

# ShopperTrak Unveils Key Innovations at 2015 NRF Big Show

*Retailers gain new insights into consumer behavior through use of BLE technology*

NRF 2015 Big Show, NEW YORK – January 12, 2015 – NRF’s Big Show is recognized as the premiere showcase of retail technology and innovation. [ShopperTrak](#), leading global provider of location-based analytics, is proud to unveil its latest product offerings, which provide retailers with rich insights and opportunities to improve store performance.

With the establishment of the new ShopperTrak Innovation Lab in the heart of San Francisco, the ShopperTrak product suite has been enhanced to offer retailers a deeper understanding of how their shoppers are behaving. To cater to our customers’ business challenges, the Labs team has developed unique solutions customized to fit any size retail footprint, from kiosks to large format stores.

To further enrich our existing product suite, ShopperTrak now leverages Bluetooth Low Energy (BLE) technology. Through both third party and retailers’ own applications, our customers have the ability to engage with their shoppers and gain access to more in depth information about how consumers are behaving in their store.

Additionally, ShopperTrak Promotion Analytics are making their debut. Through the recent acquisition of the SaleTally database, ShopperTrak aggregates and parses publicly available promotional data. By integrating this information into our robust retail analytics data engine, retailers are able to better understand how competitors’ promotions affect their own store performance.

“The new developments from the Innovation Labs showcased at NRF provide a window into some of the latest advancements in retail,” said ShopperTrak Chief Product Officer Chetan Ghai. “As the industry leader, we continue to enhance and implement products that help our clients improve profitability.”

ShopperTrak is located at Booth 3103. Stop by to learn more about each of the new product offerings.

## **About ShopperTrak**

ShopperTrak is the leading global provider of location-based analytics, offering insights into consumer behavior to improve profitability and effectiveness. ShopperTrak customers gain insights through the use of Perimeter, Interior and Performance Analytics to better understand their customer, enabling them to enhance the shopping experience to increase traffic, conversion and transaction size.

With more than 1,000 of the world’s leading retailers, malls and entertainment venues, ShopperTrak deploys over 70,000 devices across 90 countries and territories. The Chicago-based company has more than 200 employees, with offices in San Francisco; High Wycombe, England; Dubai, United Arab Emirates; Shenzhen, China; and Helsinki, Finland. Find out more at <http://www.shoppertrak.com>.