



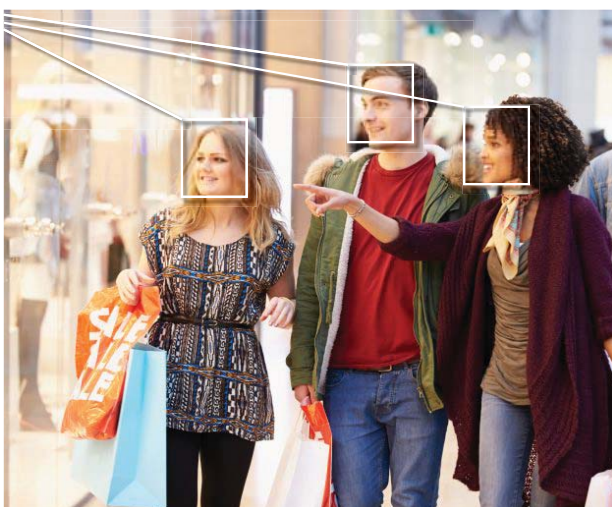
Cohera-Tech
Specialists in People Counting Systems

Track gender and age groups for accurate target marketing!

Capturing Age Group & Gender Analytics In Retail

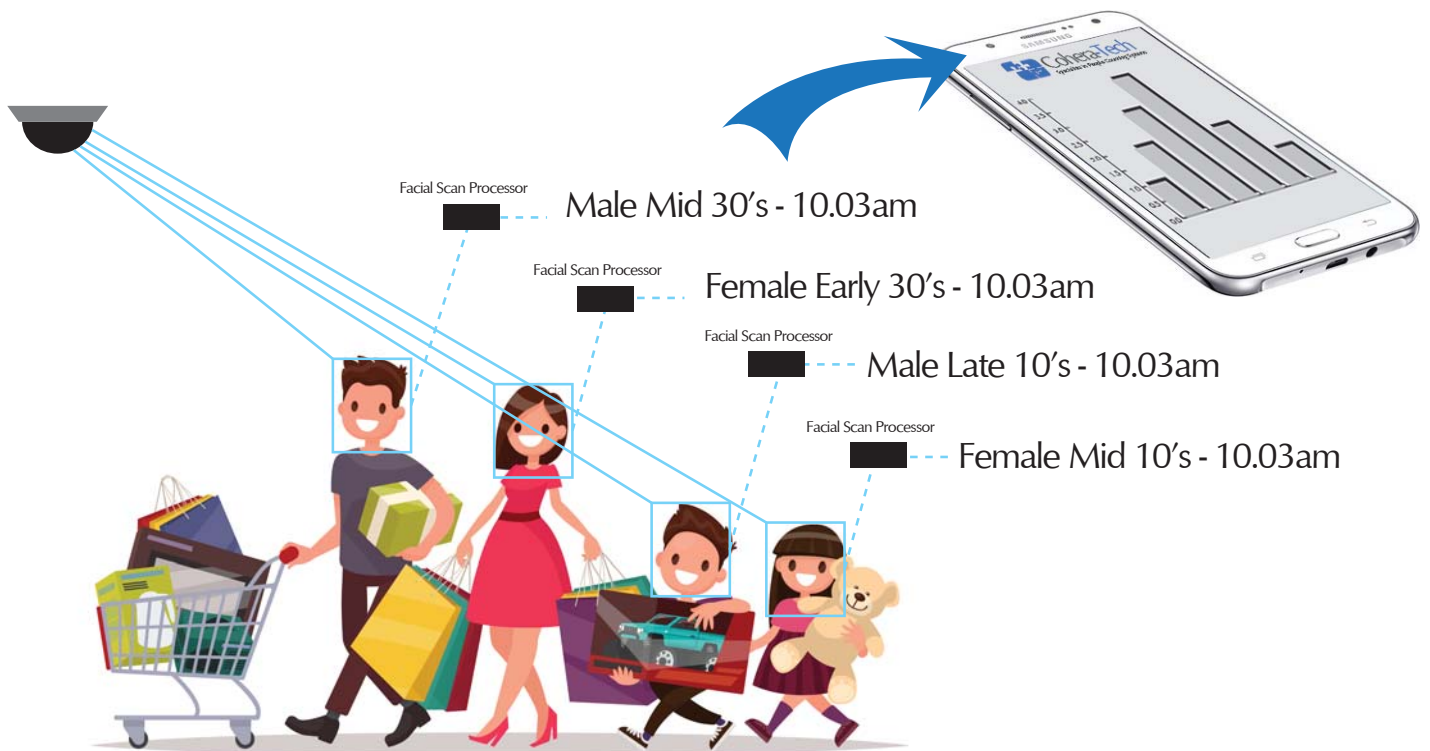
The latest customer analytics tool for retailers and shopping centre managers is the capacity we now have to include age range and gender recognition in the data set and to integrate this with other information to provide new insights into shopper's demographics.

Senior executives and Store Managers are now able to check the effective traffic results of advertising and promotion activity by age group and gender.



- “Are the right groups responding to the advertising / promotional proposition?”
- Test different advertisements and offers against store visits and purchases and identify / model purchase influencers.
- “Are there other customer groups visiting your stores which could be potential purchasers?”
- Analyse and evaluate target demographics
- Track age /gender trends based on time /day / period
- Track age groups by 5 year segments
- View real-time data on your smart phone, tablet or PC
- Review analytics / data comparisons with your team with customised reports daily, weekly, monthly and yearly
- Operates independent of your IT and needs no additional computer hardware.

Cohera-Tech Advanced Age Group and Gender Analytics Analysis Systems



Dome sensor / cameras placed at entrance points use a combination of facial scanning and algorithms to determine age range and gender.

This data is directed to cloud based servers, analysed and delivered as real-time data to client's nominated smart phones, tablets and PC's.

Daily, weekly, monthly and yearly reports using this and other data are set up to provide a full suite of information rich reports to enable real time and long term executive decision making.

Combined data sets for hundreds of stores, as well as selective individual store reports is included in the software analytics programs available.



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