

Conversion Analytics

See your physical conversion funnel end-to-end — from street traffic to in-store engagement and final purchase. Understand what attracts, what holds attention and what triggers the sale.

Benefits of Conversion Analytics

Turn intuition into action plan: where to optimize, when to intervene, and what truly moves the needle.

Discover the full conversion journey

See how visitors evolve from passers-by to buyers and where the funnel leaks.

Leverage dwell time data

Correlate time spent with sales to fine-tune layout, staffing and promotions.

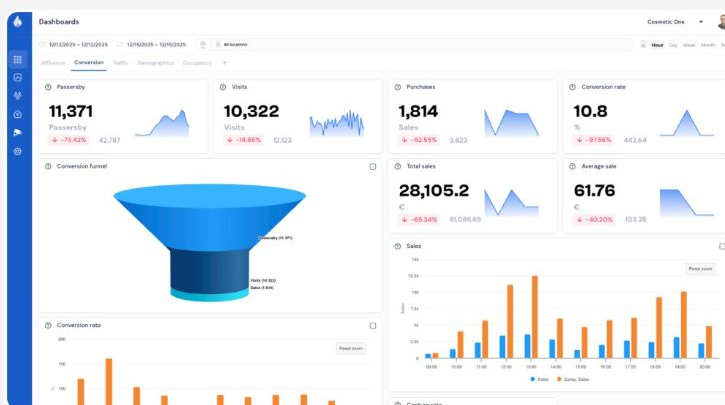
Improve capture and retention

Find which storefronts, campaigns and hours attract more and keep them longer.

Drive conversion and profitability

Connect traffic and behavior with POS to surface what truly drives ROI.

THE PLATFORM From raw traffic to conversion decisions



Flame Conversion connects visitor analytics with sales data to visualize the full funnel — from street traffic to in-store engagement and purchases.

Analyze capture and conversion rates, dwell time and performance by zone, store or category. Turn data into action with real-time dashboards.

[Conversion funnels](#)[Conversion rates](#)[Sales insights](#)[Visit duration](#)

The metrics that change decisions

Cross visitors with operations and sales to discover actionable patterns.

01 Real conversion rate

Visitors vs. tickets generated. The metric that matters.

02 Conversion by time slot

When you convert better and when opportunities are lost.

03 Conversion by zone

Which store areas sell and which only attract traffic.

04 Average ticket per visit

Real economic value generated by each visitor.

05 Store benchmarks

Identify top-performers and replicate their practices.

06 Campaign impact

Real conversion lift during and after each promotion.

— HOW IT WORKS

Hypersensor technology

1 Connects to your existing cameras

Hypersensor connects to existing IP cameras via RTSP protocol and turns video surveillance into business intelligence with no new hardware, with over 98% traffic counting accuracy validated by field audits.

2 Crosses visitors with your sales

Flame divides POS tickets by unique visitors counted by the cameras within the same time window. Native connectors for Toshiba, NCR, ICG, Cegid and Mistral, plus open API and scheduled CSV imports. No biometrics, and data is always crossed at aggregate level.

3 From funnel to action

Flame also measures capture rate: the share of outdoor traffic that actually walks into the store. Then segment conversion by hour, day, zone, category or salesperson to discover what converts in each area of the space.

KEY FACTS

Accuracy	+98% traffic · 95-99% conv.
Cameras	Existing IP via RTSP
Traffic live	5-7 business days
Privacy	No biometrics · GDPR
POS	API, export or CSV
Capture rate	Outdoor vs. indoor traffic

Know your real conversion rate, not what you think it is.

Traffic measured in 5-7 days and full conversion live within 30 days, on your existing cameras and POS.