ShopperTrak
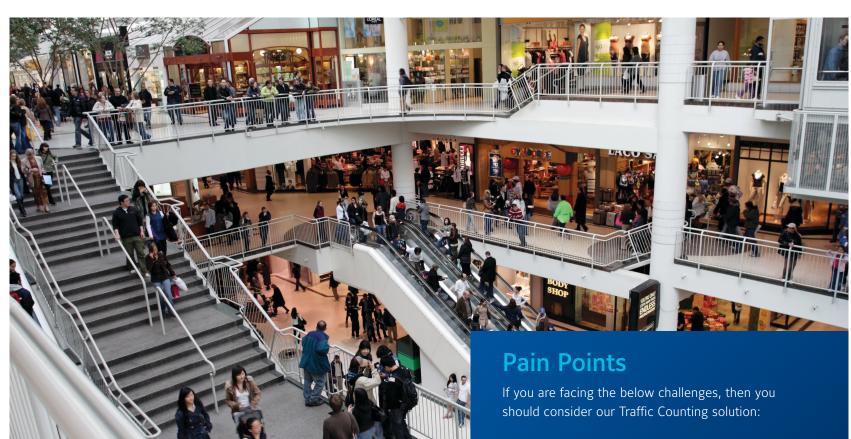# Traffic Counting Solution:
Shopping Centers

Solution Overview

Without a reliable source to help you understand in-store traffic, you are just guessing how many visitors enter and exit your space each day. ShopperTrak's Traffic Counting solution provides visibility into when your best opportunities for traffic and sales may occur in addition to how well you perform during these critical times.

Pain Points

If you are facing the below challenges, then you should consider our Traffic Counting solution:

You don't have a reliable source to help you understand shopping center traffic

You are just guessing how many visitors enter and exit your space each day

You aren't sure when your best opportunities for traffic occur

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Key Insights

With ShopperTrak's Traffic Counting solution, shopping centers will gain access to metrics and insights to help them make informed decisions for their businesses. You will be able to view metrics such as:

- High Performers: Stores with high traffic and high conversion
- In-Store Opportunity: Stores with high traffic but low conversion
- Out-of-Store Opportunity: Stores with low traffic but high conversion
- Poor Performers: Stores with low traffic and low conversion

Use Cases / Retailer Values

By understanding how many shoppers enter and exit your space you can:

- Maximize center potential
- Assess marketing effectiveness
- Negotiate leasing terms
- Optimize operations

Why Partner with ShopperTrak?

ShopperTrak is the leading global Traffic Counting provider. No other competitor can roll-out a traffic program faster than we can. We have over

2,100+
clients

400+
Shopping Centers

20+
years of experience

24/7
Support and much more

Each client receives a customer success manager who will partner with them on strategic initiatives, train them to ensure they get valuable and actionable insights from their data and provide high-level analysis to help identify opportunities for operational efficiencies.

For additional information, please visit **www.shoppertrak.com**

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