Analyze Smart Wi-Fi ™

Analyze Smart Wi-Fi captures and tracks where your customers are, and how they move through and interact with your business.

Powerful location and analytics powered by Segra Smart Wi-Fi™.

VISUALIZE TRAFFIC PATTERNS
Heatmapping technology visualizes how traffic moves through a physical area.

RESPOND TO TRAFFIC ALERTS
Custom triggers let you know when traffic patterns change; deploy resources as necessary to direct crowds and promote purchasing behavior.

TRACK GROWTH AND TRENDS
Record new and returning visitors, crowd size, busy days and times and historical traffic data.

ZERO-IN OPPORTUNITY
Isolate specific geographic areas with a venue to target messaging to the right visitors at the right time.

AGGREGATE DATA COLLLECTION
Integrate collected entity data with existing datasets to seamlessly inform operations from one centralized dashboard; view data through a single pane of glass.

FEED OPERATIONAL STRATEGY
Strategically position merchandise, signage and advertisements based on traffic flow data; measure ROI and inform visual merchandising strategy.

Traffic Data Analytics

- Track detailed presence data, trends and patterns
- Visualize traffic patterns with heatmapping technology
- Respond to real-time traffic alerts
- Track growth and retention by identifying devices seen and repeat guests
- Integrate with external customer datasets

SEGRA®