Euclid delivers metrics and insights to a cloud-based dashboard and reporting that can integrate with your existing BI tools.

**Attraction**
- **Storefront Potential:** People who walk by or visit.
- **Walk-bys:** People that walk by your location and do not visit.
- **Visitors:** People detected inside your location.
- **Storefront Conversion:** Percentage of people that come inside your location.

**Engagement**
- **Duration:** Time a visitor spends inside your location.
- **Engagement Rate:** Percentage of visitors engaged for greater than “x” (user defined) minutes.
- **Bounce Rate:** Percentage of visitors leaving in less than “x” (user defined) minutes.

**Retention**
- **New Visitors:** Percentage of new visitors to your location.
- **Repeat Visitors:** Percentage of visitors that have visited the location before.

**Analytics tailored for you.**

Euclid provides an intuitive visualization platform and reporting tools to help you keep a pulse on your business performance. Our metrics help you make smarter marketing, operations, and strategic decisions for all your locations. Euclid informs:

- **Brand analytics** to report on chainwide performance defined by regions, benchmarks, real estate planning, and cross-shopping behavior.
- **Marketing analytics** to evaluate campaigns and events, customer segmentation, and measure loyalty.
- **Operations analytics** to optimize store hours, labor and scheduling, zoning, and wait times.
Senses smartphones.
Smartphones send out signals as they search for Wi-Fi networks. These signals include the MAC address, signal strength, and other non-personally identifiable information.

Captures Wi-Fi signals for analysis.
Using your existing Wi-Fi infrastructure or our compact plug-and-play sensor, we record signals and send them to our cloud-based systems.

Processes and stores data.
Our advanced heuristics extract actionable insights from the data and store the results in Amazon’s highly secure datacenters.

Delivers dashboards and reports.
Our web-based dashboard and customized reporting make it easy and convenient to measure and optimize your business.

Easy to activate.
- Activate across all locations in minutes.
- Utilize your existing Aruba infrastructure including the Aruba Location Engine (ALE) and AirWave Management Suite as the primary interface for activating Euclid.
- Compliments existing and future Meridian solutions.
- Deploy for full access to behavioral visitor metrics.