



## **SenSource, Inc. Partners with Footmarks for a Complete Retail Interior Analytics Solution**

FOR IMMEDIATE RELEASE

Youngstown OH, June 3, 2015 - SenSource, Inc., a premier supplier of retail traffic analytics solutions, has partnered with Footmarks iBeacon solutions to offer a complete location-based interior analytics package to retailers.

With Footmarks SmartConnect™ beacon technology, a retailer's mobile app and consumers opt-in participation, retailers gain insight into shopper demographics and behaviors while avoiding privacy concerns commonly associated with other mobile tracking technologies. Pairing this data with SenSource traffic analytics provides a complete view of store operations by comparing the mobile shopper sample set to the total shoppers, enabling retailers to make customer-wide predictions and interior analysis.

The key metrics uncovered by this interior analytics solution are needed for the industry movement merging e-commerce and brick-and-mortar shopping experiences for customers and data analysis for retailers. Retailers will gain insight on zone traffic, customer lifetime value, queue metrics, average shopper time, employee monitoring and more. In addition, customers will receive an enhanced shopping experience through promotions, loyalty rewards and an extended brand experience across channels.

"The partnership with Footmarks is a perfect complement to the goal at SenSource to help our clients make better business decisions," explains Joe Varacalli, SenSource President. "Our Ve Analytics platform is created to integrate with third-party solutions, such as beacon technology, to provide robust facility and business operations analytics. Marrying traffic data with location-based interior data is going to take our clients to the next level in understanding and better serving their customers."

Footmarks secure SmartConnect™ BLE solution brings digital intelligence to real world surroundings, allowing consumers to connect with the places and brands they love to visit and experience. By placing Footmarks beacons throughout any physical location, Footmarks brings the power of contextual awareness to consumers and businesses alike. [www.footmarks.com](http://www.footmarks.com)

SenSource is a Youngstown-based, privately-held technology company providing a variety of business intelligence solutions since 2002. [www.sensourceinc.com](http://www.sensourceinc.com)