



Metric Report

Goodyear Water Gardens
399 Melton Hwy, Taylors Lakes VIC 3038

Insight: Utilizing the iSign Smart Antenna, Goodyear Water Gardens has interacted with 7,373 customers/potential customers within the 2 weeks, while those customers/potential customers were within 100 meters of the site. This is a substantial opportunity for Goodyear Water Gardens to entice customers into the store as well as to increase spend per customer. On-site signage & employee promotion of the iSIGN platform is recommended to increase this opportunity even further & increase the percentage of customer/potential customer interaction.

7,261		Phone discoveries at Goodyear / iSIGN Offer Network via Bluetooth
3,134		Unique phones discovered with the capability of receiving offers over Bluetooth
57 Sec.		The average customer dwell time on the Goodyear Network
Impression Rate		Number of people who received the Goodyear Bluetooth impression (invitation to receive an offer) and responded yes or no
30.3%		Percentage of respondents that opted in
112		Phones connected via WiFi
30		Unique Phones connected via WiFi

