

LynxSights For Retailers

The first step to becoming a data-driven retail business

Gone are the days when physical stores were the dominant channel and shop owners had the benefit of knowing each customer by name, understanding their preferences, reaching new customers by referral and advertising.

These changes have brought a host of challenges for retailers as they pivot to a multichannel world, trying to leverage data to gain insight into customer preferences while optimizing their supply chain.

HKT has partnered with Lynx Analytics to deliver LynxSights, a platform for HKT's business customers eager to gain insights about their store visitors and catchment area. Information such as consumer demographics, competitor stores and footfall to help store owners plan their product mix, displays, promotions and even store location in order to generate in-store traffic and maximize sales per square foot.



Key Features

Location Customization

- **Modify catchment area dimensions with a few clicks to create customized views**

Flexible Analysis Periods

- **Granular analysis of your information according to time of day, day of week or month**

Trends Analysis

- **Visualize patterns and trends up to 24 months in the past**

Real-Time Information

- **Get real-time activity information**

Get a Thorough View of Every Potential Customer

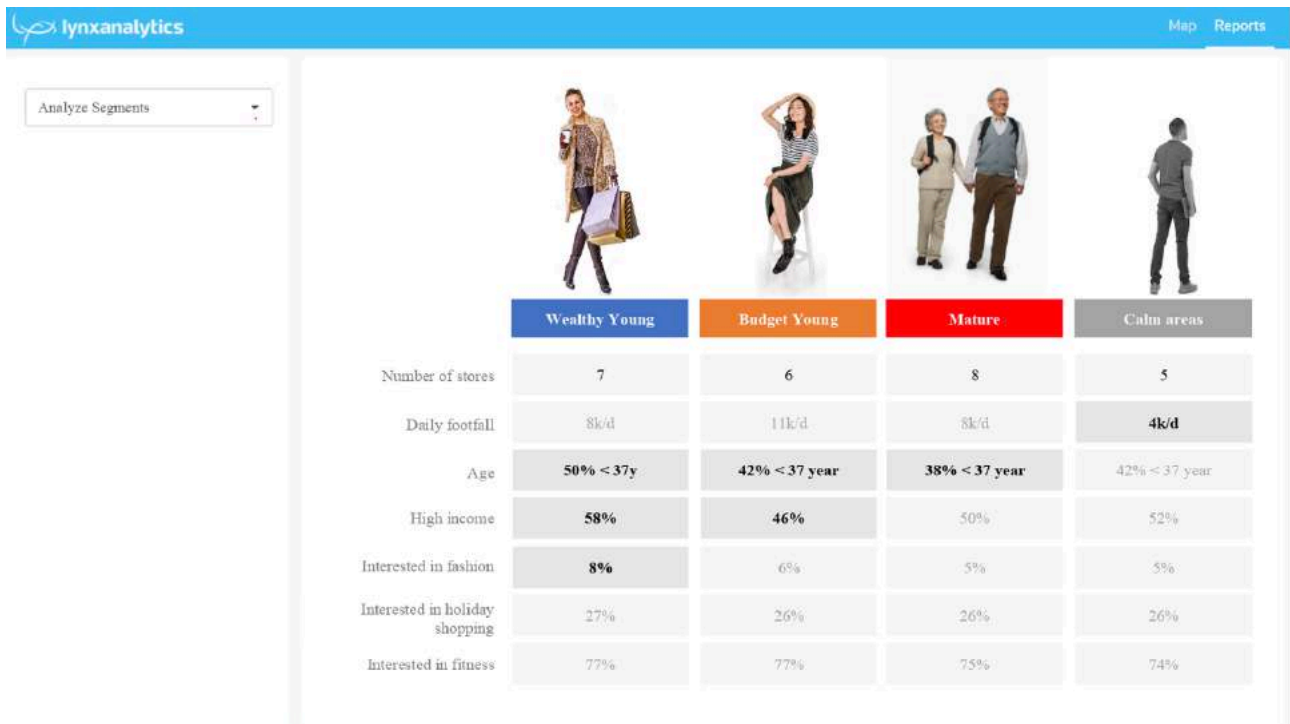
Go beyond basic demographics to truly understand the characteristics of your customers in your immediate area. Whether you are looking to increase traffic to your store, planning to open a new store, or simply consolidating an existing store network, LynxSights lets you see and unlock the potential at your doorstep. What motivates your customers, discounts, or promotions? What type of product do they prefer? What is their preferred time for buying? A better understanding of customer behaviour translates into a more successful business.

Easy Access to Key Information

LynxSights is a web-based application that can be accessed from anywhere. It does not require any specialized hardware. All licensing and usage rights for the data are handled by HKT, so you do not have to worry about managing different licenses and data sources. All the relevant data is integrated in one place.

Supporting Your Analytics Strategy

Understanding what drives consumption in the immediate vicinity of your store is an important step in your analytics journey. Eventually, this information can be combined with your internal sales data to create powerful insights to guide your strategy. Along with its technology and data partners, HKT can help you in this journey to become a data-driven retailer.



Unique Insights for your Store

LynxSights lets you access a wealth of information based on location and time. For any given location, the software displays a catchment area and provides the following information for this area:

- **Consumer Demographics:** age, gender, location, etc.
- **Consumer Sociographics:** income level, education, buying habits, etc.
- **Consumer Psychographics:** interests, values, attitudes, etc.
- **Store surroundings:** competitors, complementary goods, etc.
- **Population density:** Interactive map that can display population density according to different demographic factors
- **Activity:** Interactive map showing levels of traffic (vehicles and footfall) by time of day and day of week

