Insator™ Use Case

Samsung Nexshop Marketing

IoT devices gather traffic information and behavioral data to predict future sales and retail trends.
With visual analytics data gathered from IoT devices set in the retail environment, including sensors and cameras, businesses can recognize the effectiveness of an advertisement or marketing campaign by evaluating an ad's digital signage.

Age

Visiting shops

Gender

Touch Analytics

Attention time

Weather

History of Purchase

SAMSUNG SDS