



ATRIUS™



ATRIUS™ INSIGHTS

TRANSFORM CUSTOMER JOURNEYS
INTO BUSINESS INTELLIGENCE

Atrius Insights platform service and web application transform indoor positioning and location-based data, acquired from Atrius Navigator or third-party indoor positioning systems, into spatial analytics, making complex relationships understandable and actionable for your business. Gain understanding of how visitors interact with your space to optimize customer journeys, analyze and predict traffic and behavioral patterns, and improve conversions.

FEATURES AND BENEFITS

- **Effortless IoT** – Leverage data from Atrius Navigator or from third-party indoor positioning systems.
- **Rich Visual Analysis** – Transform real-time and historical data into map-based visualizations and heatmaps of visitor and associate locations and paths, illustrating changes over time and exactly where those changes are taking places.
- **Making Complex Relationships Understandable** – Gauge customer loyalty, dwell times, new visitor exposure, sales correlations and overall customer satisfaction with:
 - Visitor metrics: unique, repeat and total visitors, with rollover
 - Behavior metrics: first-time, recent and last, bounced visits, dwell times, and other loyalty and conversion metrics
 - Location-based metrics: traffic paths, action zones, adjacent outdoor perimeter
 - Real-time metrics: visit start and exit, active visitors, average and median dwell times

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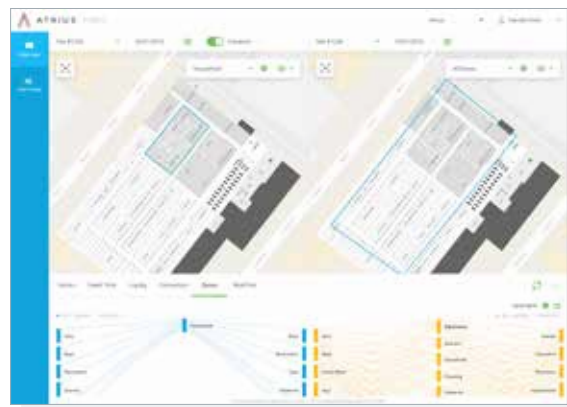
- **Multi-site Support** – Create, aggregate and compare metrics across multi-site organizations. Each site is precisely geo-referenced leveraging Map Service.
- **Designed for You** – Support specific business queries and gain key performance indicators by creating custom charts.
- **Custom Development** – Integrate with your business intelligence, point of sale or marketing applications, leveraging Atrius Insights platform service API.

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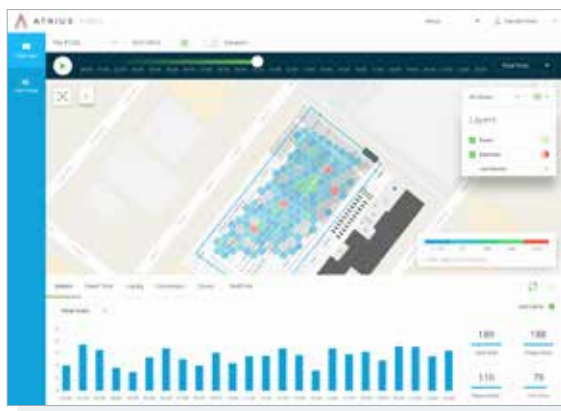
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Single Site Metrics



Visitor Floorplan Comparison



Heatmap – Total Visits



Multi-site Grouping

ABOUT ATRIOUS

Imagine your space transformed — a place where IoT lighting unlocks data, connecting us all on a human level. Beyond better management, the Atrius Framework becomes a business builder.

We believe the Internet of Things (IoT) is not just about the things in your spaces, it's about the people that use your space, revealing the Internet of Us.

Learn more at www.AcuityBrands.com/Atrius