Whitepaper

Google Analytics for Physical Store

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Google Analytics

As E-commerce accelerates in such a rapid pace during the pandemic, brick and mortar business has seen a sharp decline in their sales. The massive shift of customer behaviour hinders business owners to make wise business informed decisions.

85% of marketing executives report that "significantly more" of their marketing decisions will be based on analytics in 2022

Source: Marketing Data and Analytics Survey by Gartner

Used by 55.3% of all websites, Google Analytics is the heart of online business when it comes to making business informed decisions. It is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. Today, this application helps marketing executives to obtain and analyse various customer behaviour analytics, by tracking website performance and collecting visitor insights.

For e-Commerce

As we all know, Google Analytics is used widely in E-commerce as its ecommerce analysis report is a treasure to optimise website. There are several questions that can be answered by this analytic tool.

- How much visitor volume is my website getting?
- What role does audience segmentation play in my conversion rate?

Google Analytics is essential in providing businesses with a myriad of information to help drive ecommerce success and inform smart marketing strategies, with a data-driven decision making mindset. The metrics and dimensions available in this analytics tool are endless, convenient and most importantly, in real-time. Data can be accessed and monitored anywhere and anytime without complicated procedures.

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For Physical Store

Although E-commerce has been gaining a lot of interest, physical stores are still valued by the public. This is because E-commerce fails in physically engaging with customers, compared to physical store, which are its key characteristics. In order to make informed decisions before purchasing a product, customers heavily rely on their senses such as seeing, hearing and touching the products which are called physical engagement. Furthermore, the need for a good offline footprint measurement tool is a huge determination in guaranteeing customers profitability.

80% of buyers prefer to buy from brands that personalise the purchase experience

Source: Epsilon

Generally, physical store's universal challenge is personalising their marketing strategy for customers, unlike online shopping, where they have the perfect tools for online analytics and customer data. This causes customers to opt for online shopping for a better personalised experience.

**14 billion** people are shopping online, 900 millions more compared to 2020

Source: Statista

Google Analytics' actionable data and metrics are applicable in a physical store. Tapway's PeopleTrack solution, acts like the physical Google Analytics, where it identifies and records the movement of customers, key customer patterns such as footfall, dwell time, queue and more. Businesses are able to prioritise their customers when they have a transparent understanding of their customers journey.

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PeopleTrack

Tapway PeopleTrack combines state-of-the-art sensors, software, and cloud to detect, track and count people. Furthermore, those data can be visualised on a dashboard to enable easy comprehension of metrics like people count, demographics, and behaviour.

How PeopleTrack Works

3D AI Camera

Advanced analytics

Entrance/Exit

Different zones

POS
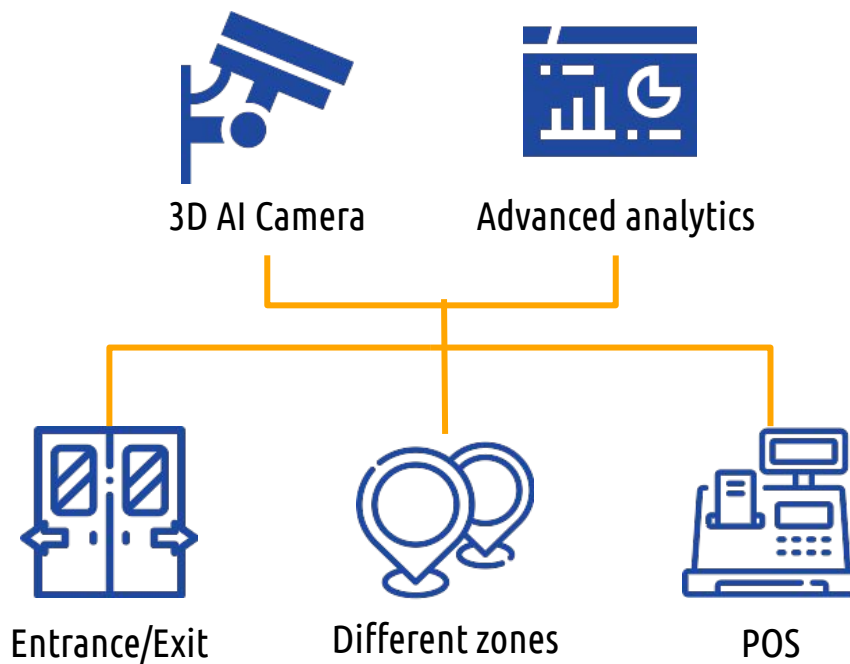
A sophisticated combination of 3D AI cameras technology and advanced data analytics software are deployed in the entrances, exits and different zones of a store to identify how many visitors are in a zone and how much time they spend, count each shopper's footfall accurately, and calculate queue time at the counter.

This is similar to Google Analytics' user behaviour data that shows what customers are doing on the website, and how they are engaging with it. This includes the time they spend on each page, number of pages they visit and if there are videos and graphics engagement from them. User experiences optimised according to user behaviour data are more likely to create sales and conversions.

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Number of Visitors

Tapway PeopleTrack captures all shoppers' count entering and exiting your site with industry-leading accuracy using Tapway's 3D sensors with 98% accuracy compared to other sensors. This can help businesses to strategically plan their marketing effort such as the layout of their store.
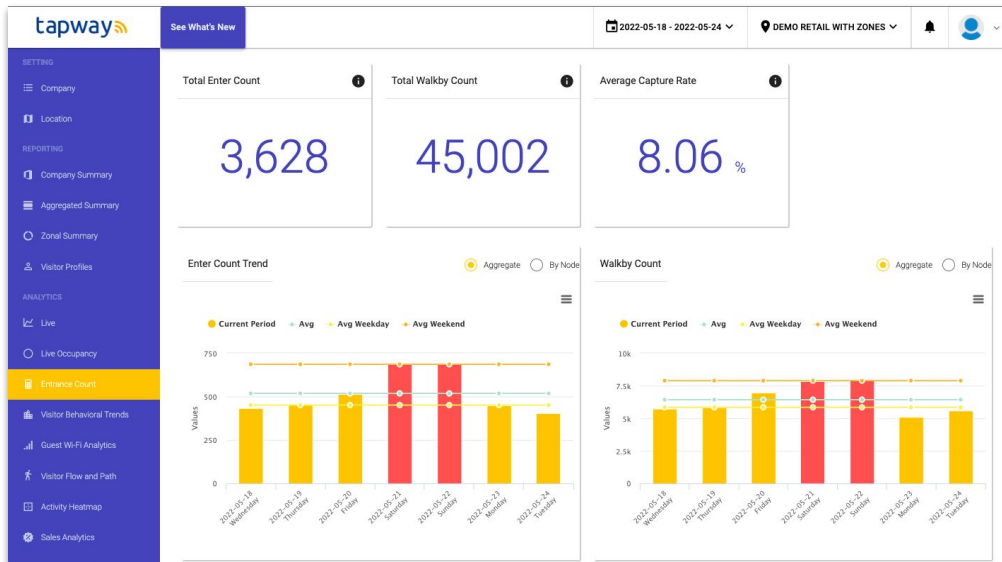

Google Analytics offers a similar metric which is the number of website visits, where it shows the number of online visits per timeline. Good website traffic can improve business' opportunity in securing potential customers.
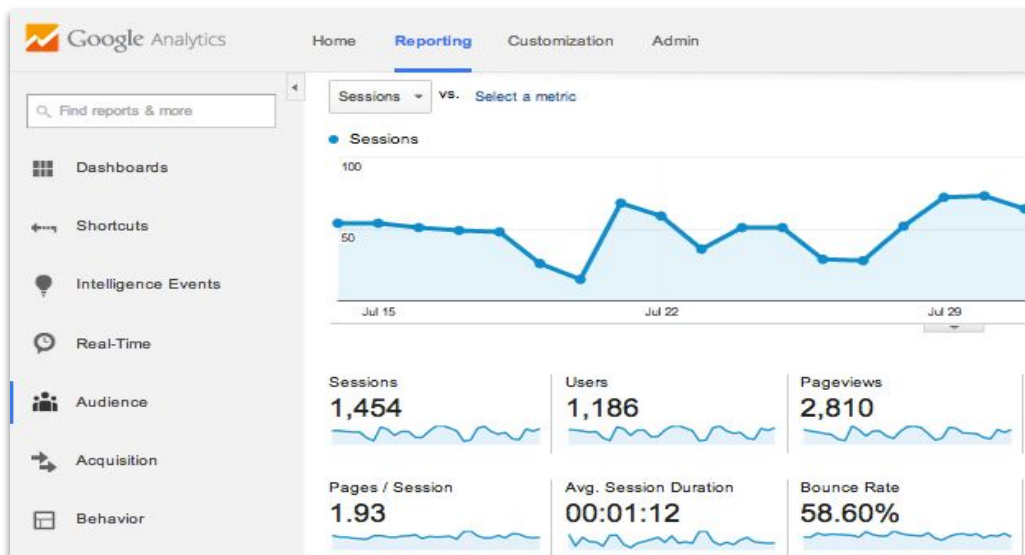

Both of these metrics give insights to business on ways to capitalise peak hours online and offline. It can be done by comparing data with assets and capitalising it to sell certain products at certain hours.

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Number of Walk-by / Storefront Potential

Tapway PeopleTrack captures all shopper storefront walk-by counts. The capture rate data can aid business owners to enhance customers' engagement hot-items by the windows to attract customers.
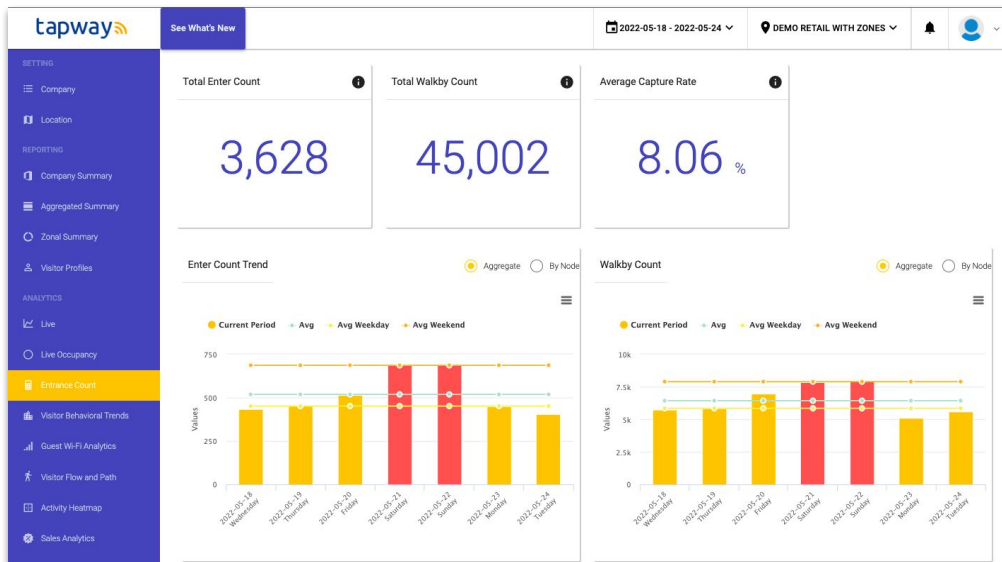
This is identical to Google Analytics' called number of advertisement campaign impressions, to show the number of visitors who viewed your advertisement campaigns online. This impression analysis is important in ensuring business' target audience is reached.
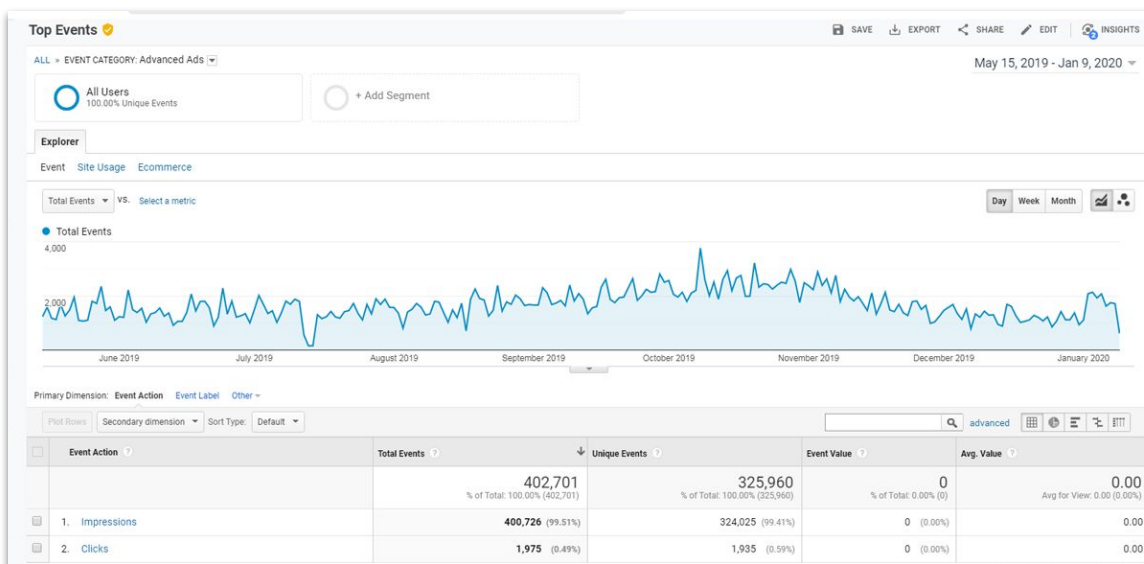
These metrics share the same benefits for both businesses in terms of recognising and planning for a perfect customer engagement to increase business' visibility.

Number of Visitors by Zone & Dwell Time

Tapway PeopleTrack identifies zones and floors in your site that result in highest engagements and potential sales conversions. With this information, informed business decision making can be done easily.
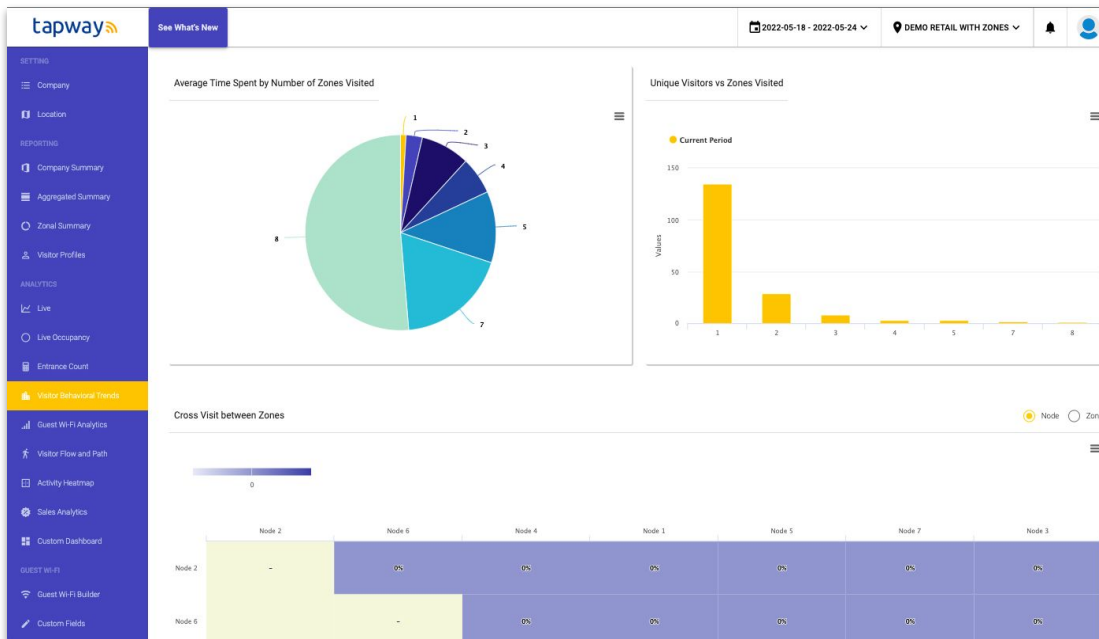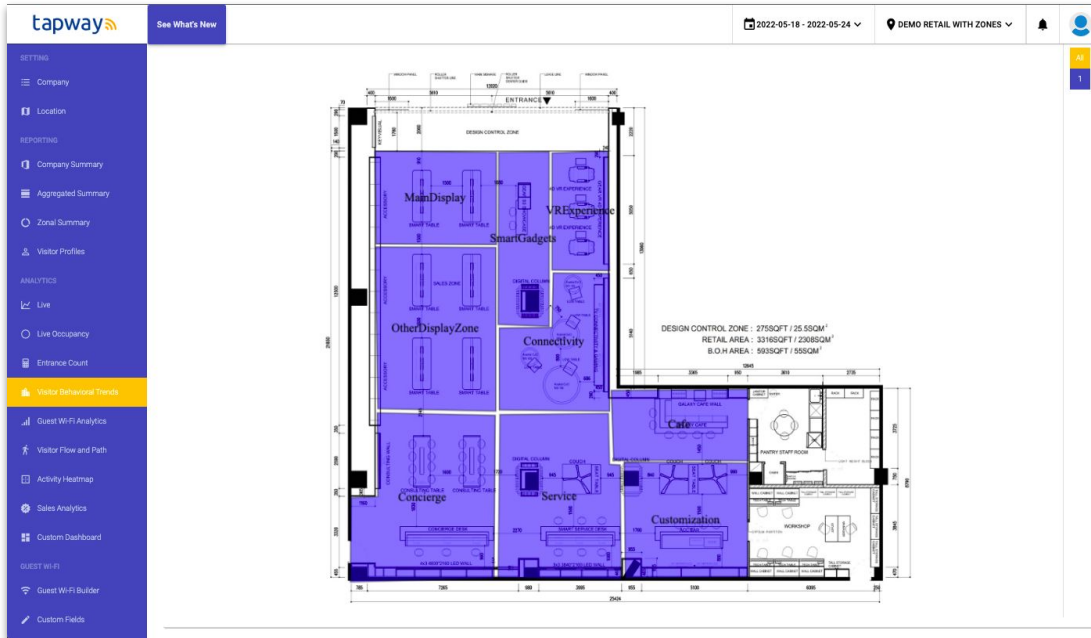

Google Analytics gives data regarding number of visits to each product page, which is important because the more the number of visitors, the more chances of one's product selling.

![tapway logo]

| Page		Page Views		Unique Page Views		Avg. Time on Page		Entrances		Bounce Rate		% Exit		Page Value	
		96,493 % of Total: 100.00% (96,493)		**65,941** % of Total: 100.00% (65,941)		**00:00:51** Avg for View: 00:00:51 (0.00%)		**20,567** % of Total: 100.00% (20,567)		**48.57%** Avg for View: 48.57% (0.00%)		**21.31%** Avg for View: 21.31% (0.00%)		**US$13.77** % of Total: 106.46% (US$12.94)	
1. /home		14,090 (14.60%)		11,288 (17.12%)		00:01:33		9,391 (45.66%)		54.48%		47.74%		US$1.48 (10.76%)	
2. /basket.html		10,016 (10.38%)		2,714 (4.12%)		00:00:40		528 (2.57%)		32.39%		8.31%		US$20.64 (149.86%)	
3. /store.html		5,827 (6.04%)		3,693 (5.60%)		00:00:42		517 (2.51%)		53.93%		13.71%		US$16.00 (116.21%)	
4. /google+redesign/apparel/mens		4,564 (4.73%)		2,889 (4.38%)		00:00:57		856 (4.16%)		28.44%		17.99%		US$7.73 (56.11%)	
5. /signin.html		2,933 (3.04%)		2,381 (3.61%)		00:00:27		641 (3.12%)		15.60%		10.09%		US$22.55 (163.73%)	
6. /google+redesign/new		2,429 (2.52%)		1,729 (2.62%)		00:01:29		469 (2.28%)		39.54%		26.31%		US$8.60 (62.46%)	
7. /asearch.html		2,328 (2.41%)		1,280 (1.94%)		00:00:49		282 (1.37%)		42.76%		23.50%		US$9.22 (66.98%)	
8. /google+redesign/apparel		2,287 (2.37%)		1,681 (2.55%)		00:01:24		845 (4.11%)		53.63%		33.58%		US$2.81 (20.37%)	
9. /google+redesign/lifestyle/drinkware		2,184 (2.26%)		1,567 (2.38%)		00:00:57		385 (1.87%)		36.25%		19.28%		US$13.82 (100.33%)	
10. /google+redesign/lifestyle/bags		2,145 (2.22%)		1,578 (2.39%)		00:00:47		381 (1.85%)		32.30%		17.48%		US$10.50 (76.28%)	

Hence, these metrics can help to strategize wisely on which zone or page that has the highest visitors so business can further improve the lacking areas to attract even more customers.

Number of Visitors in Queue & Average Queue Time

Tapway PeopleTrack identifies the number of your shoppers are being served, waiting to be served and the period they have been waiting. The data is crucial to do queue level forecasting to ensure smooth flow in your store, promising returning customers.
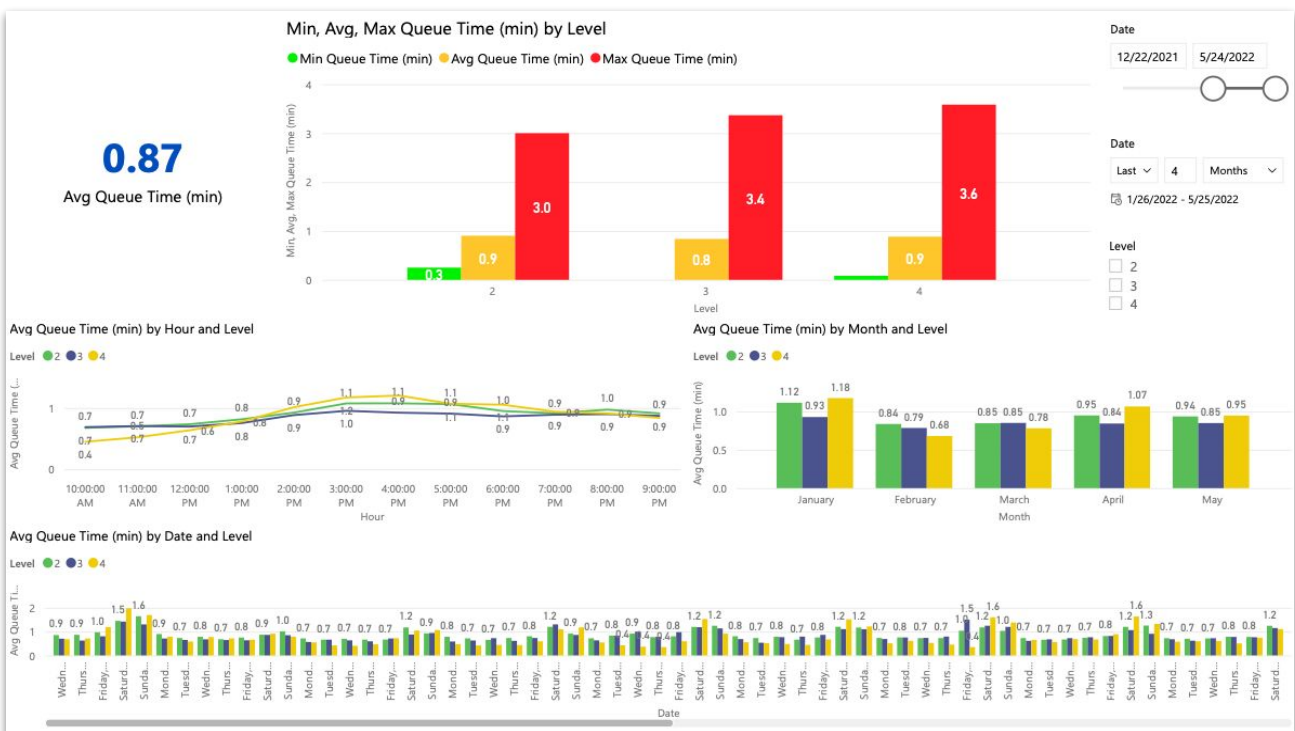
The E-Commerce section in Google Analytics provides a feature which counts the number of shoppers that went to checkout. This is similar to Tapway's PeopleTrack where it shows the number of shoppers that proceeded to the checkout section. This can help businesses figure out the flaws in their website's checkout section and further improve it to regain customers
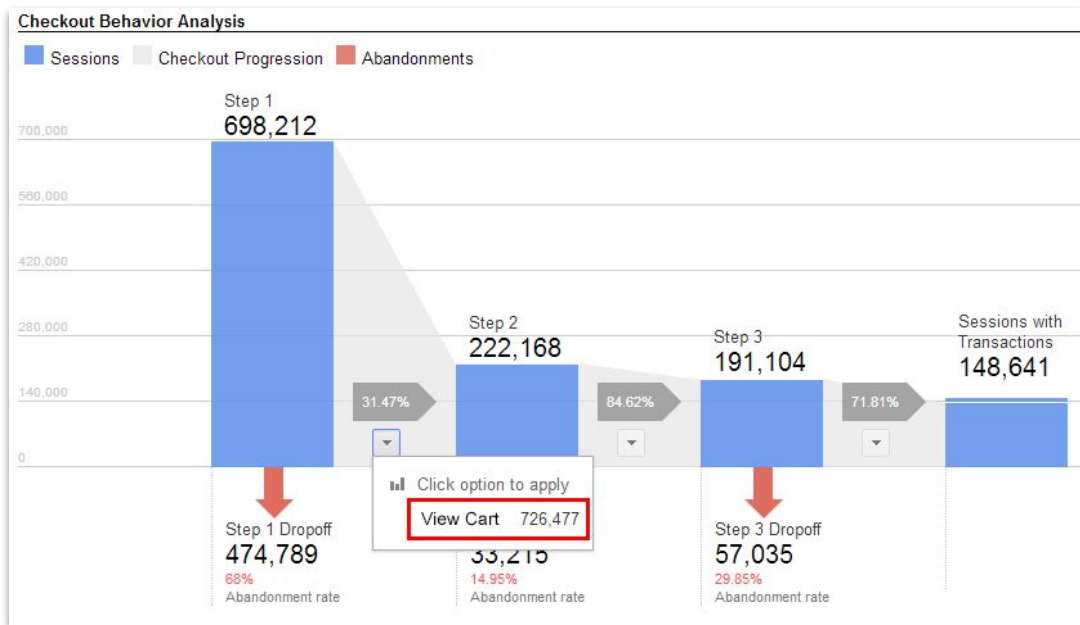
The corresponding metrics help in enhancing customers' experience while shopping. Hence, a smooth queue and website flow will decrease the potential of losing customers.

POS Analytics

POS Analytics help to save time on manual labour during the checkout such as keying in product information. This will allow business to operate efficiently without heavy reliance on manpower.

Google Analytics' number of shoppers that purchase metrics lets business owner identify the items that are currently hot-selling to keep up with the customers' demands.

Benefits

Tapway's PeopleTrack and Google Analytics both offer a few benefits that leverage business in ensuring the best customer journey to boost the sales.

Understand Customer Behaviour

Optimise Marketing Campaigns

Make Data-Driven Decision

Measure Marketing Effectiveness

- <u>Supporting businesses to make data-driven decision</u>
  With the right analytic tools, data can be presented in an organised manner. This accurate data, alongside with the best marketing strategies can effortlessly lead to high conversions and revenue.

- <u>Help businesses to understand customer behaviour</u>
  Many businesses and their conversion funnels perform vastly better if they can re-engage with their customers regularly by prioritising customer experience.

- <u>Less worry in measuring marketing effectiveness</u>
  By understanding what audiences generate the most conversions with real-time data, it helps businesses to stay on top of the competition.

- <u>Optimise marketing campaigns with segmentation</u>
  Segmentation is promising when it comes to marketing campaigns. Valuable data provided from both solutions will establish successful marketing campaigns by appropriately targeting your market.

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Summary

E-Commerce has been the main player in the business industry since the beginning of the pandemic and it is getting stronger. Due to ever changing customer behaviours, businesses opt for Google Analytics to study their customers. Google Analytics is a web analytics service that offers statistics and basic analytical tools for businesses. It is mainly used in E-Commerce due its flexibility and convenient metrics. But, ever wonder how good it is to have Google Analytics in your physical store? This is where Tapway's PeopleTrack is golden. Other than providing similar metrics to Google Analytics, you can get the same data and benefits as well. PeopleTrack gives brick and mortar businesses the same opportunity to leverage their business. Finally, the perfect combination of Tapway's PeopleTrack solution and POS Analytics metrics is already an end-to-end solution, which lets businesses prioritise customer's experience from the moment they enter the store, strolling around the store and until their exit.

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About Tapway

Tapway leverages the power of AI Vision and Big Data technologies to transform the physical world through automation. The Company provides a platform to build, train, deploy and monitor AI Vision technology solutions in physical spaces to help businesses eliminate low-skilled manual labor, improve service quality & experience, and enhance safety and security.

Tapway Solutions

PeopleTrack   VisionTrack   VehicleTrack   LocateTrack

To learn more about our power of AI Vision and Big Data technologies to deliver smart automation solutions that help eliminate repetitive manual labor, maximize efficiency, improve quality and grow revenue, contact us today.

Call **1-700-81-7158**   Email **sales@gotapway.com**

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