



The most accurate, reliable, reasonably
priced and comprehensive traffic
counter system in the world.



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ABOUT

TraxSales, Inc. is a privately held corporation specializing in peek traffic counters and other traffic counting applications, automated upboard hardware and software, and consulting services for the retail industry. We serve a variety of private and public companies ranging in size from small businesses to Fortune 500 companies. Our clients manage a large number of salesmen and customer traffic using our people counters and tracking systems.

OUR MISSION

TRAXSales mission is to provide the most accurate, easiest to use traffic counting products and software in the world and to double every companies profitability within the first 6 months of use and then do it again every year.

SOME OF OUR CLIENTS



A Retail Traffic Counter Analytics Solution with Reliable Data

Retail store owners need a reliable people counter that provides them a retail analytics solution with reliable data to help them make informed decisions that maximize sales revenue and minimize overhead costs.

WHY USE TRAFFIC COUNTERS?

In today's business world including the retail industry, being able to track your business with accurate analytics are essential to business success and growth. With the help of retail traffic counters and being able to run analytical reports in regards to these numbers, business and store owners can begin to dig deep into their business marketing, sales, and traffic patterns to maximize revenues and minimize expenses.

The numbers and data provided by the TRAX people counting system and CRM can be beneficial to many aspects of your retail business.

Recognize Traffic Patterns
Make Informed Staffing Decisions
Understand Impacts of Marketing & Promotions
Optimizing Store Hours & Scheduling
Visibility of Traffic Flow Trends
Increase Sales Revenue & Decrease Overhead

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TRAX DOOR COUNTER SYSTEM

The Visual Proof 2™ Traffic Counting System is the most accurate Traffic Counter in the world, as a matter of fact, calling it just a traffic counter is a disservice. It does not count as people leave your store, instead it counts buying groups as one, and automatically subtracts for non-customer activity.

The retail Visual Proof system provides traffic analysis reports such as staffing to customer activity, closing ratios, revenue per guest, that automatically upload to your PC and/or the Internet, allowing you maximum flexibility to view your data 24/7 anywhere in the world through a secure, password protected portal.

TRAX SMART DOOR CHIME

TRAX has developed new directional smart door chime with volume control that is only activated when people walk in, not when they leave; holding our system accountable for 100% accuracy. Plug & Play for easy installation.

HOW TRAX BENEFITS YOU

The numbers and data provided by the TRAX people counting system and CRM can be beneficial to many aspects of your retail business.

RECOGNIZE TRAFFIC PATTERNS

For retailers, foot traffic is essential to the success of the business. With the TRAXsystem you can accurately track traffic for the day, week or year as well as compare the data to the same periods in the past. By understanding the reports generated by these analytics, business owners can make informed and intelligent decisions about the everyday activities that help their business grow.

INFORMED STAFFING DECISIONS

Much of the overhead of a retail business is the staff working the sales floor. By accurately tracking the retail traffic patterns with people counters, business owners can learn a lot about how they should schedule the employees working the floor and ensure that the business dollars for payroll are being used wisely. By using the TRAX sales system you can determine which days, times and months get the most foot traffic into the store. With this information you can make the appropriate staffing decisions that will greatly increase customer service and maximize sales revenue.



TRAXSales RETAIL CHECKLIST

- ✓ Obtain Real-Time Traffic Volume
- ✓ Track & Improve Sales Conversion Ratio (CR)
- ✓ Compare Store Performance
- ✓ Get Accurate Real-Time and Historical Data
- ✓ Make Staffing More Efficient
- ✓ Optimize Customer to Staff Hour Ratios
- ✓ Knowledge of Peak Traffic Times
- ✓ Help in Setting Store Hours
- ✓ Understand & Track Marketing Impact
- ✓ Review Data on Year to Year Trends



1 ANALYTICAL REPORTING

TraxSales helps you take guessing out of the equation. Our automatically generated reports will turn store data into insights. Increase Your Business Profits & Sales with Real Time Analytics that are the most accurate in the market today.

2 UNDERSTAND THE DATA

Getting the Retail Store Traffic Counting System up and running is only step one. We will walk you through the more than 25 reports to help you understand and act on the data collected to ensure growth in sales revenue for your business.

3 TECHNICAL SUPPORT

If you need help with anything regarding our retail door counter systems, we are at your service. From Day 1 we will provide training and support to ensure that your TRAXSales system is working properly at your retail location.

The retail sector in the business world is about more than furniture, clothes, consumer goods and electronics. It's about determining the best way to make your customers happy and increase the number of clients walking through your doors, by providing them with great customer service and choosing marketing that impacts their buying habits.