



INTELLIGENT VIDEO ANALYTICS FOR **SHOPPING CENTERS**

Transform your shopping center into a profitable lifestyle destination through deeper tenant, guest, and operational insight.



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Intelligent Video Analytics for Shopping Centers



SOLUTIONS FOR SHOPPING CENTERS

PROBLEMS WE'RE SOLVING:



Limited visibility into shopper behavior



Inaccurate foot traffic and capture data



Lack of real time insights for decision making



Inadequate data for labor planning and allocation

...and many more, including:

Low performing tenants, poor guest experiences, security and public safety matters.

Foot Traffic and Tenant Analytics

Negotiate new leases or renegotiate current leases with foot traffic performance data and position tenants effectively to drive successful results.

Digital Ad & Signage Placement

Place advertisements at high traffic locations to increase revenue, place wayfinding signage at congestive/crowded intersections to open common area circulation, and position event promo details strategically to increase event attendance in support of tenant sales.

Maintenance Audit

Maintain a clean and hygienic environment for guests and employees, and reduce potential incidents or complaints by deploying proper service personnel.

Parking Management

Ensure parking availability for incoming guests and prevent unauthorized parking and break-ins.

Product Features

CUSTOM DASHBOARD

Visually track your key performance indicators to drive transparency and improve decision making.

DRILL-DOWN ANALYTICS

Comprehensive data and predictive analytics on key shopping center metrics helps clients realize ROI.

ZONE LEVEL ANALYSIS

Attributes to metrics on entrances, dining areas, cinema, common seating, public restrooms and more.

MOBILE APP

Conveniently access mobile dashboards and receive real time alerts on the go.

3%
REVENUE
GROWTH

3% Revenue Growth for a 1.2 million sq. ft. Shopping Center achieved with Deep North's technology by understanding tenant draw among shoppers, the impact of promotional events, and movement around the shopping center.

WHO WE ARE

Deep North is an AI and computer vision company that helps enterprises achieve growth by translating video data from their physical environments into actionable insights.

Advanced video analytics can measure foot traffic, engagement, conversion and consumer experience at various locations such as retail stores, shopping centers, airports and restaurants. Deep North offers state-of-the-art tools that go beyond by combining sales data with video analytics to unlock superior business outcomes such as revenue growth and cost optimization.

Deep North is developed to govern and preserve the integrity of each and every individual by the highest possible standards of anonymization.

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