

Visitor Analytics

Accurate, Actionable Real-Time Data



Optimize your marketing, sales and rewards program spend:

The pdActive Visitor Analytics Platform provides truly accurate visitor counts and classification. Powerful, deep-learning camera to camera RE-ID enables you to Know the behaviors and demographics of everyone that enters your properties.

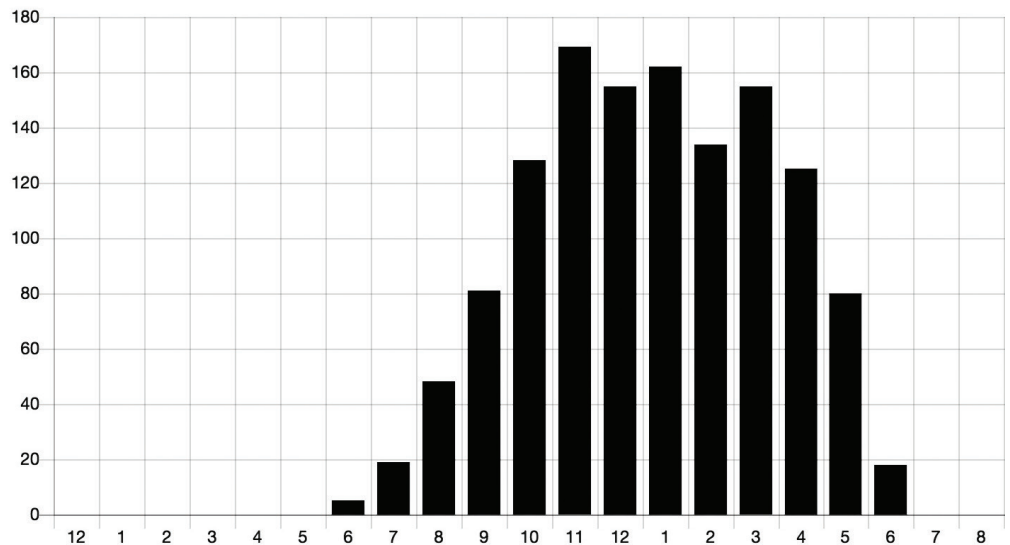
In Real-Time, you can:

- Know occupancy.
- Understand the who and how of your customer traffic.
- Measure the effectiveness of your marketing programs.
- Know your customer’s path, where they spend time, and how much time.

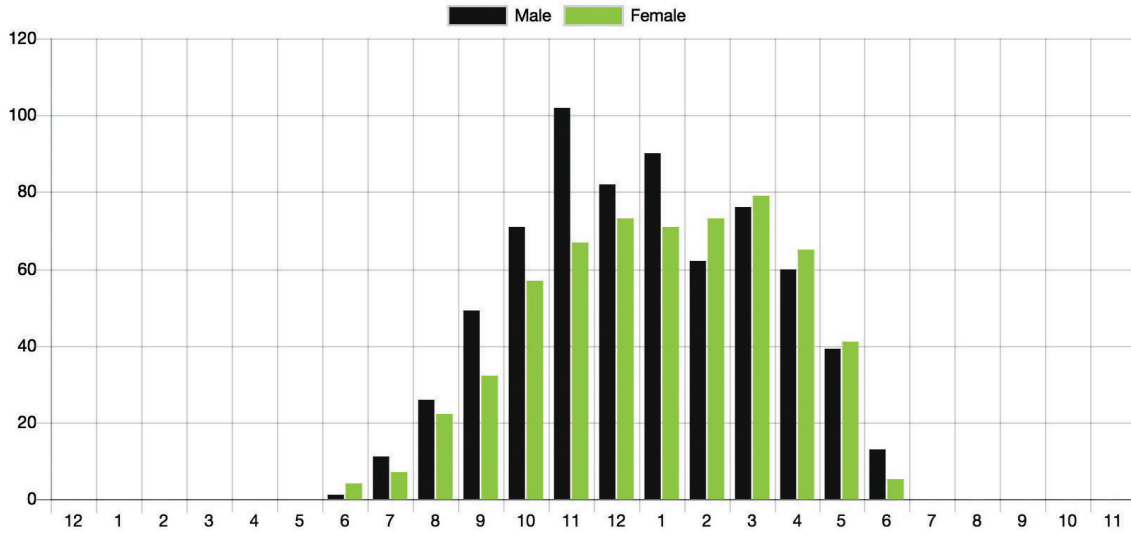
Features

- Visit Counts without Duplicates
- Age
- Gender
- Ethnicity
- Average length of visit
- Common visit times

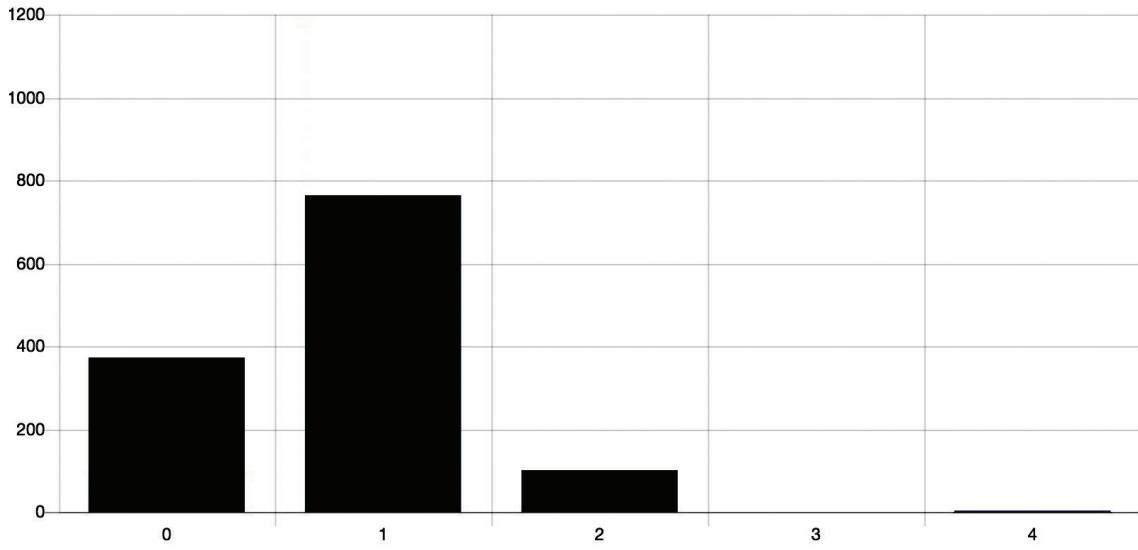
Traffic



Gender



Ethnicity



Age

