

Turn visitor behavior into better experiences

Analyze and improve shopping experiences and customer flow through advanced behavioral insights. Optimize layout, boost engagement and measure the **full visitor journey**, from entry to conversion.

Features

SEVEN FEATURES, ONE PLATFORM

Visitor flow maps 01

Visualize flow patterns to understand how visitors move through your space, from entrances to key zones. Optimize layouts, improve signage and create frictionless journeys that boost engagement and conversion.

Zone traffic and dwell time 03

Measure how visitors move and how long they stay in each zone. Identify high-traffic areas, optimize layout and displays, and improve flow, visibility and overall performance.

Heatmaps 05

Monitor how customers interact with your space through detailed heatmaps that highlight movement density and dwell time. Detect high-traffic areas and optimize underused zones.

Visit duration 07

Measure how long visitors stay in your spaces to evaluate engagement, layout effectiveness and sales potential. Optimize product placement, staff allocation and promotions based on how people actually move and dwell.

Zone interaction 02

Analyze how each zone connects with the rest by measuring both inbound and outbound traffic. Understand which areas attract visitors and how flow is distributed to maximize zone-to-zone conversion.

Zone conversion 04

Go beyond traditional sales conversion by measuring performance at zone level. Connect your POS to link traffic with transactions, or analyze conversion directly from in-store behavior.

Queue analysis 06

Monitor queues in real time, anticipate service needs and act before problems escalate. Reduce wait times by tracking queue length, occupancy and staff efficiency.

Customer Journey connects movement and outcome

01 Optimize store design

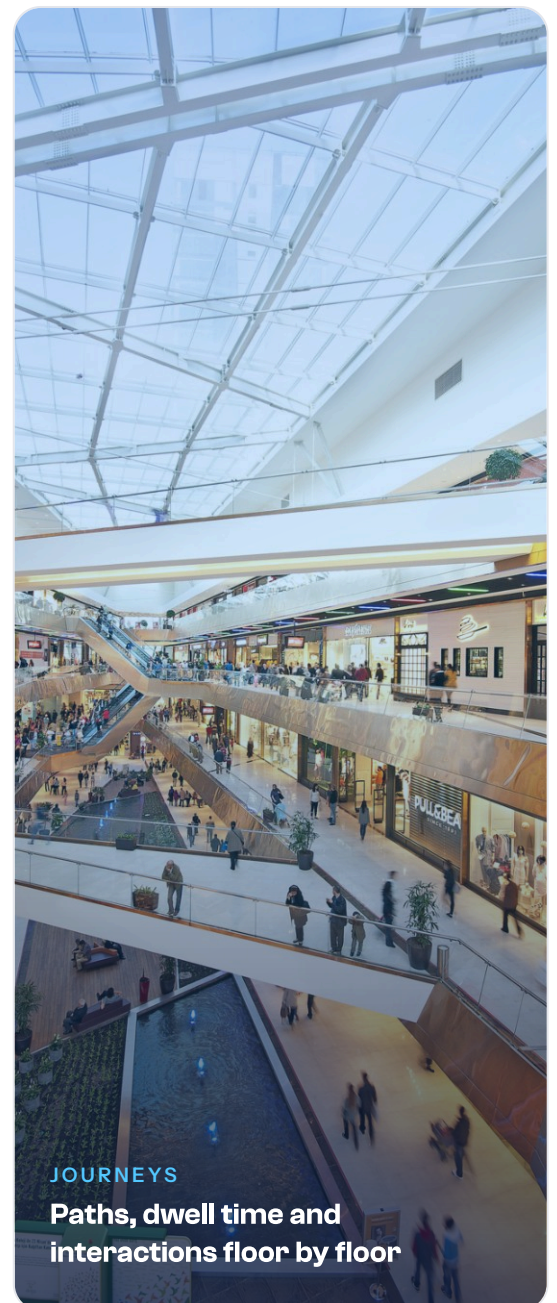
Use movement patterns and dwell time data to design smarter layouts, place products effectively and improve traffic flow across your spaces.

02 Boost performance

Track the full visitor journey, link every interaction to business outcomes and discover where to generate more value.

03 Understand segments

Differentiate behavior by visitor type — recurring, occasional or passer-by — and tailor your strategy to each profile.



Why choose Flame



Agnostic

Flame connects with your existing hardware and data sources — CCTV, people counters, WiFi or POS — guaranteeing full compatibility and frictionless integration.



Scalable

From a single site to thousands, Flame scales effortlessly. Manage every location remotely from a single cloud-based platform.



Accurate

Flame proprietary AI delivers accurate and consistent analytics, with decision-ready data across all environments.



Privacy

Flame processes data anonymously and without biometric data, ensuring GDPR compliance and full visitor privacy.