

Beyond a people counter sensor

Flame measures traffic at every stage of the [customer journey](#): outdoor footfall, visits, zones and vehicles. Build conversion funnels, benchmark locations and improve day-to-day operations.

Features

SIX MODULES, ONE PLATFORM

People counting

01

Measure footfall with precision by hour, day, entrance and zone. Identify which access points drive the most traffic, detect behavioral patterns with AI, predict peaks and benchmark locations.

Occupancy

02

Monitor live occupancy across your spaces. Occupancy alerts, monitoring from the mobile app and digital signage integration to automate actions and stay compliant.

Street traffic

03

Measure how many people pass by your space and how many actually walk in. Evaluate your storefront impact and boost capture rates.

Demographics

04

Get anonymous insight into the gender and age distribution of your visitors, with no biometrics and no image storage. Personalize experiences and adapt content dynamically.

Vehicle counting

05

Track vehicle flows to understand access patterns, optimize parking and logistics, and link car traffic with visits to your space.

Conversion

06

Connect visitor analytics with your sales data to reveal the full funnel, from passer-by to purchase. Track capture rate, conversion rate and average ticket by location.

Measure traffic accurately, optimize your business

01 Boost sales and increase conversion

Measure conversion with precision and optimize your profitability. Measure traffic by zone or area and evaluate how each one performs.

02 Better experience and promotions

Prevent crowding by managing peak customer flow in real time. Evaluate the success of every promotion by the uplift in footfall and fine-tune it.

03 More opportunities and efficiency

Get zone-level occupancy alerts so your staff can act immediately. Identify peak hours and optimize shifts and opening and closing times.



Why choose Flame



Agnostic

Flame connects with your existing hardware and data sources — CCTV, 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 procesa los datos de forma anónima y sin biometrics, garantizando el cumplimiento del RGPD y la total privacidad de los visitantes.