

# Myths of retailing dispelled.

## Myth #1

**People who enter shops are customers.**

**Fact #1:** People who enter a shop are a visitor, or prospect.

Customers are only those people that pay retailers for something. This is why Beonic says 'Every visitor counts'. Measuring visitor traffic is the only way to calculate sales conversion.

## Myth #2

**People counting systems are inaccurate.**

**Fact #2:** Accurate counting is the foundation in measuring visitor numbers. Beonic solves this with new patented thermal, video and directional infrared sensors integrated with our software and reporting systems.

## Myth #3

**People counting systems are unreliable.**

**Fact #3:** Reliability is the other side of the 'accuracy' coin. Lost traffic-flow data frustrates decisions, distorts trends and skews averages. Beonic solves this by using overhead sensors and monitoring your system remotely, letting you know if the intelligence flow has been interrupted.

## Myth #4

**General trends in visitor traffic flows are OK – near enough is good enough.**

**Fact #4:** Your POS system may tell you what they buy or your centre manager has a feeling for where they walk. But what are the most and least visited parts of a store or shopping centre? Beonic solves this by measuring at key points inside, providing a 'hot spot' map of movement. In the whole centre, by store, by department – or by square metre!

## Myth #5

**Merchandisers can't measure prospect numbers.**

**Fact #5:** You get what you measure. "CPM" or "cost per thousand" – the cost of advertising in any media per 1,000 prospects – is any advertiser's key metric. Beonic can now provide merchandisers in consumer goods the same information for grocery store aisles. We call it Precision Retailing™.

## Myth #6

**The best performing store is the one with the highest sales**

**Fact #6:** Comparing visitor numbers to sales transactions yields the key metric of sales conversion. A store with increasing sales may be masking a problem if sales conversion is decreasing. Or a store with lower sales may return excellent conversion. Sales conversion shines the light on retail results.