

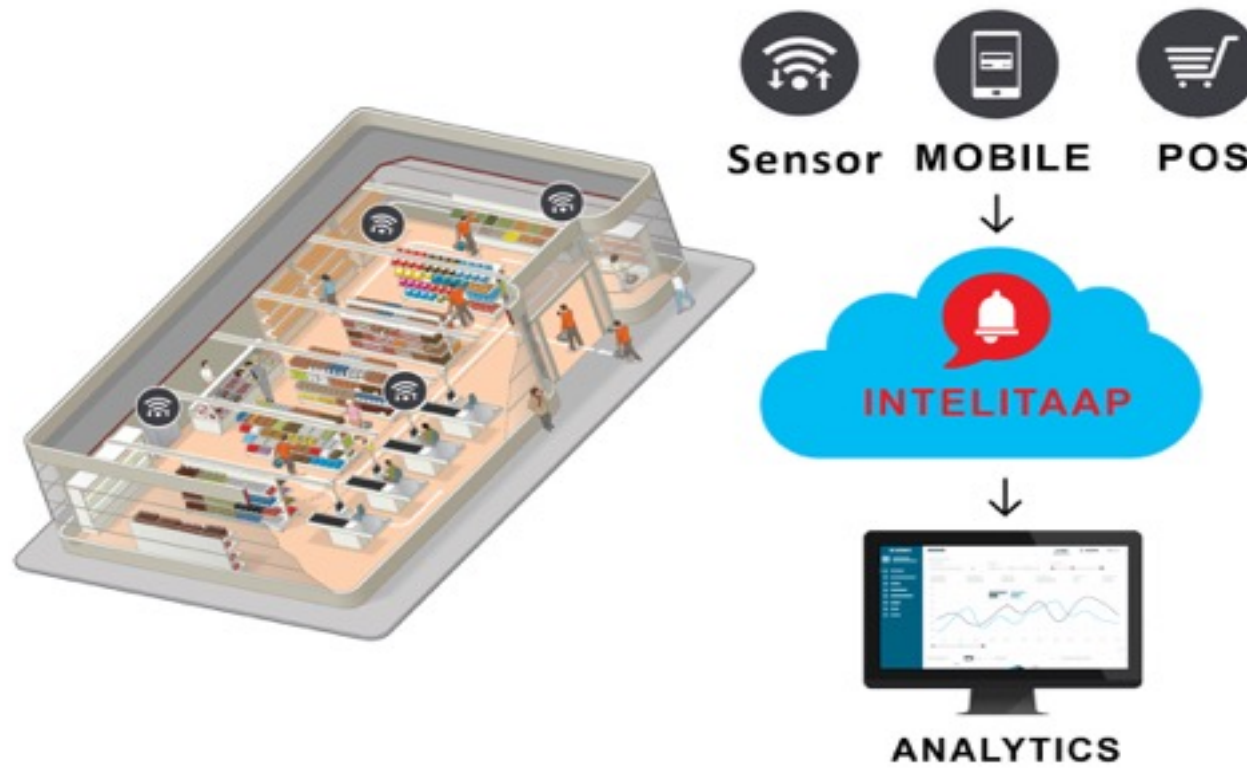
# INTELITAAP

Actionable In-store Analytics  
for Retailers



# What We Do

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Intelitaap provides Indoor Analytics to help retailers optimise the In-Store experience for their consumers

# Problem for Retailers

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Long experiment cycle

No way to understand consumer engagement inside a store

No data to benchmark the price of an aisle

No way to get instant feedback on price



# InteliTaap Enterprise Product

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## For Retailers

- Single Dashboard
- Consumer Analysis
- Heat maps

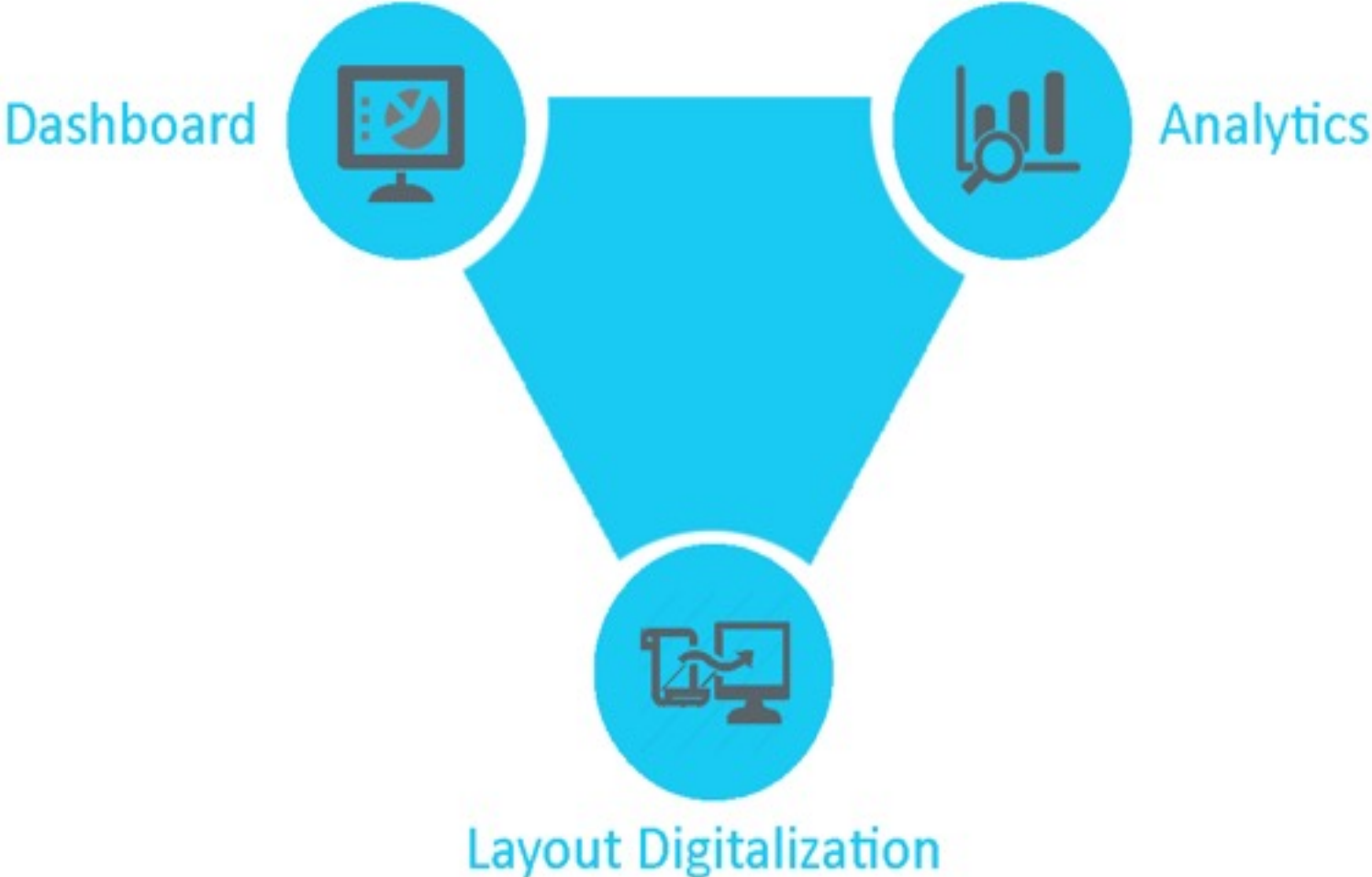


## INTELITAAP

Retailers are able to get insights about the consumers while the consumer is inside the store. Retailer will be able to get the exact path about consumer's journey inside the store and then can optimise his in-store merchandising and marketing activities.

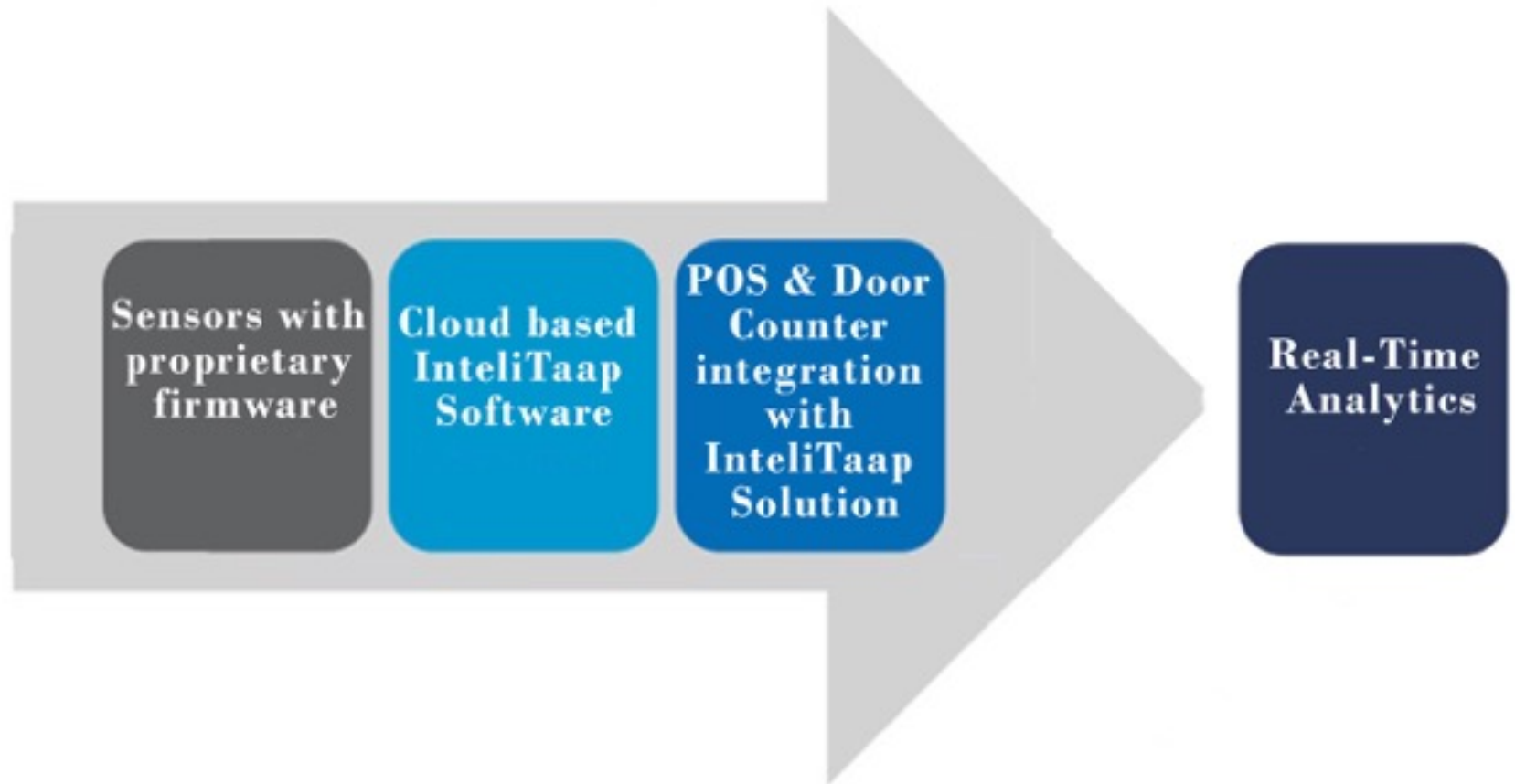
# InteliTaap Enterprise Kit

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# InteliTaap Enterprise Solution Flow

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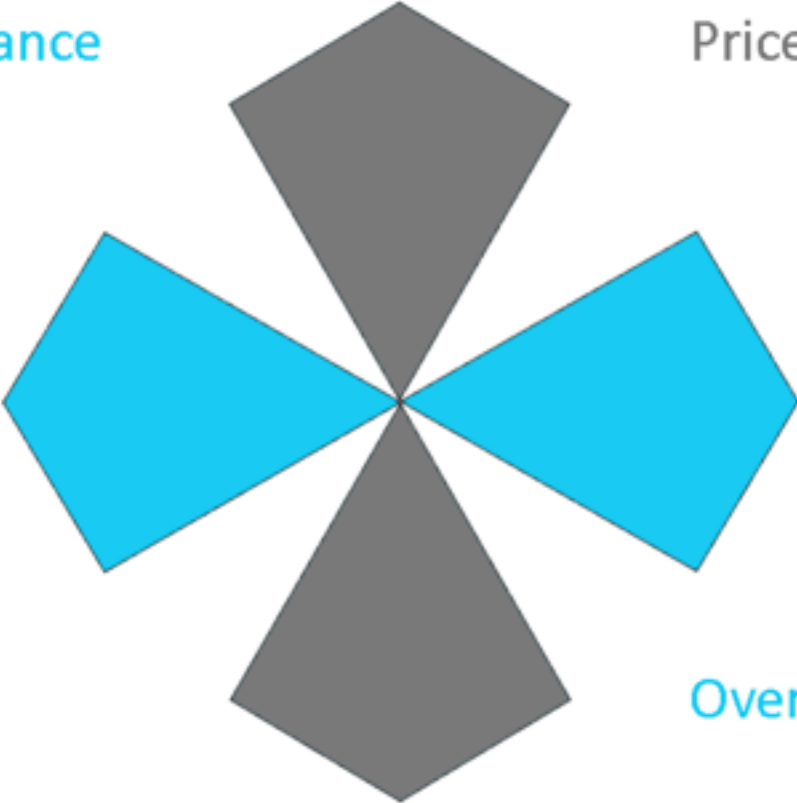


# InteliTaap Enterprise Offering

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Multi Store Performance Comparison

Price Benchmarking



Category Wise Store Performance

Overall Store Performance

# InteliTaap Solution Outcomes

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Understand how shopper navigates through the store & find out the most effective path in terms of sale.



Measure passerby vs visitors not only for the store but also for category within each store.

Know which category has the most dwell time and which are the deadzones in a store.



Experiment with the products in deadzones to understand which products attracts maximum footfalls.

Compare sales vs footfall of the category to understand the effectiveness of store merchandising.



Measure and compare the before and after performance due to changes in price and/or merchandising.



# Clientele

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# Awards and Recognition

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# Where To Find Us

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# Thank You