

Customer Behavior

Turn anonymous movement into deep behavioral insight. Understand paths, dwell times and zone interactions so you can shape better experiences and lift in-store conversion.

Benefits of Customer Behavior

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

Design spaces that sell

Use behavior insights to guide visitors and increase in-store conversion.

Improve sales conversion

Connect movement, attention and sales to optimize placement and design.

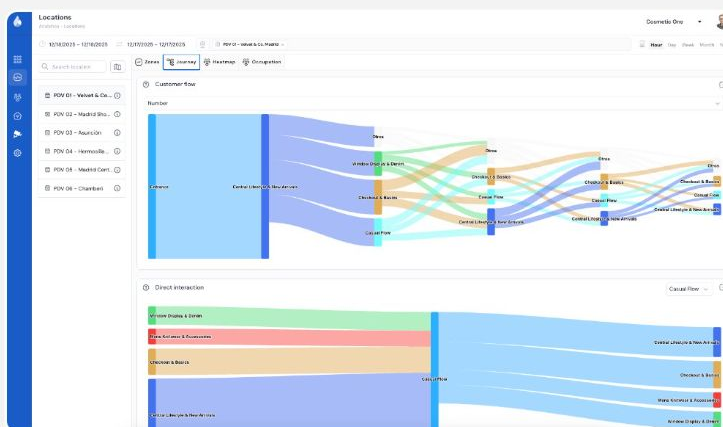
Boost engagement and interest

See where attention focuses and refine experiences accordingly.

Smart marketing decisions

Segment by behavior and intent for more relevant offers and loyalty.

THE PLATFORM More than movement: actionable behavior



Flame Customer Behavior transforms anonymous movement data into deep behavioral insight. Understand visitor paths and interactions across every zone.

Compare traffic between areas and detect what drives attention or conversion, with privacy-safe AI and intuitive dashboards.

Visitor flow maps

Zone interactions

Zone traffic

Dwell times

The metrics that change decisions

Cross visitors with operations and sales to discover actionable patterns.

01 Floor heatmap

See where customers concentrate and the hot/cold spots in your space.

02 Average time per zone

How long each area holds visitor attention.

03 Top routes traveled

The most common paths from entrance to exit.

04 Cold zones detected

Underused areas that need rethinking.

05 Aggregate demographics

Age and gender breakdown, no individual identification.

06 Behavior by hour

Behavioral changes throughout the day.

— HOW IT WORKS

Hypersensor technology

1 Connects to your existing cameras

Hypersensor connects to existing IP cameras via RTSP protocol, turning video surveillance into business intelligence with no new hardware. Compatible with Axis, Hikvision, Dahua, Bosch and Hanwha; 720p minimum and a top-down or angled-from-above mounting position.

2 Anonymous silhouettes in motion

Flame uses anonymous silhouette detection and movement tracking. There is no facial recognition and no biometric data at any point: only aggregate analytic events, never individual profiles.

3 From heatmap to decision

Dashboards bring heatmaps, flow maps (Sankey), zone interaction matrices and time-series charts together, exportable to your BI tools via API. Compare behavior before and after a layout change to quantify the lift in dwell time, conversion or zone traffic.

KEY FACTS

Accuracy **+95% in high density**

Connection **Existing IP cameras via RTSP**

Deployment **5-7 business days**

Privacy **100% anonymous · GDPR**

Integration **POS, BI and API**

Data **Analytic events, never stored video**

Design spaces that sell, not spaces that just exist.

First heatmaps in 5-7 business days, on your existing cameras and fully anonymous.