



INTRODUCTION TO TRAKSTARR



OVERVIEW

TRAKSTARR

Get a complete picture of consumer behavior and activation performance at a level never before possible.

KSGs **Trakstarr** application uses customers' cell phone signals to silently **tracks customer traffic, amount of time** customers spend at our booth by date + time and transforms it into valuable **insights** to streamline operations and **drive sales**.





HOW IT WORKS

TRAKSTARR



Plug in the device

Our sensors listen to a unique signature being broadcasted from smart phones.



Gather data from phones

Smart phones are automatically transmitting a unique signature. No need to download any apps or log into any networks.



Data, anywhere

Visualize the data collected through your web-based dashboard on any desktop or mobile device.

TRAKSTARR
PROVIDES A
QUANTIFIABLE AND
STANDARDIZED WAY
TO **MEASURE**
PERFORMANCE



WHAT IS TRAKSTARR?

WHAT IS TRAKSTARR? ☆

HOW IT WORKS



Trakstarr measures any event in a **more accurate, more detailed, and consistent** way than any alternative today.



Our data-focused approach **provides insights that current methods and alternatives simply cannot provide.**



Our solution is the most turn-key experience you could have. No signups, no networks to join. **Just turn it on and go.**

IT'S AS EASY AS 1-2-3

1

TURN-KEY SETUP

No I.T. person or specialist needed to setup or install the sensor.
Simply place the sensor at the event and turn it on. That's it!

2

NO ELECTRICITY OR INTERNET? NO PROBLEM!

Trakstarr sensors have a **built-in cellular internet** connection and a **battery that can last up to 14 hours.**

3

ACCESS YOUR METRICS

Weighing just over 1lb and dimensions of 6.7" x 5.5" x 1.8", it is **easily transportable** and can be placed in a variety of places

WHAT IS TRAKSTARR? ☆

WHAT TRAKSTARR MEASURES

METRICS + INSIGHTS



VISITORS

Visitor impressions

How many people are close enough to see the activation footprint.

Visitor engagements

How many people have entered into the activation footprint and engaged.

Visitor dwell time

Dwell time stats such as **average dwell**, **most common time spent**, etc.



DAY + TIME

Quietest/busiest time of day

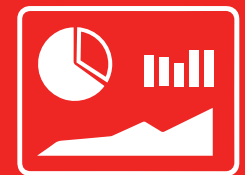
Analyzes the traffic to determine the quietest/busiest times.

Average hourly interaction

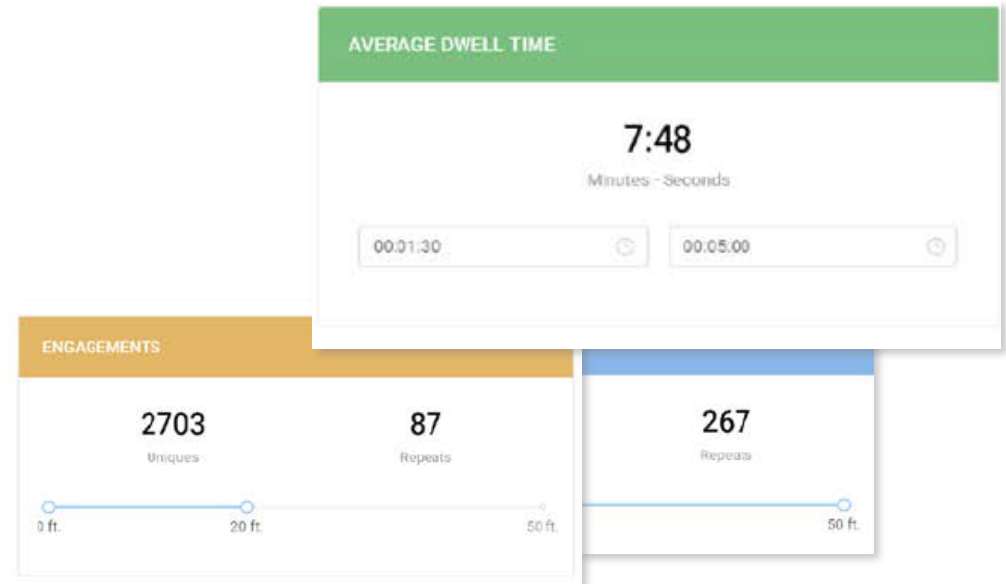
Determines the average hourly capacity of interactions that count as an engagement

Correlated weather details

Visually see how weather impacted your foot traffic and other KPIs, hour-by-hour.



THE DASHBOARD



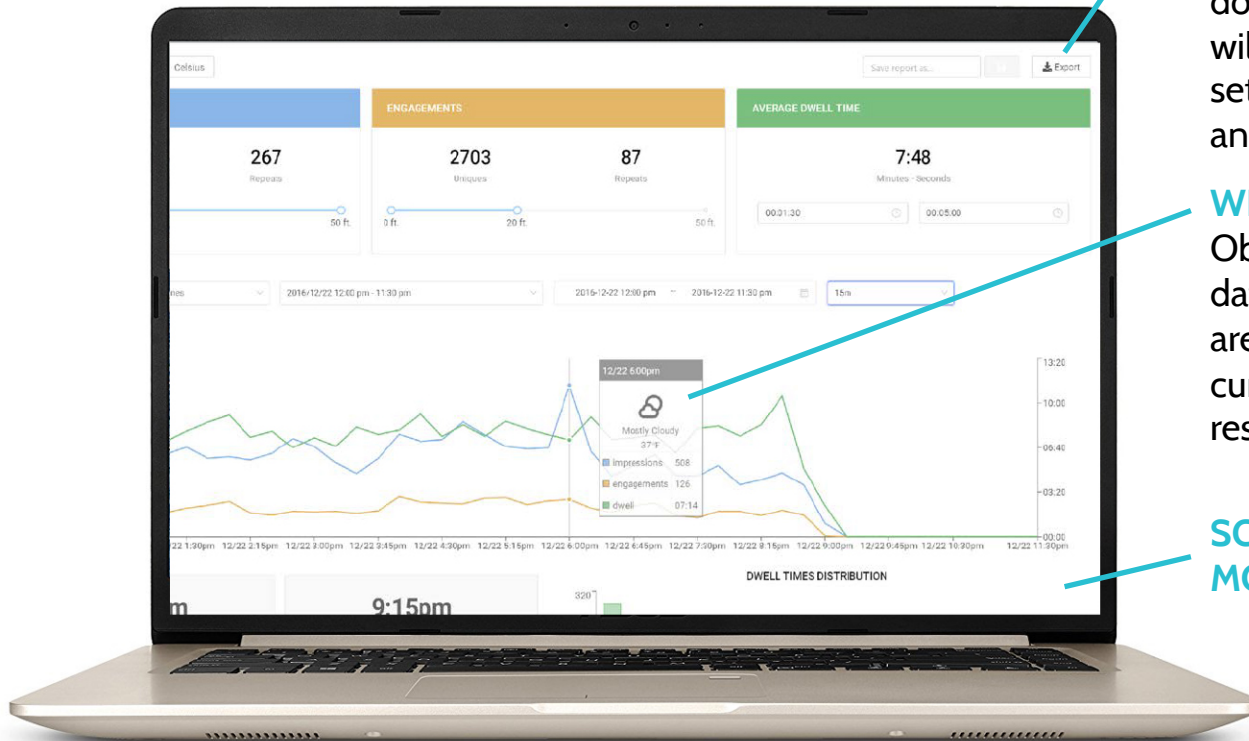
THE DASHBOARD INTERFACE

The Trakstarr dashboard is where you will be able to access all of your event metrics, analysis tools, and sensor inventory.

The User Interface is simple and straight-forward, yet powerful to allow you to extract all the value metrics provided to you.

Check out the next slide for an overview of Trakstarr's dashboard >>

THE DASHBOARD



NATIVE EXCEL EXPORT REPORTS

Export and save reports on key metrics into easy to read excel documents. The report generated will be built based on the parameter settings (impressions, engagements, and dwell time).

WEATHER FEATURE

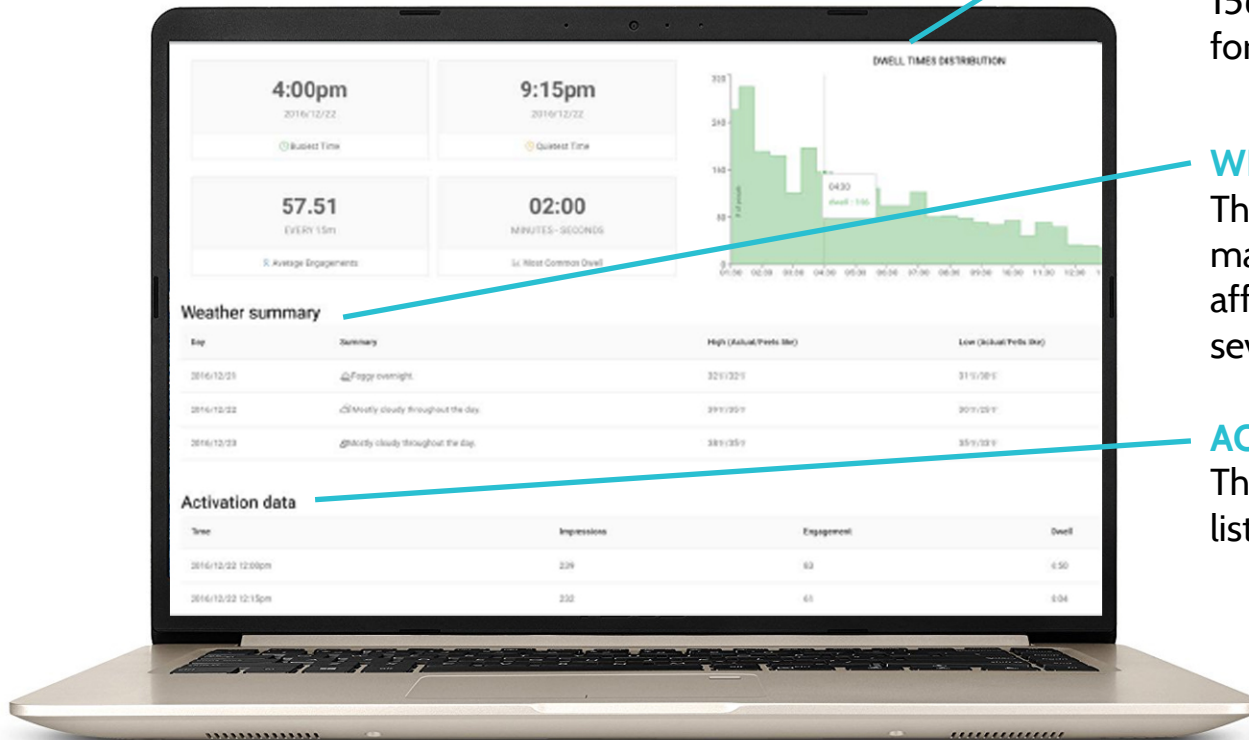
Obtain deeper insights into your data, understand why your numbers are the way they are. Hover your cursor over any time to see the respective weather.

SCROLL DOWN FOR MORE INSIGHTS

THE DASHBOARD

FEATURES

THE DASHBOARD



DWELL TIMES DISTRIBUTION

See your dwell times in an easy-to-read chart. in this example 156 users engaged with the activation for 4 minutes and 30 seconds.

WEATHER SUMMARY

The weather summary will show you major weather changes that may affect your activation (rain, snow, severe temp. drop).

ACTIVATION DATA

This will show your chart data in list form.

THE DASHBOARD

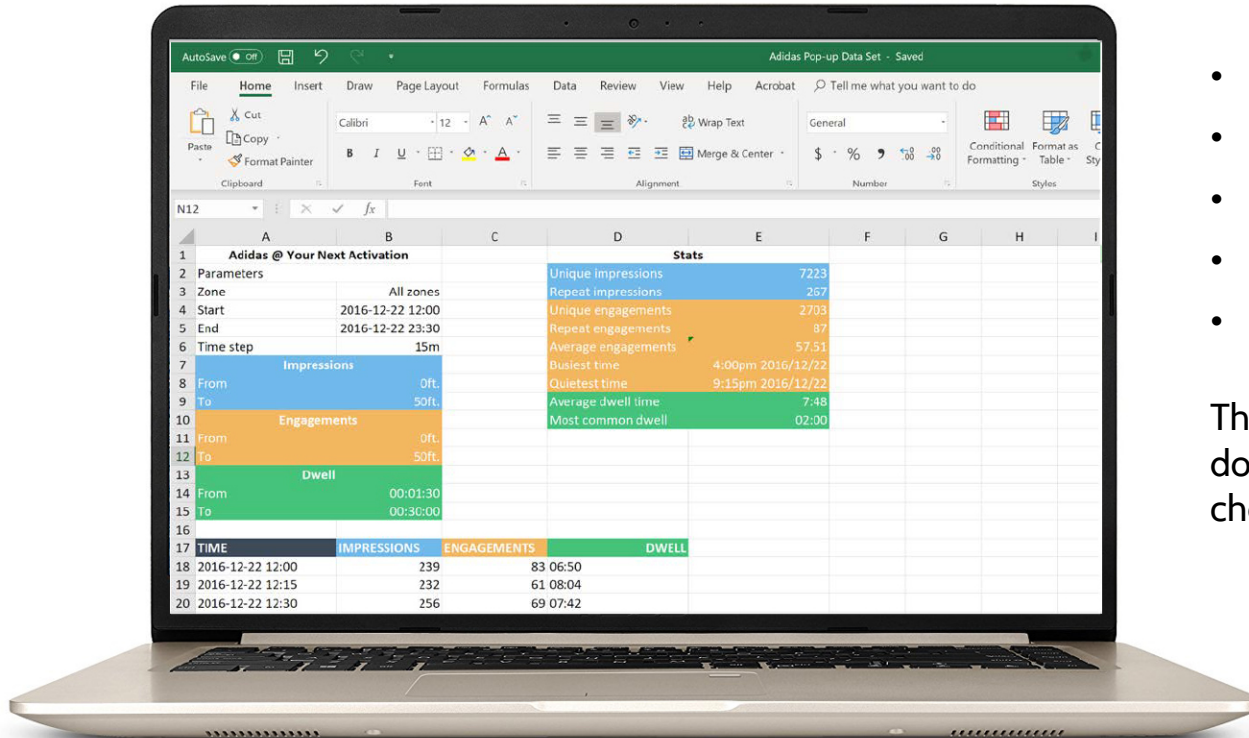
FEATURES (continued)



WHAT'S INCLUDED IN THE STANDARD REPORT

- Total impressions and repeat visitors
- Total engagements
- Average engagements
- Average Dwell time
- Most common dwell time
- Quietest and busiest times

This report will also break the data down based on the chart interval chosen prior to exporting.



EXPORTING THE DASHBOARD AS AN EXCEL REPORT



THANK YOU



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