KSI

AI VIDEO ANALYTICS

+10% conversion, with 30 times less investment

How a shopping center group turned its security cameras into capture and conversion data for 100% of its tenants.



SECTOR	AREA	SCOPE	NEW HARDWARE
Shopping centers	Commercial management	100% of tenants	None

The shopping center had cameras everywhere, and still didn’t know where visitors were walking.

The cameras were used only for security. Without flow data by aisle and area, the relationship with tenants relied on perception, not evidence.

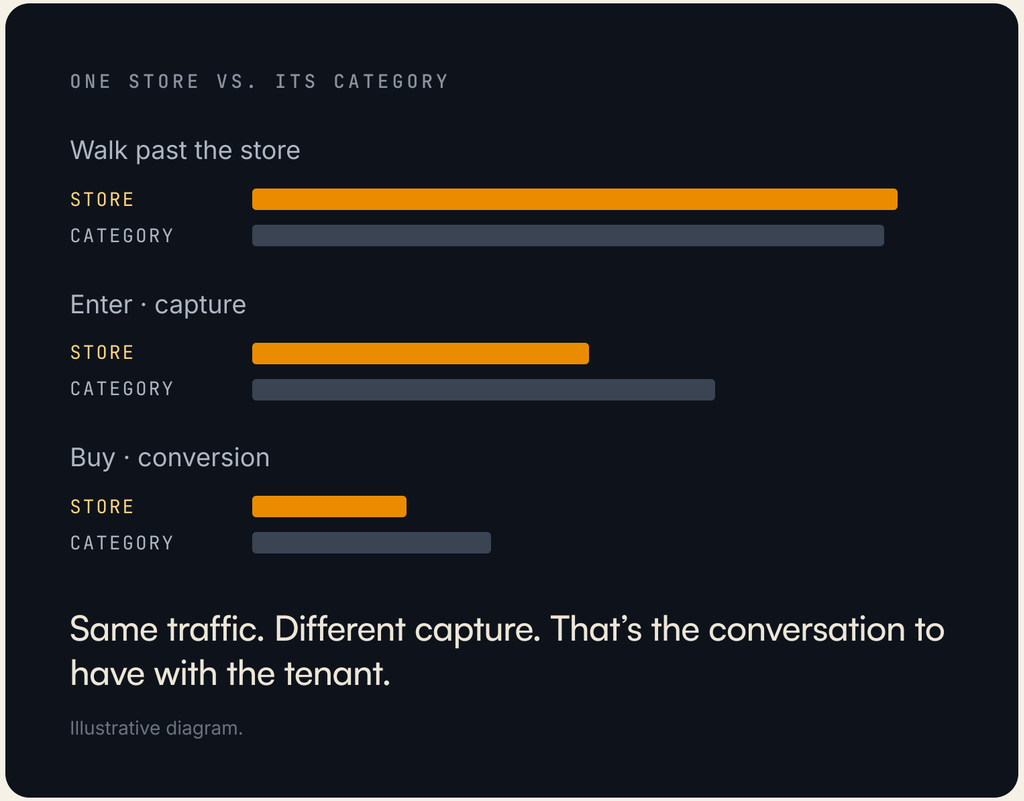
> "We had an excellent security camera system, and KSI let us extend its use to other purposes."
>
> GROUP TECHNOLOGY MANAGER



The problem was never a lack of foot traffic

With KSI’s anonymous re-identification, the center gained visibility into entrances, paths, dwell time, areas visited, and each store’s capture and conversion.

The data showed what no one could prove: how many people walked past each store, and how many it captured compared with similar stores.



Three services for every tenant

Building on each store’s capture and conversion measurement, the center set up three services.

01

Automated suggestions

Reports for each tenant, with concrete improvement opportunities.

02

Open platform

Access for all tenants to evaluate their own campaigns.

03

Visitor journeys

To understand real demand for the center’s services.

The key was category comparison: tenants aren’t asked to sell more, they’re shown how they capture and convert against equivalent stores.

5—10%

Higher conversion in stores using the platform.

100%

Tenants receiving automated, proactive suggestions.

35%

Tenants who review their KPIs every week.

30x

Less investment than traditional counting sensors.

"By comparing stores by category, we could give them concrete automated suggestions to increase their stores' ability to sell or attract customers."

GROUP TECHNOLOGY MANAGER

THE TAKEAWAY

A shopping center doesn’t sell: it leases space to those who do. Its most defensible asset isn’t traffic, but the evidence of that traffic.

That data backs rent negotiations, justifies the value per square meter, and turns the center into a partner that brings management, not just space.

KSI

Do you know what’s happening inside your center?

In 30 minutes, we’ll show you in a comparable context.

Request my demo