

# DoorCounts Integration

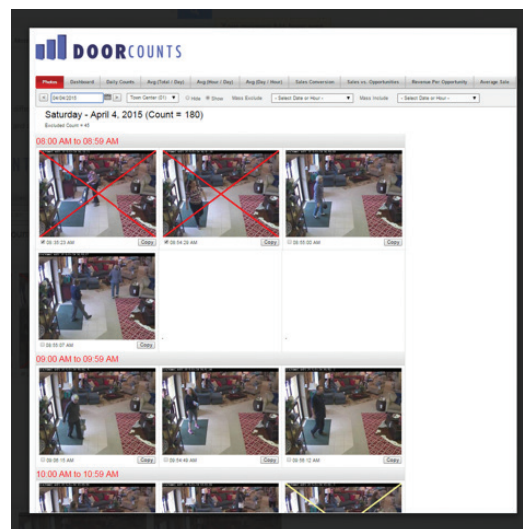
You spend countless dollars getting customers through the door. But, do you really know how many customers visit your store by hour, day, week, and location? What is the return on your advertising investment? Are you properly staffed?

Information on the number of customers in your door plus your sales volume, means a lot more with accurate traffic counts. Only then can you make decisions about staffing or training your salespeople to ensure all of your customers are waited on effectively. You will also be able to allocate more budget to those marketing channels yielding the best results.

The seamless integration between RETAIL*vant*age, the industry's most popular retail software system, and DoorCounts gives you access to critical analytics such as advertising return on investment, traffic flow, and sales close ratio.

## How the Integration Works

- Traffic is captured in DoorCounts and synched into RETAIL*vant*age daily or on demand with respective timestamps. hundreds of custom reports — the possibilities are endless.
- RETAIL*vant*age then provides traffic reports by day and hour to help you staff effectively as well as provide opportunities to train the sales team and increase sales.



### Benefits

- Understand your advertising ROI
- Schedule staff more effectively
- Identify sales training and management opportunities
- Analyze retail store traffic patterns
- Track traffic to sales conversion rates

### CONTACT US

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### About PROFITsystems, a HighJump product

PROFITsystems is a complete software solution for the modern home goods retailer. Key components of their solutions for retailers include enterprise software, consulting, performance groups, advanced education, group-buying freight programs, eCommerce and business intelligence. PROFITsystems features real-time inventory management, customer relations management, point-of-sale, and accounting systems. For additional information on PROFITsystems, a HighJump product, please visit their website at: [www.profitsystems.com](http://www.profitsystems.com).