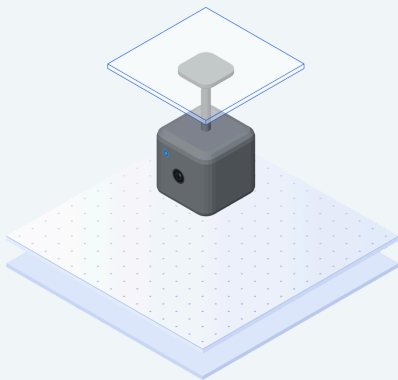


# Aisle to basket, understood.

Zones that convert, promotions measured, transactions estimated before the POS.



## WHO PULSES IS, WHAT THIS IS, HOW IT WORKS



**Pulses.ai** is a UAE-born Physical Intelligence company: AI that understands your physical world.

**For stores and malls: the floor runs on gut feel.**

### SEE

Pulses Vision on the store ceiling

### UNDERSTAND

Dwell, conversion and transactions, understood

### ACT

The merchandiser hears what to change

## THE PROBLEM

### A funnel nobody can see.

Shoppers move aisle to aisle; little of it gets counted.

### A promotion judged by feel.

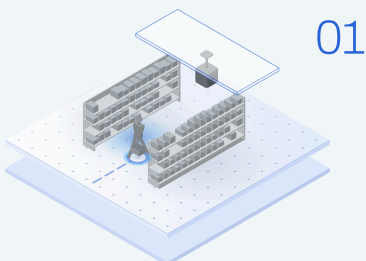
The end-cap or campaign zone judged by gut feel, instead of traffic and conversion.

### A zone nobody visits.

Journeys that ended without a purchase zone go uncounted, like web analytics for the floor.

## HOW IT WORKS

### From the ceiling to the merchandiser.



01

#### Vision on the ceiling

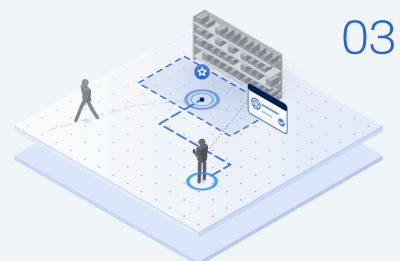
A Pulsed Vision device on the store ceiling, over the aisles and the entrance.



02

#### Aisle to basket

Where shoppers linger, where they never go, and which zones convert.



03

#### The merchandiser hears

A shopper who leaves without buying is flagged; alerts reach WhatsApp, Teams, SMS or email.

## MORE FROM ONE FLOOR

### Did the promotion work?

The end-cap or campaign zone measured by traffic and conversion, not gut feel.

#### High interest, no purchase

A shopper engages hard with a product and leaves without buying; the merchandiser hears about it.

#### A bounce rate for the floor

Journeys that ended without a purchase zone, like web analytics for the floor.

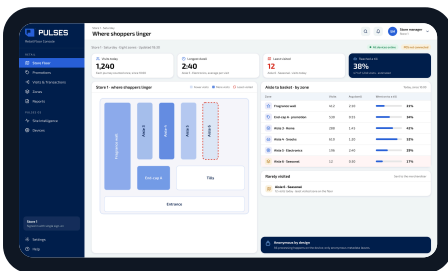
#### Transactions, before the POS

Transaction counts estimated from the device before the POS is connected; connect it and revenue metrics unlock.

#### Alerts that reach a human

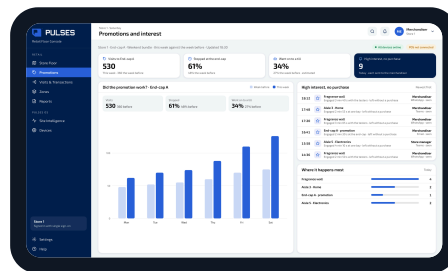
Escalations land on WhatsApp, Teams, SMS or email.

## THE PRODUCT ON SCREEN



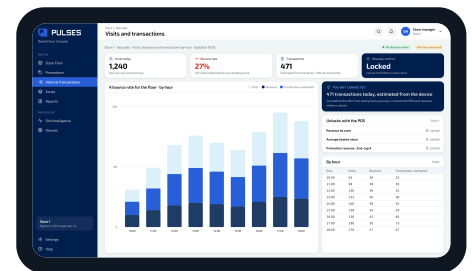
### Where shoppers linger

See where shoppers linger, and which zones turn into baskets.



### Promotions and interest

Know whether the promotion worked, by traffic and conversion. When a shopper lingers and leaves without buying, the merchandiser hears.



### Visits and transactions

Visits that never reach a till show up as a bounce rate. Transactions are estimated, even before the tills are connected.

**Privacy.** All processing happens on the device; only anonymous metadata leaves.

## PROOF

**150 million+** journeys counted across Pulses deployments

Anonymous platform total

## NEXT STEP

**Book a walkthrough — [pulses.ai/demo](https://pulses.ai/demo)**

See the full showcase, with the film, the screens and the deck:  
[pulses.ai/use-cases/store-floor](https://pulses.ai/use-cases/store-floor) (scan the QR code).

BUILT ON



Scan for the showcase