

Datacam delivers never before seen traffic accuracy during the holiday season.



By Utilizing Datacam To Monitor Store Traffic, This Big 6 Dealer Was Provided With Accurate Traffic Counts, Unlike The 115% Inflation Of Their Competitors.



Unmatched Accuracy

During the holiday season, every store gears up for the typical increase in traffic and sales that go along with seasonal shopping. Every company prepares for this time of year in their own way, but ICM knew that in order to have the most accurate traffic numbers, even during the busiest season of the year, they needed help.

ICM's Challenges

Rely on Door Swings

ICM was using a standard door counter, which relied mainly on the door swings, rather than counting the number of customers in a true traffic environment.

Lack of True Traffic Data

Without the accurate data, ICM was unable to determine the difference between traffic groups, employees, vendors, and non-customers.

Stress Of Multiple Locations

With numerous locations, ICM needed to make sure they had precise information in order to ensure everything ran smoothly.

Our Solution

By implementing Datacam into their business, we were able to easily address all of their challenges. The Datacam software measures actual true traffic down to an employee level. Datacam also provides you with detailed reports on employee performance and conversions. With accurate information on both store traffic and employee performance, ICM was able to create the perfect schedule to get them through the holiday season.

While their competitors relied on inflated and inaccurate traffic numbers, which likely affected both their holiday campaigns and store performance, ICM had a leg up on their competition with the help of Datacam.

Step into a new era of business management with Datacam.