

# Store digital insights

Drive footfall, personalize interaction, and optimize operations using weather and video insights

Enhance your retail analytics and business forecasting capabilities with weather, location and video intelligence. This enables you to put the power of weather to work for your business while getting more out of your customer engagement investments.

## Act now

This solution will empower your store associates and transforms your customer's brand experience.

## Learn more

[ibm.com/retail-operations](http://ibm.com/retail-operations)



## Industry insights

# 99%

of C-level executives surveyed say improved weather insights can reduce annual operating costs.

# 93%

report that improved weather insights can positively impact annual revenue growth.

# 53%

One client reduced campaign waste by 53% using weather and location-based ad targeting.

## Watch the demos

### Weather Signals

3 minutes, 41 seconds



### Intelligent Video Analytics

5 minutes, 29 seconds



## Why you'll love it

- **Use** AI-powered weather and video-based insights to increase store traffic, improve customer engagement and optimize store operations.
- **Drive** more customers to the store and increase in-store sales by activating weather and location triggered ads.

- **Customize** the customer experience at the store using video analytics and insights.
- **Plan** at the store level, using weather data and insights, to better meet the needs of customers.

## Featuring

- WeatherFX, JourneyFX
- Weather Signals
- Intelligent Video Analytics



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