

BlueFox for BrightSign



Foot Traffic & Audience Measurement

- Simple & precise mobile phone sensing
- Real-time analysis for optimized messaging and alerts
- No apps, no beacon, no opt-in
- Privacy approved



Retail and DOOH use cases

- Optimize display **stopping power**
- **Count traffic** at the strategic entry points of your location
- Measure **queue time** and alert staff
- Define **advertising effectiveness**

- **Activates easily via simple firmware update**
- **Compatible with all Wi-Fi equipped BrightSign media players**



Proudly serving clients such as:



"Bluefox offers a cost-effective audience measurement solution that is both simple and precise. The partnership opens up significant reporting opportunities for retail and DOOH network managers."

Jeff Hastings - CEO, BrightSign

Ready to learn more? Contact us at brightsign@bluefox.io