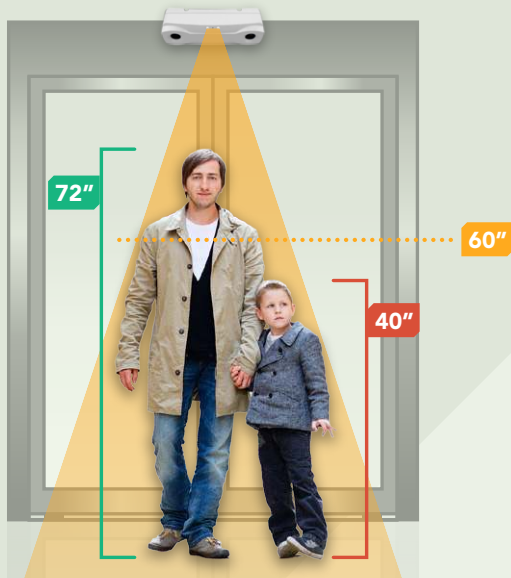


# Is Your Traffic Counter Double Counting Shoppers... or Worse... Shopping Carts?

People counting technology has been part of retailing for decades and, over the course of this time, the technology has advanced greatly – since the early days of break-beam traffic counters to the most sophisticated 3D-stereoscopic retail traffic counters.

3D-stereo Camera



All traffic counters have pros and cons, but 3D (or three-dimensional) stereoscopic cameras are among the most accurate. And they have many advantages.

Not only can these cameras determine directionality but, as you see in this image, you can also set a height threshold to eliminate counts generated by kids (or strollers or shopping carts) under a certain height.

This can really improve traffic count precision. That's one of the reasons these devices are preferred over break-beam or thermal traffic counters.

## What does the camera see?

The traffic camera looks down and sees a 'count zone'. The green and yellow lines set through the device's software helps determine the size of the count zone which is the area where counts will be captured.

These devices are smart enough to know if a traffic count should be logged or not. They are very accurate even in high traffic locations like malls.

These 3D cameras and the software are smart enough to know directionality. Any counts that originate from inside the store, like you see here, won't get counted because the camera can understand which way that traffic count was generated or the 'directionality'.

And even if somebody starts out in the store – say a store employee walking through the count zone, like the one shown in the blue dotted line – they're not going to get counted.

At the end of the day, it doesn't matter what traffic counting system you use, as long as it's accurate.

If you suspect that your store traffic counts aren't right, you should request that your traffic counter provider conduct a count accuracy audit. Or have an objective third-party, such as HeadCount, audit your traffic count data.

Store traffic is precious and anything that's precious should be measured accurately. 3D-stereo traffic counting cameras can help you get the most accurate and reliable traffic counts.



**"If your traffic data isn't accurate, then you shouldn't be using it to make decisions. It's as simple as that."**

Mark Ryski Author, Founder & CEO of HeadCount

Have questions about whether or not your traffic counter is counting accurately? [talk@headcount.com](mailto:talk@headcount.com)

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