

# How Beneficial is BLE Retail Analytics



Ever changing technology trends put BLE and other mobile tracking devices at risk of becoming obsolete.

**BLE technology is only the tip of the retail analytics iceberg**

46% of Americans with BLE technology turn it on

58% of Americans own a cell phone with BLE technology

90% of Americans own a cell phone



## Traditional People Counting Sensors



97% Accuracy



When used in conjunction with *traditional people counting technology* BLE analytics can help explain the habits of consumers.



### Traditional People Counters

- 97% accurate at counting all people that walk through the door
- Autonomous
- Doesn't rely on other technologies
- Has been around for years
- Does not invade people's privacy

### BLE Technology

- Only counts people with BLE technology turned on
- Dependant
- Requires additional technology
- Newer technology, could be easily replaced
- Accesses people's phones posing privacy concerns