

# Introducing Behavior Hub™

Unlock *Your* Shopper's Truth.  
Drive *Your* Chain's Future.



## Your Shoppers. Your Stores. Your Intelligence.

Harness the power of your shoppers' behavior within your stores to fuel your blueprint for shopper-centric growth. Behavior Hub™ by VideoMining transforms your stores into an agile platform for insights and innovation, where behavioral science meets real-world, in-store testing and learning.

With patented AI sensors capturing anonymized shopper behavior and SKU-level retail stimuli data, you'll discover *your* proprietary edge: the ability to decode your shoppers' hidden behaviors, validate your boldest ideas in live environments, and turn your stores into a revenue-generating hub for insights and innovation.

**This is retail innovation reimaged.** No hunches, no incomplete shopper stories, no dots left unconnected - just *your* insights, *your* engine for intelligence, and *your* blueprint for growth. **Future-proof your retail strategy with behavioral science - because every decision should start with *your* shoppers' truth.**

### 15+ Years of Retail Innovation

Pioneering behavioral science solutions for the world's leading retailers and CPGs and delivering cutting-edge technology for real-world retail analysis.

### 72 Patents in AI & Retail Applications

Proprietary technology and market research solutions built exclusively for retailers, offering accelerated insights through exclusive machine learning,

### Contextualized Intelligence

Unmatched tracking of shopper behavior, traffic flows, and product interactions - down to the milli-second - analyzed alongside demographic profile, POS, loyalty data and more.

### 500 Billion Retail Data Points Analyzed

From shelf layouts to SKU-level stimuli, we map the entire in-store ecosystem to contextualize shopping behaviors - because every aspect of retail stimuli influences shopper behavior.

## Discover Your Hub for Innovation and Intelligence

Behavior Hub™ empowers retailers to own their edge and build their own platform for innovation to meet tomorrow's retail challenges, today. By combining prescriptive retail analytics, behavioral sensing and AI technology, we decode the authentic voice of the shopper - transforming behavioral science into actionable retail intelligence.

- **AI-Powered Behavioral Tracking:** Patented, ceiling-mounted sensors capture anonymized shopper behavior and SKU-level environmental stimuli at scale.
- **Industry Benchmarking:** Monitor your chain's performance against VideoMining's proprietary Behavior Tracker™ - the largest in-store panel of shopper behavior data for grocery and convenience retailers.
- **Historical Trend Analysis:** Diagnose root causes of underperformance and identify tactical improvements for store performance and shopper loyalty.
- **Scalable Testing and Learning:** Validate layouts, promotions, shelf flows, and more in a concentrated subset of your stores. Measure impact v. control zones to quantify impact before implementing changes across total chain.
- **CPG Collaboration and Monetization:** Pilot new concepts (e.g., new item, secondary displays) in your Behavior Hub™. Turn your anonymized insights into a revenue driver while building stronger CPG partnerships.

# Transform Your Stores Into AI-Powered Insight Engines with **Behavior Hub™**

Own your insights and develop tailor-made use cases to incorporate behavioral science and shopper insights into key elements of your retail strategy.

## Build Smarter Store Footprints

- Uncover your hidden edge with insights fully customized to your brand, your stores and your shopper.
- **Benchmark/Explore/Test:** floor plans, endcaps, planograms and impulse zones to maximize sales per square foot and find new ways to delight your shoppers.

## Increase Trip Productivity

- Identify optimal tactics for basket building with insights into your highest impact cross-merchandising and upselling opportunities.
- **Benchmark/Explore/Test:** Adjacencies, promotional offers, messaging, secondary display placements, pricing strategies, upsell zones, cross-merchandising.

## Fix Points of Friction

- Diagnose why programs underperform (e.g., slow checkout lines, low front end merchandise engagement) and boost your stores' shoppability score.
- **Benchmark/Explore/Test:** Shoppability scorecarding, leakage, brand strength, front end optimization.

## Future-Proof Loyalty

- Leverage behavioral science to design and curate shopping experiences that keep shoppers delighted and forge meaningful connections with your brand.
- **Benchmark/Explore/Test:** Shopper profiles, shopper flow patterns, basket affinities and behavioral trends, use of app/phones in-store.

## Smart Technology for Seamless Retail Integration

VideoMining's elite **AI Sensor** platform brings seamless retail integration to your door. VideoMining's proprietary AI Sensors have over 15 years of concentrated R&D and iterative improvements built in - ensuring behavioral analysis and on-site logistics are executed flawlessly from start to finish.



**We take subtlety seriously.** Our proprietary sensors are discreetly ceiling mounted in select stores to ensure zero interruption to organic shopper experiences and resulting behaviors.



### No Retailer Investment Required

Retailers choose to participate in our industry-leading Tracker program at no initial cost to them.



### Patented Plug-and-Play System

Minimal store footprint requires zero integration with store systems - using it's own internet and requiring only a single outlet to run.



### End-to-End Program Management

Our seasoned team of dedicated project managers oversee every element of program management - from installation, to configuration, to data analysis and intelligence reporting.

## SAY GOODBYE TO YOUR RETAIL BLIND SPOTS

And welcome the power of shopper-centric growth with behavioral insights.



[solutions@videomining.com](mailto:solutions@videomining.com)



[videomining.com/hub](https://videomining.com/hub)