Standalytics 4G

People analytics for events & exhibitions
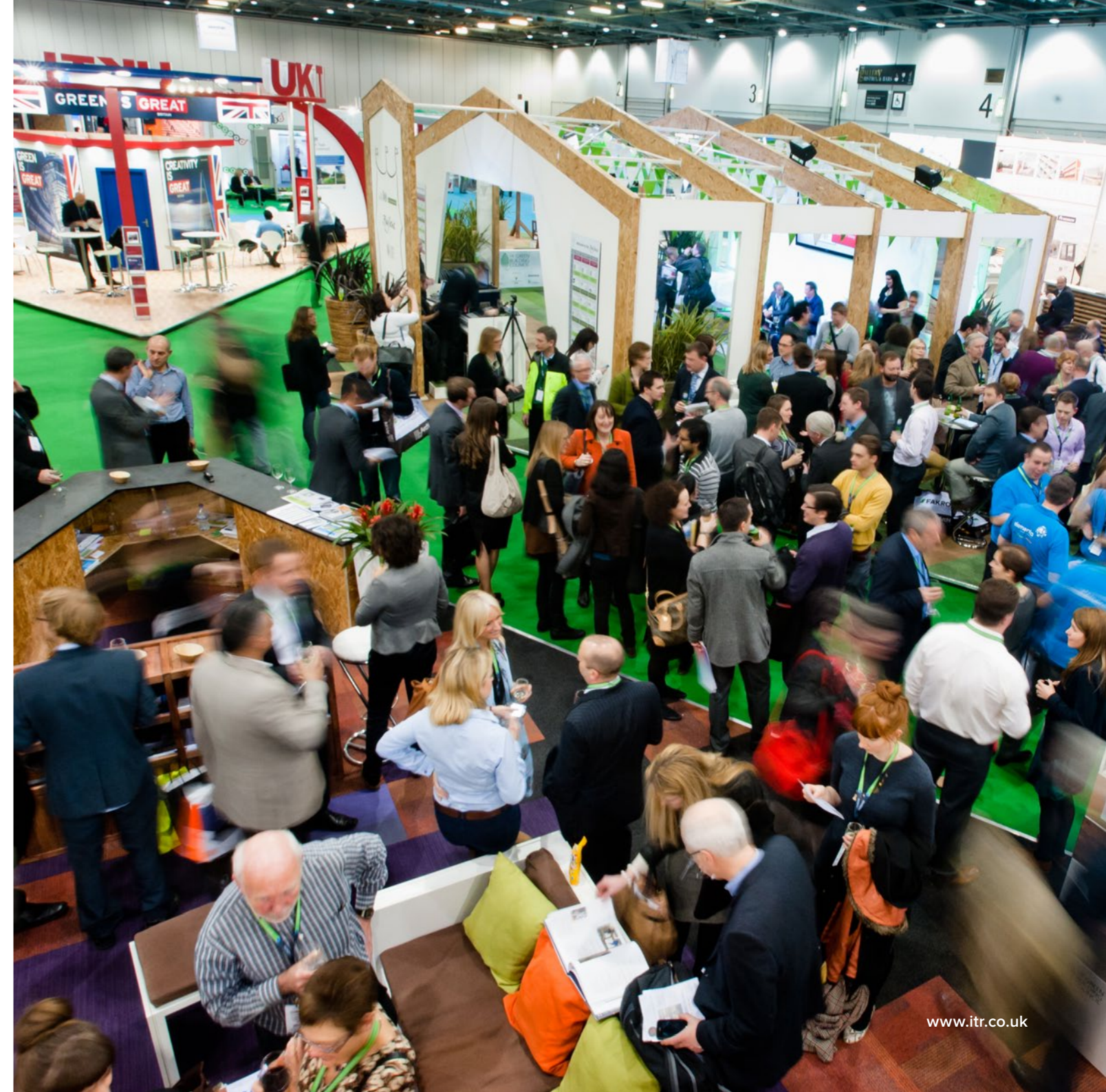
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Your partner for hire

What is Standalytics 4G and how can it help?

Standalytics 4G sentinels count and track visitor movement around your event spaces through a live dashboard and post event reports which gives you great insight into how your event space is working for you.

Using the hidden 4G sentinels the system can be rapidly deployed to any event space no matter how big or small. Being 4G compatible our new system has no need for costly internet connections and no need for additional configuration.

With Standalytics 4G users will have access to useful data insights monitoring how visitors are flowing and interacting with your content and event space.

O No need for costly wired internet connections
O New rapid deployment methods
O Great insights into visitor behaviours to aid business decisions

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How it works

Standalytics 4G sentinels use a completely passive technology to register smart devices across your exhibition space.

This requires no interaction from a visitor to be counted, is fully GDPR compliant and will give you insight into the number of people within your event space and how long they are engaging with your brand.

Easy sensor deployment

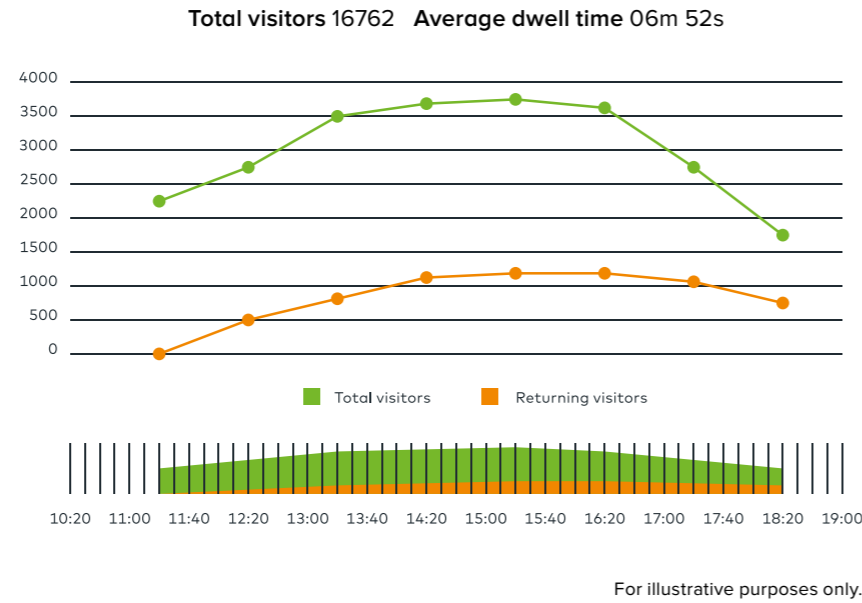Real-time behaviour insights

Automated reporting

GDPR compliant

Remotely accessible

What does the data tell me?

Our data is simple but crucial

We provide a full post-event report showing a breakdown of the data into easy to understand statistics. Aiming to help you make crucial decisions around your event, data is presented in various graphs and tables that can be understood at any business level.

All of this data can be accessed in realtime through your live online portal.

Total visitors 16762   **Average dwell time** 06m 52s

■ Total visitors   ■ Returning visitors

10:20 11:00 11:40 12:20 13:00 13:40 14:20 15:00 15:40 16:20 17:00 17:40 18:20 19:00
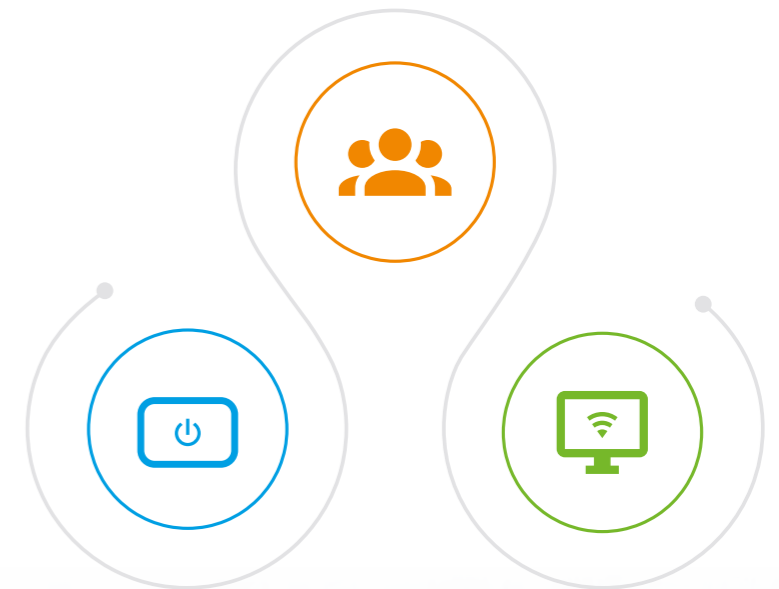
For illustrative purposes only.

Using the data to improve interaction

Use the data that Standalytics 4G provides to analyse and compare crowd behaviour around the event area

Compare time spent by visitors in different areas to ensure that you have the correct features in the correct place. You can also monitor the event in busy periods to ensure that you have the right number of staff available to interact with visitors just when you need them.

Visitors move around your event

Deploy sensors

View statistics on realtime dashboard

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