

Introducing the **Spatial Motion Intelligence System**, an innovative tool that tracks and analyzes audience movements within physical spaces.



PLExyz

PROBLEM

- Inability to track customer physical footprint without accessing privacy.
- Inefficient use of physical space.
- Difficulty in measuring customer engagement.
- Lack of real-time data-driven decision-making.
- Limited ability to personalize customer experiences.
- Inability to measure marketing ROI.

HOW PLExyz USED?

- PLExyz provides data on crowd movement without knowing the audience personal identity.
- Utilize crowd analytics to identify the areas with higher foot traffic and optimize physical space management accordingly.
- PLExyz offers customizable dashboards, allowing businesses to tailor their view of the data to their specific needs.



Using the detection, we are able to identify the crowd and optimize physical space management accordingly.

Raqif Mahat
Product Evolution Lead

WHO CAN USE PLExyz?

HOSPITALITY

Improving Customer Satisfaction

PLExyz can be used to track guest behavior in lounge and resorts, optimize guest experiences, and improve hotel operations.

ADVERTISING AND EVENTS

Measuring Footfall

PLExyz can track the performance of physical marketing campaigns by analyzing changes in foot traffic before, during, and after the campaign. This data can help marketers determine the ROI of their campaigns and make data-driven decisions.

RETAIL

Understanding Conversion

Understand customer behavior in stores, analyze foot traffic patterns, and optimize store layouts as well improve marketing efforts.



WHAT DO YOU GET?

- Entry-level audience measurement metrics and reports
- 'Presence' detection
- Counting of detected assets
- Basic data correlation
- Single beacon detection
- Customizable dashboards

ADDITIONAL FEATURES

- Real-time data collection and analysis capabilities
- Using encryption and other security measures to protect sensitive data.
- Integrate with other technology and marketing platforms

OUR SENSORS REQUIRE NO EXPENSIVE INSTALLATIONS

PLExyz offers businesses a cost-effective solution to store physical data in their space, **reducing expenses by up to 90%**

Interested?
LET'S GET IN TOUCH

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