



#### OUR SOLUTIONS

DFRC offers a **real-time decision support system** by **monitoring footfall** in large areas, **providing analytics** for advertisers, event organisers and Smart Cities by **passively counting** the number of mobile phones in the area. **DFRC measures mobile signals**, locates and tracks mobile phones and **creates statistical maps based on this data**.

## Smart Data For Retailers

CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED

**Analysing a crowd's behaviour in a shopping street** is essential to understand **the number of window shoppers actually entering your shop**.

Is your **visual merchandising attractive** enough? Is your location worth its rent? Are **passers-by becoming store visitors**? Better decisions are taken when you see the big picture.

#### CONVERSION RATE METER

provides you with useful insights to **help you adapt your marketing strategies** for best results.

Thanks to a small number of **WiFi sensors**, the **ratio between the footfall outside your shop** and the **visitors inside** can be calculated in order to understand **how successful you are at converting window shoppers into potential customers**.



## learn from your data

measure, manage, innovate, engage

DELIVERING POWERFUL END-TO-END SOLUTIONS BASED ON MEANINGFUL INFORMATION ABOUT LOCATION

#### KEY RESULTS

**Conversion Rate Meter combined with our software** offers you access to valuable insights and monitoring tools such as:

- **live footfall**
- conversion rate ratio of **window shoppers entering your shop**
- **historical figures**
- **duration of stay**
- **returning visitors**
- **flow patterns**
- **competitive analysis** thanks to **crowd distribution insights**
- **mobility data by analysing the flow of visitors moving from one shop to another**.

#### APIs

Crowd analytics **results are visualised** on a **web-based and password protected dashboard**, as well as disclosed via APIs for integration with 3rd-party system.



Through the Analytic and SAP **APIs**, data is retrieved via simple parameterised HTTPs GET calls which return data in JSON format.

#### MOBILE APPLICATION

The **LBASense Dashboard** is available as a **mobile application** on the App Store and Google Play Store to quickly and safely access your data from anywhere.

**Main data**  
**DFRC Pte Ltd is the worldwide leader in WiFi Analytics.** Our solutions, based on a **propriety hardware and software**, provide a **single platform for multiple scenarios**.



#### Unique Technology

#### MAC DE-RANDOMIZATION

iOS devices are transmitting a temporary MAC address. Our technology is capable of identifying and counting the real device hidden behind these temporary MAC addresses.

#### ONE SENSOR, MULTIPLE RANGES

Based on a unique combination of hardware and software, our sensors' detection can be controlled, providing different "virtual" coverage regions using the same physical device.

#### Contact us

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