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# Measuring & Maximizing Brand Exposure for a Luxury Mobility Company in Beverly Hills

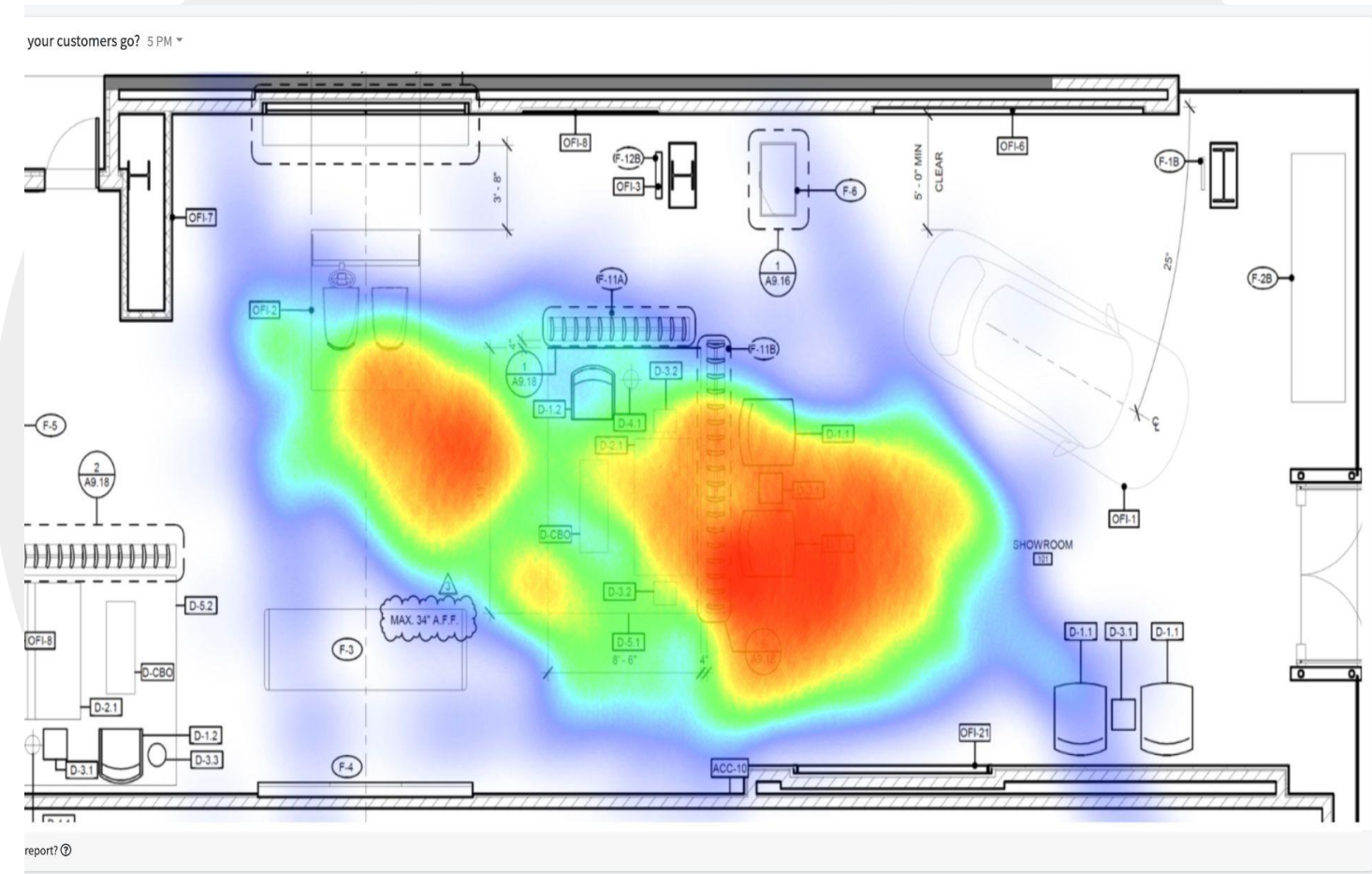
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“We’ve known there is better technology out there than stupid door counters, and from the beginning (we) dreamed about getting more data and knew the technology was possible.”

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Senior Sales Executive  
Luxury Mobility Company  
Beverly Hills, California

# Our objective



Foot Traffic Heatmap

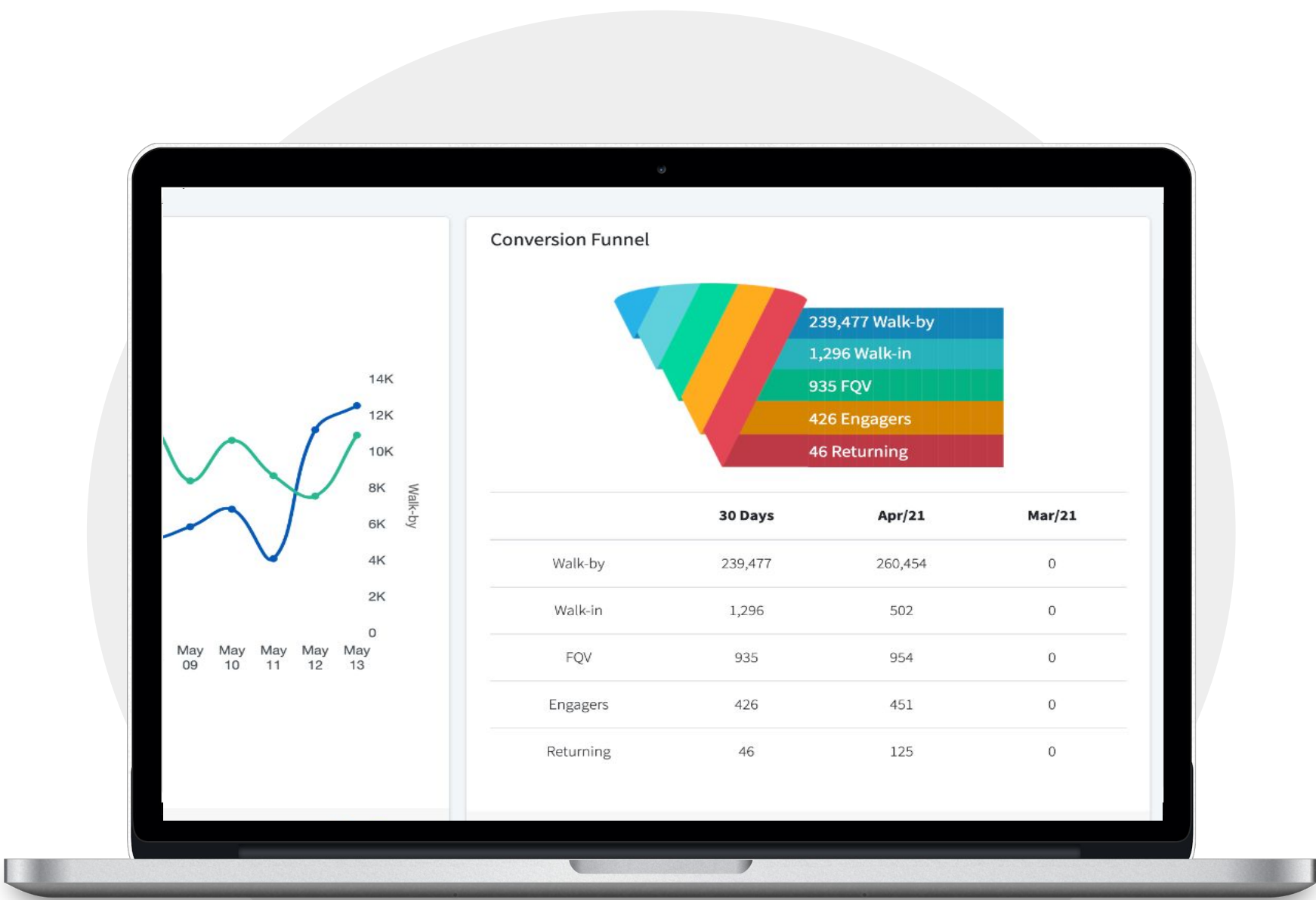
Measure both storefront and in-store retail analytics to quantify brand exposure and reveal complete, connected customer journeys, all while seamlessly integrating hardware into a high-end, luxury studio aesthetic.



# Our solution

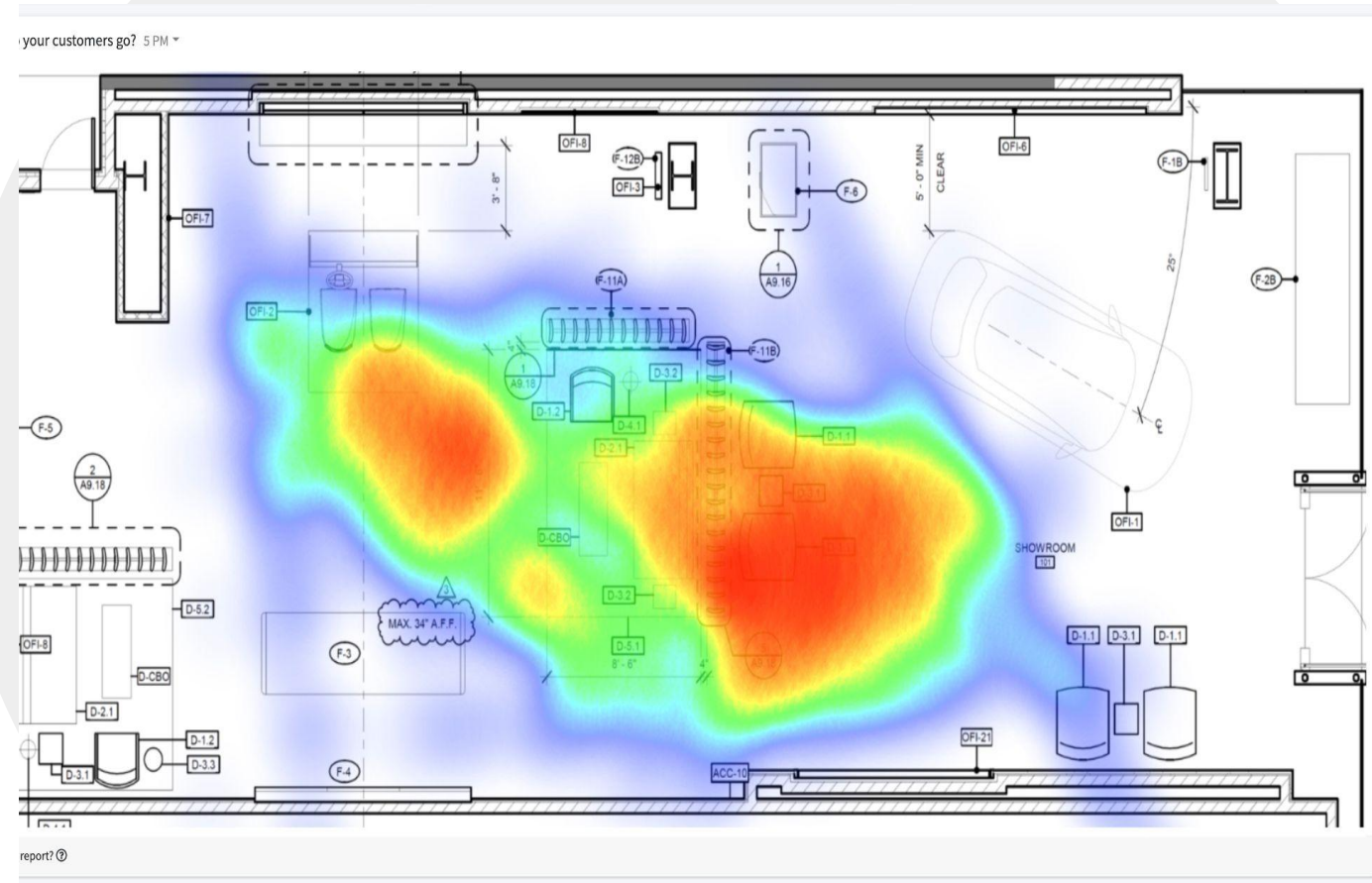
FastSensor hardware was customized and strategically placed in discreet locations throughout the retail showroom to seamlessly measure brand exposure through our Conversion Funnel.

While previously unaware of the Walk-by opportunities in their space, after installing FastSensor the client was able to quantify these physical ‘impressions’, optimize the customer journey accordingly, and increase conversions.



Conversion Funnel

# Our results



Foot Traffic Heatmap

Sleeker sensors were nearly invisible while providing full functionality, allowing the client to quantify changes in behavior through floor-to-ceiling windows while measuring brand impression and lift.

A review of Dwell and Area Engagement highlighted unutilized space and customer interest to optimize.

“We’re a data-driven organization and appreciate seeing where the dwell is. Real estate is expensive, and knowing where we have dead spots helps us adjust planning and get maximum use of our space.”

Senior Executive  
Luxury Mobility Company  
Beverly Hills, California



# What's next?



Customer Satisfaction

Comparison of Conversion Funnel metrics across a variety of store locations created a clear benchmark for customer experience, as well as store and associate performance.

With the versatility and scalability of FastSensor's solution, our client has the opportunity to accurately measure brand exposure and maximize ROI across their entire retail footprint.



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Thank you!

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Learn more about our AI-powered solutions by visiting [FastSensor.com](https://FastSensor.com) today.