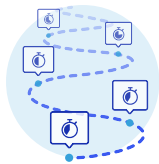
A POWERFUL ADD-ON FOR CONNECTING CUSTOMER JOURNEYS TO CHECKOUT DATA

The SignMetrix Checkout Solution is a powerful add-on to our Customer Journey analytics, designed to bridge the gap between in-store behaviors and actual purchases.

While our Customer Journey solution non-invasively tracks how shoppers move through your store, the Checkout Solution takes this a step further. It pairs journey data with shopper transaction IDs at every checkout station through SignMetrix gateways powered by BrightSign.

- Seamlessly link in-store journey data with checkout transactions.
- Measure the impact of in-store displays and promotions, at checkout.
- Analyze actionable data through the SignMetrix dashboard.
- Provide advertisers with deeper insights into conversion rates, shopping behaviors, and marketing effectiveness.

What types of benefits does the Checkout Solution provide?



DATA-DRIVEN MARKETING

Optimize in-store advertising based on real purchasing behaviors.



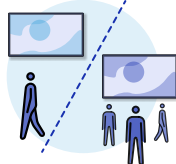
ENHANCED CONVERSION ANALYSIS

Understand how customer behaviors correlate with purchases.



PRIVACY FRIENDLY

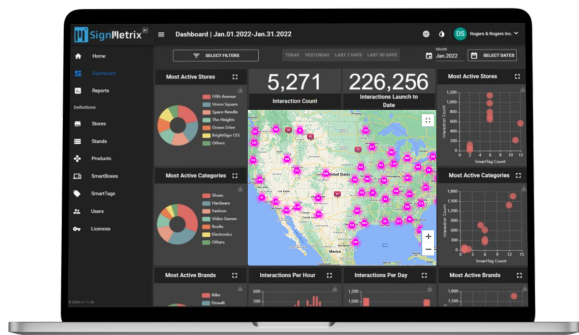
No cameras or intrusive equipment required. Customer identities are kept completely anonymous.



SCALABLE & COST EFFECTIVE

Works across multiple store locations with minimal setup.

Real-Time Analytics



View insights on the SignMetrix analytics dashboard.

Ideal for:

- **Retailers** seeking deeper conversion insights
- **Grocery stores** analyzing in-store promotions
- **Retail media networks** optimizing ad placements
- **In-store marketing teams** measuring campaign impact

How it Works

1. Through the SignMetrix Customer Journey solution, wireless sensors track shopping carts and baskets as customers move through the store.
2. Data is collected on dwell time, order of travel, and impressions with in-store signage.
3. The system pairs this journey data with transaction details at every checkout station through SignMetrix gateways powered by BrightSign.
4. The SignMetrix Checkout Solution merges this Checkout gateway data, Customer Journey Session data, and POS transaction data.
5. Retailers gain insights into purchasing trends, advertisement impact, and conversion rates.

CONTACT US

Unlock the full potential of in-store analytics by integrating checkout data with customer journeys.