ShopUp

Powered by
SAP HANA®

Monitor, Analyze and Interact

@ShopUp_

THE RETAILERS
Customers
Shop performance
Campaigns monitoring

Real-Time (beta)
- Overview
- Locations
- Traffic Sources
- Content

Dashboards

Help
Real-Time Reports
Search help center Go

Overview

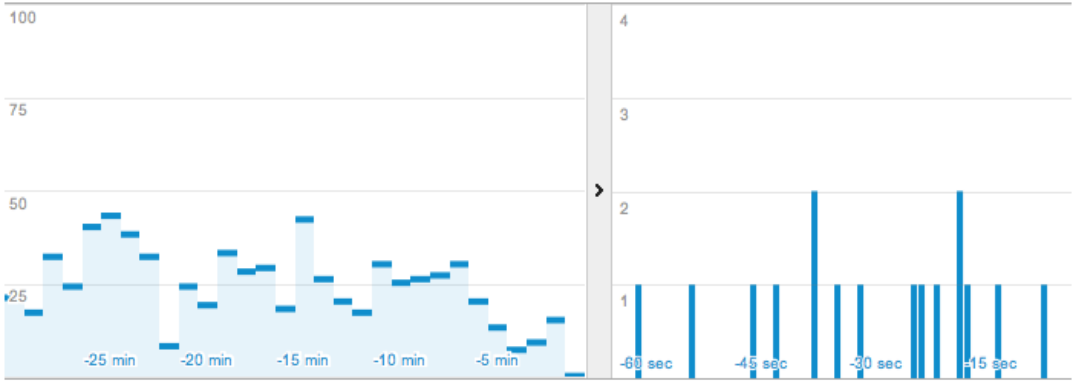
Right now

32

active visitors on site

NEW 91% RETURNING 9%

Pageviews



Top Referrals:

	Source	Active Visitors ↓
1.	google.com	10
2.	google.com.br	2
3.	google.ca	1
4.	google.com.ar	1
5.	google.com.tw	1
6.	google.com.vn	1

Top Active Pages:

	Active Page	Active Visitors ↓	
1.	/	11	34.38%
2.	/googlesearch.aspx?category=doodles	7	21.88%
3.	/shop.axd/Home	3	9.38%
4.	/googlesearch.aspx?category=kids	2	6.25%
5.	/Accessories/Chalk+It+Up+Ceramic+Mug.axd	1	3.13%
6.	/Fun/Eco+Droid+Squishable.axd	1	3.13%

OFFLINE
CUSTOMERS?

Camera

Peoples counter
PWR 2014

Loyalty programs

Mobile Apps

Sensors

MOBILE
CUSTOMERS

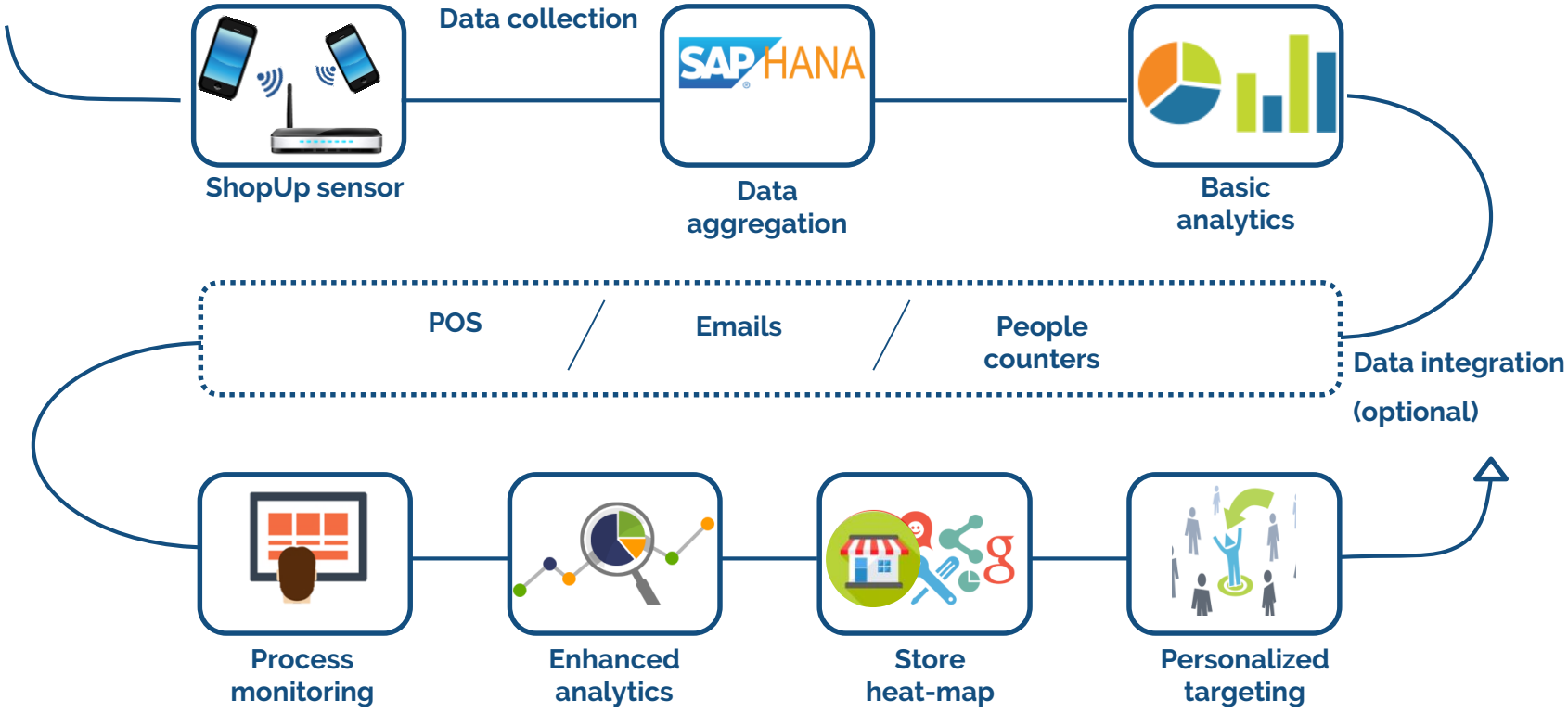
Rates
EUR/GBP
EUR/JPY
EUR/USD
GBP/USD
SAMSUNG
7
08

ShopUp

SHOPUP SOLUTION

- People traffic
- Customer engagement metrics
- Customer retention metrics
- Customer visited places
- Customer profile analysis
- Manage Wi-Fi free access points
- Email personalized targeting

SHOPUP TECHNOLOGY



OUR
VISION

Partners

SAP startup.focus.

Microinvest

getti

UK TRADE & INVESTMENT

Model

Subscription fee or Licenses

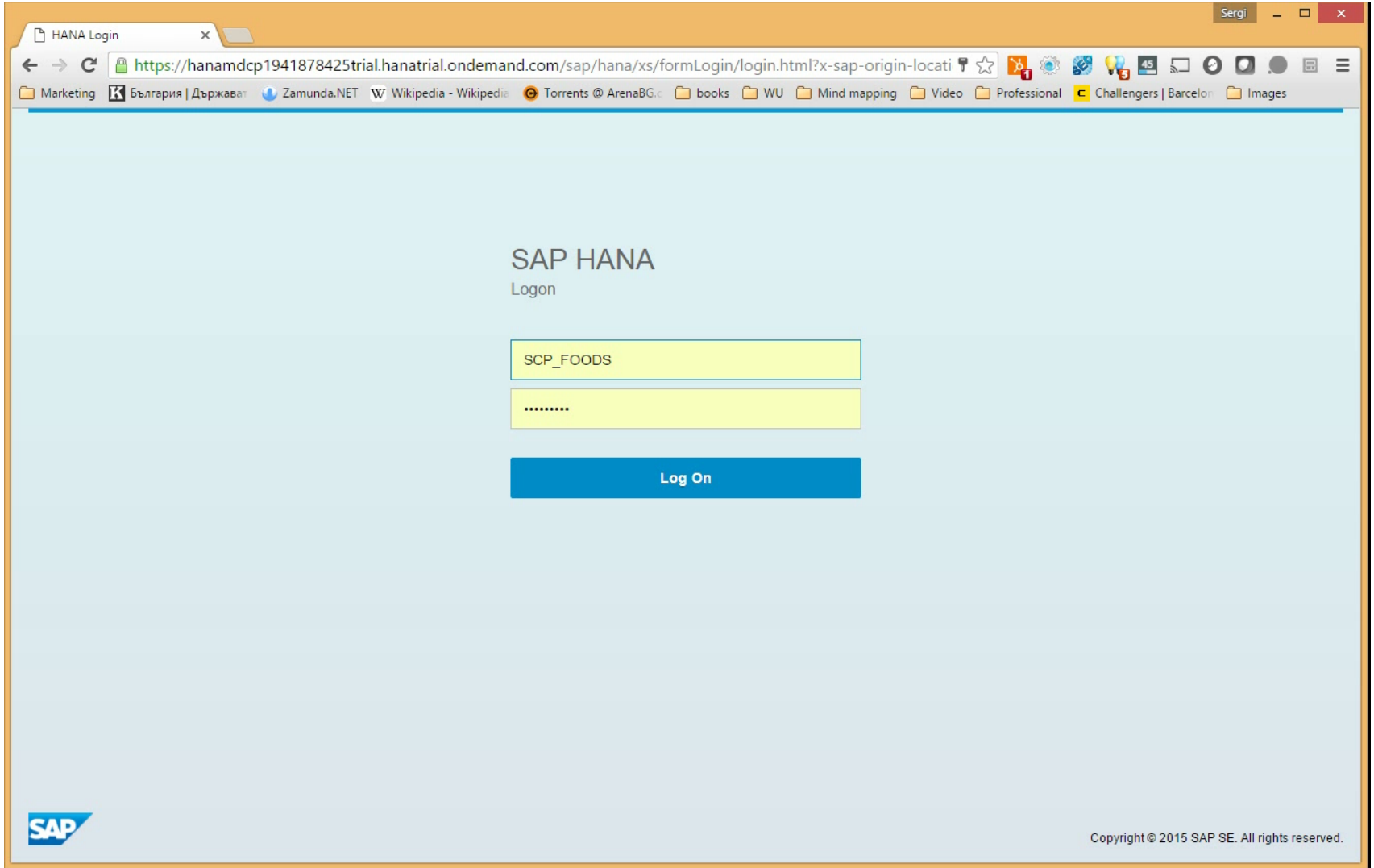
Clients

MetroCity Търговски и Бизнес Център

RESCUE snowboard & ski service

СТЕНАТА ЕКИПИРАЙ ЕМОЦИЯТА www.stenata.com

БАР БЕЗ КРАЙ


HANA Login
https://hanamdcp1941878425trial.hanatrial.ondemand.com/sap/hana/xs/formLogin/login.html?x-sap-origin-locati
Marketing
Zamunda.NET
books
WU
Mind mapping
Video
Professional
Images
SAP HANA
Logon
SCP_FOODS
Log On
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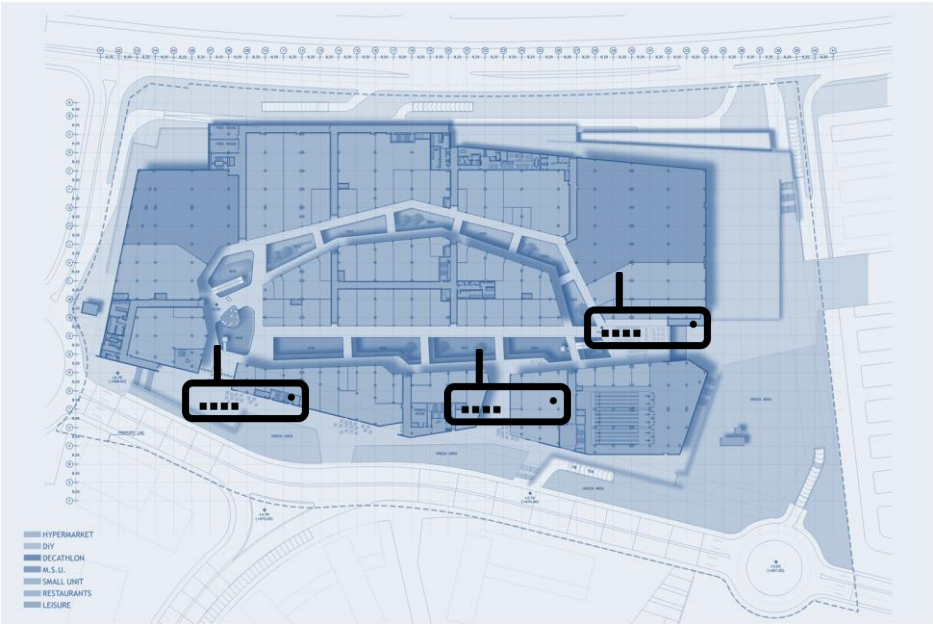
BASIC PACKAGE

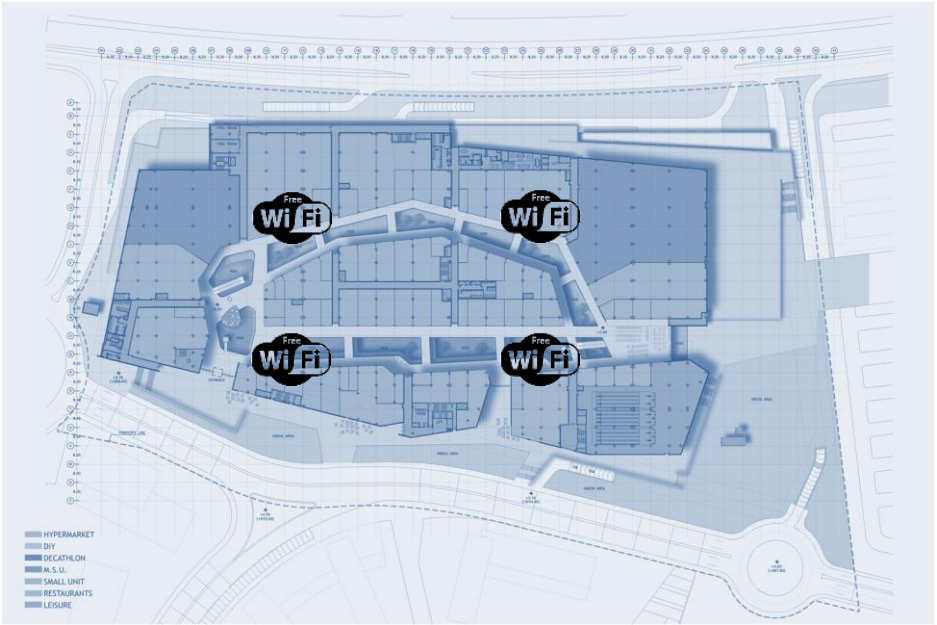


Monitor main entrance points

Customer analysis:

- Outside traffic
- Inside traffic
- Dwell time
- Bounce rate
- Average time spent in the mall
- Retention – new vs returning

WIFI MANAGEMENT

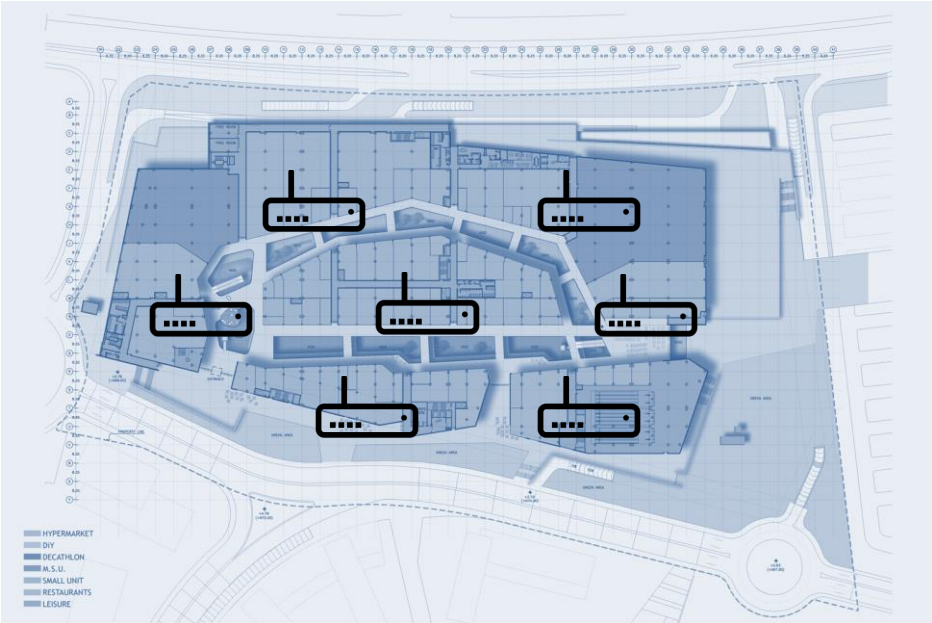


Manage Wi-Fi access points*

- Manage emails database
- Personalized email targeting
- Customer clustering

* In accordance with personal information protection act

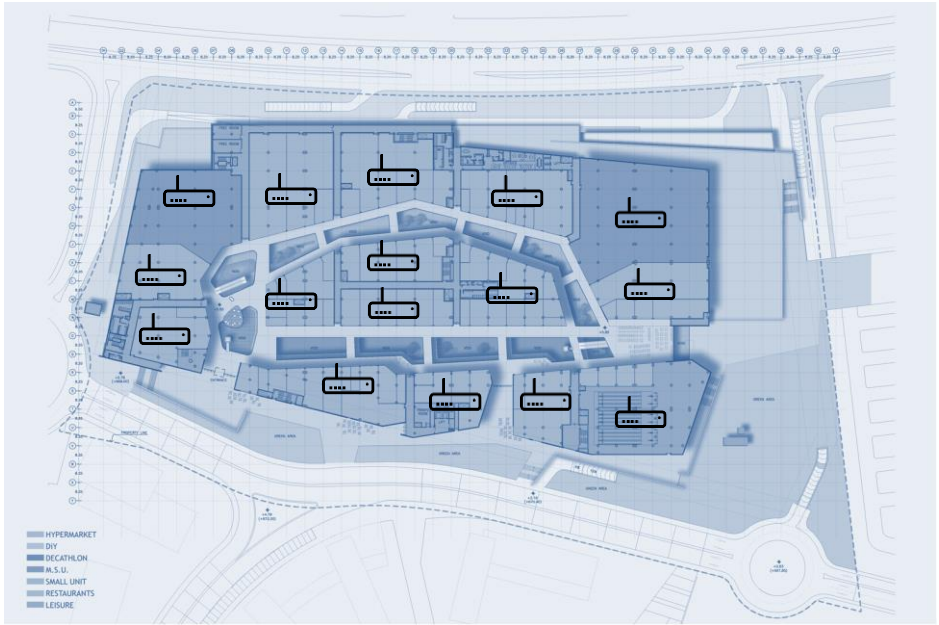
HEATMAP PACKAGE



Monitor main areas in the mall

- Mall heatmap
- Customer paths
- Zone dwell time
- Enrich customer patterns and behavior
- Customer preferred places outside the mall

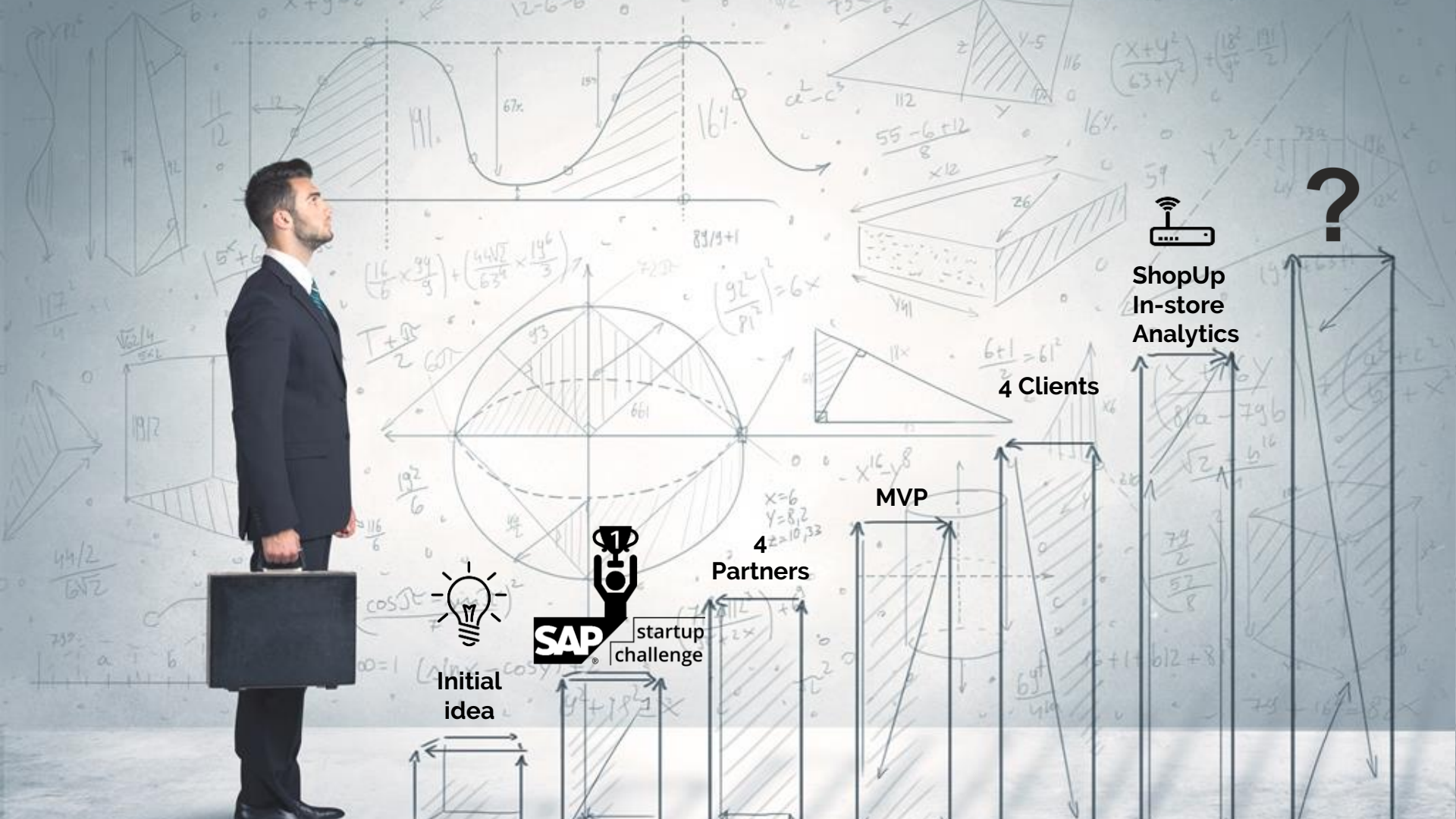
INDIVIDUAL STORE PACKAGE



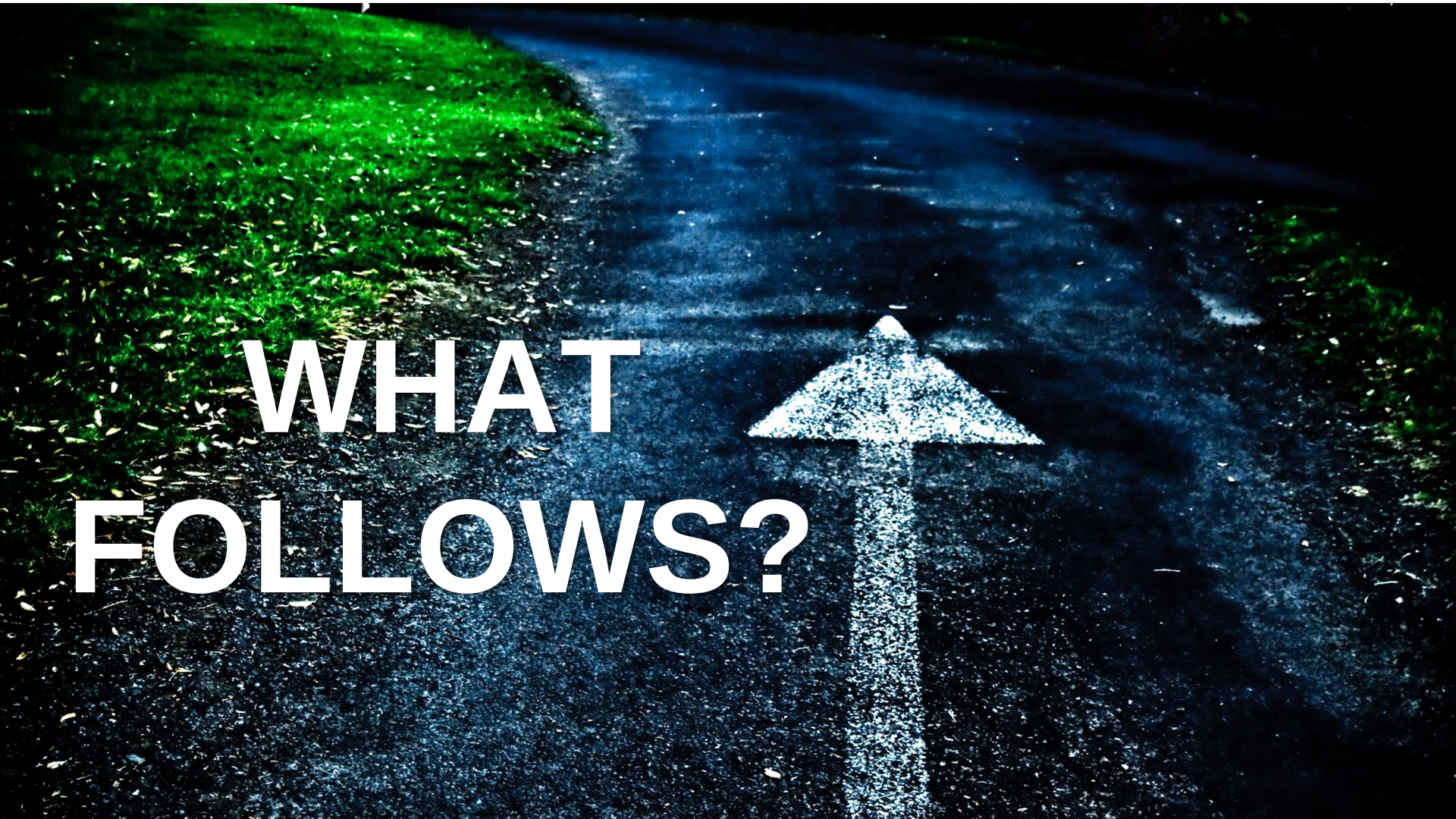
Supply your stores with basic package

You get:

- Aggregated multistore information
- Multiple store monitoring
- Customer profiling


Initial idea
SAP startup challenge
4 Partners
MVP
4 Clients
ShopUp In-store Analytics
?

GROWING TOGETHER


WHAT
FOLLOWS?

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@ShopUp_