

Peet's Coffee & Tea uses Cisco Meraki Wi-Fi and Location Analytics to enhance business planning.

## Location Analytics for Retailers

Actionable customer insights to grow your business

**Multi-site analysis and reporting helps retailers measure foot traffic and presence-based user behavior**

- Detect presence of visitors via their mobile devices from Meraki's cloud-managed access points
- Glean analytics from all Wi-Fi devices connected and unconnected
- Optimize customer engagement through new insights into stores
- Take advantage of rich statistics revealing time spent in store, new visitors, and repeat visitors
- Use analytics data to make decisions on staffing, storefront design, or employee and BYOD policies
- Drive customer engagement by integrating with existing customer relationship management (CRM) systems



Free evaluations available at [meraki.cisco.com/eval](https://meraki.cisco.com/eval)



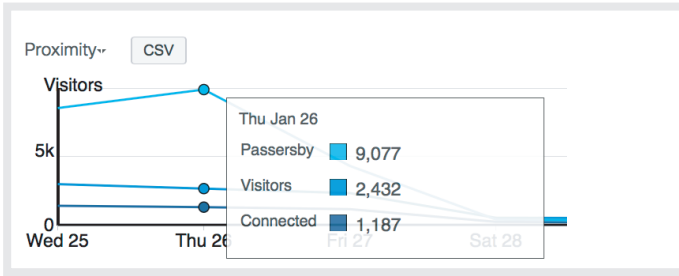
“Meraki Location Analytics gives us a quick snapshot of trends, like how promotions drive traffic and volume between neighboring stores.”

– Moon Son, Director of IT Infrastructure, Orchard Supply Hardware

## Customer Insight

**Meraki uses location-based data to build powerful analysis tools, helping retailers learn about their customers.**

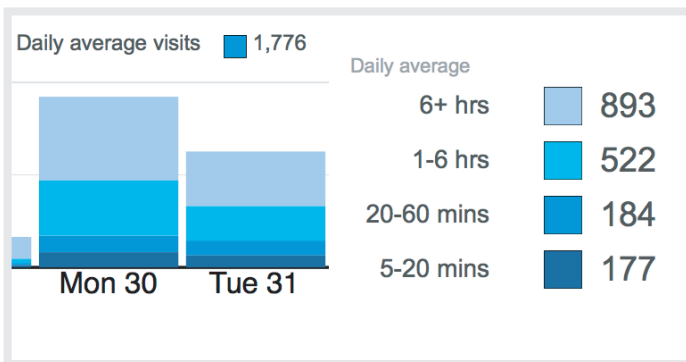
- Quantify store visits, how often customers return, and in-store dwell time to understand the impact of promotions, advertising, or window display changes
- Discover aggregate and anonymous customer demographics (age, gender, language) via Wi-Fi with Facebook login integration
- Identify what drives repeat visits with insight into daily, weekly, and monthly visitors



## Shopper Engagement

**Connect to your customers by creating an omni-channel selling environment.**

- Reach customers via their mobile devices with integrated Facebook Wi-Fi login
- Increase Facebook impressions and brand awareness by seamlessly encouraging likes and check-ins
- Entice customers via targeted display ads, mobile push notifications, and direct coupons using Meraki API integration



## Actionable Results

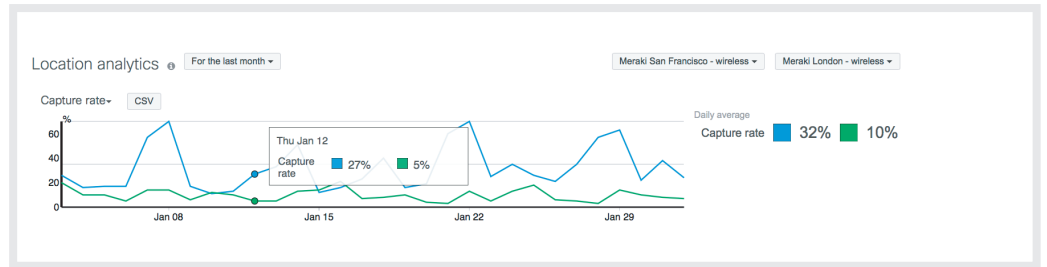
**Make data-driven decisions to drive store traffic, increase average basket size, and generate new leads.**

- Use analytics data to replicate the most effective drivers of foot traffic across your locations
- Capitalize on repeat visits and brand awareness to increase average basket size
- Capture new leads through event-driven interaction

# Location Analytics Metrics

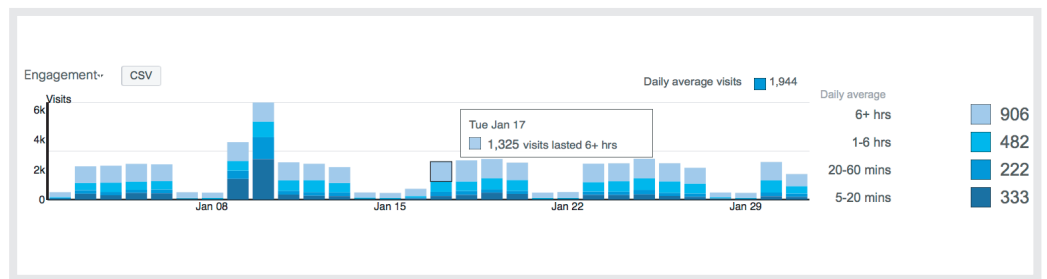
## Appeal

- Number of clients passing by vs. clients spending time in the store
- Determine peak business hours and understand what drives foot traffic to your store



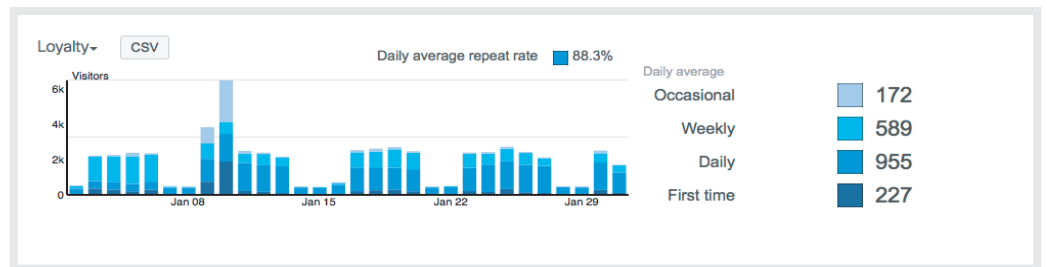
## Engagement

- Length of time visitors spend within retail location
- Capitalize on visitor dwell time to maximize potential sales



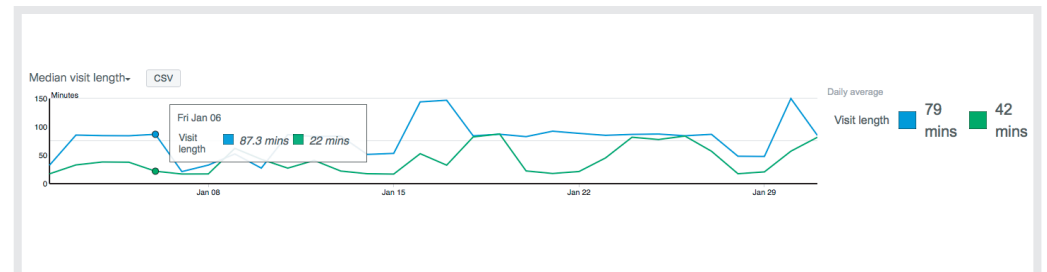
## Loyalty

- Number of first time visitors vs. repeat visitors
- Enhance customer experience for repeat visitors through targeted advertising



## Multi-Site

- Location analytics compared across multiple network locations
- Identify variations in customer behavior across different retail sites



# Cisco Meraki provides a complete solution for retail



## Secure Wi-Fi with Guest Access

Secure Wi-Fi solution for PoS, internal, and guests including integrated Wi-Fi with Facebook login for guest access

## PCI Compliant WLAN, LAN, WAN

PCI DSS Level 1 certified architecture supports POS and guest Wi-Fi on the same platform

## Multi-site Cloud Management

Centralized visibility and control over all your store networks from a web-based dashboard

## Award-Winning Cloud Management Architecture

- Network-wide visibility and control
- No on-site controller hardware
- Automatic monitoring and alerts
- Seamless over-the-web upgrades
- Scales to networks of all sizes



**EAST**  
*Designed to be individual*



**REEDS**  
*Jewelers*

**NESPRESSO**

“Using Meraki, we can control each AP from the cloud. The dashboard is a great tool for monitoring our wireless devices as well as detecting rogue devices in the area.”

—Richard Muir, IT Infrastructure Administrator, EAST Retail

“Meraki enables enhanced guest experiences while delivering rich intelligence. We’re excited to analyze long-term customer data to determine how much traffic specific markets see.”

—Michael Anderson, IT Manager, PGA Tour Superstores

“We chose Meraki to eliminate hardware controllers and because the price meant we could put WiFi in all our stores. Using in-store iPads has revolutionized the customer experience.”

—Rhonda Cobb, IT Manager, REEDS Jewelers

“We are running mobile POS on the Meraki WiFi. Meraki’s PCI audit report is easy and helpful — the best part is that if you fail one requirement, it tells you how to fix it.”

—Yezid Acosta, IT Manager, Nespresso