

Any Sensor, the Metrics that Matter

Harnessing the analytics you need most into one unified platform.

GATHER KEY KPIs AND TAKE ACTION. AGILE, SIMPLE AND BUILT FOR SCALE.

inReality is a venue analytics platform that makes generating the most important place-based metrics easy. We do it by harnessing most any IoT tracking, measurement and influencing technologies into one simple platform that produces only the KPI's you need most, then enabling predictive or personalized responses. With it, venues can both prove and improve their 'phygital' touchpoints across multiple locations at scale, but without the complexity or limitations of multiple sensors and disparate dashboards. Owners and retailers make their spaces more meaningful for their patrons, and brand advertisers finally get the analytic ammunition they need to optimize their strategies and defend their marketing spend. It's a win-win for all.

Analytics or actions, you choose.

Digital Out Of Home

- Traffic validation
- Audience validation
- Campaign validation
- Call to action validation
- Predictive or responsive content

Venues and Stores

- Capture rate
- Zone conversion rate
- Attention conversion rate
- Engagement rate
- Call to action (purchase) conversion rate
- Predictive or responsive content

inReality®



ANONYMOUS AND ON THE EDGE

We strictly adhere to GDPR, CCPA and all other privacy best practices, with no images stored and no PII captured or manipulated. Most correlations operate on the edge, saving precious processing power.



OPEN THE APERTURE ON YOUR PLACES AND SPACES

Direct, timely, and easy access to your key metrics. Using any market-ready sensor, we import third-party data into our platform in real time and allow you to zoom in and out of what's happening across your locations. Our deep learning software learns what's 'normal' and proactively flags anomalies to investigate.



PREDICT WITH PRECISION OR INFLUENCE WITH IMPACT

AI gathers key audience data and important correlations/relationships so that you can better predict what content will resonate and schedule it by daypart. Or, choose to respond in real time with triggered content or experiences based on rules that you set.



FLEXIBLE METRICS, SIMPLE CUSTOMIZATIONS

Key KPIs can be turned on and off easily to customize dashboard snapshots. User-defined formulas make custom metrics as well as rules-based responses easy. Campaign performance is tracked in a glance with optional POS integration.



DIGITAL PLACE-BASED AUDIENCE METRICS AND MORE

You need simplified access to key OOH media metrics to connect the dots across programmatic and attribution efforts and garner top media rates. We deliver them, plus additional options such as unique audience counts, demographics, mood and behavioral response.

TRANSLATE ALL INCOMING DATA INTO A SINGLE USABLE FORMAT FOR ANALYSIS, REPORTING AND RESPONDING.

SUBSCRIPTION PACKAGES

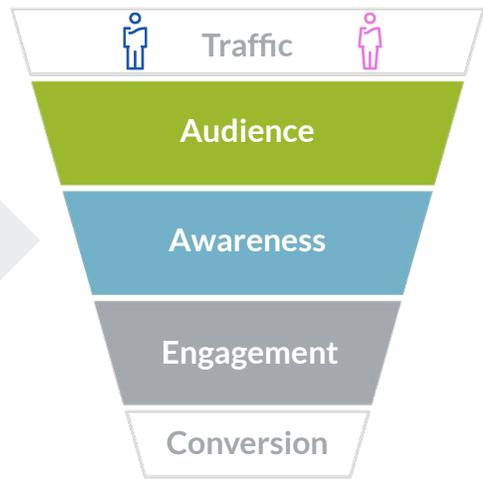
Capture and correlate IoT Sensor data from any vendor and unlock the insights to fuel your business.



AUDIENCE	AWARENESS	ENGAGEMENT	INFLUENCE
→ Understand traffic volume and behavior in a larger area	→ Determine viewer profile, behavior and volume for a specific area of interest	→ Capture interaction with products and screens at the point of decision	→ Leverage various responsive techs to influence in real-time based with content, product offers

3 Flexible Service Levels

- **Basic:** API access to all your data sources for you to analyze in your favorite BI tool.
- **Standard:** Leverage our dashboard to monitor your metrics and KPI's, and start influencing visitors with responsive technologies.
- **Enterprise:** Correlate 3rd party data, use AI to expose anomalies, and take advantage of the KPI cards and funnel views.



WHATEVER THE NEED, WE'VE GOT YOU COVERED

We're dedicated to providing simple, low-stress access to the KPI's your customers are seeking. Select the KPI card associated to the user scenario, or we can support customizing formulas to create the snapshots they need.

Sensor overload? We've got you covered. We test and rate the current ones as well as those that are emerging so that we can cut through the pitches and report on the realities. Count on us to help you select the sensors that are best for your client's unique situation.

Love this offering but no internal bandwidth? We can support you. Talk to us about outsourcing options!

Visit inreality.com to book a demo or discussion.