

IMPRESSION COUNTING

A simple, scalable solution to measure in-store visibility

A sensor-to-dashboard tool for store & data teams.

LAUNCHING SUMMER 2027

+ RETAIL MEDIA

+ MERCHANDISING

+ BRAND ACTIVATIONS

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LOCATION INTELLIGENCE

Make In-store *Measurable*

Impression counting is hard - Most in-store media, campaigns & activations are still valued on estimates & assumption instead of data - **ROI is estimated, at best.**

Pemberton Digital is developing a market-first solution for impression counting & benchmarking, allowing teams to better understand the reach & performance of in-store media.

+ AD INVENTORY

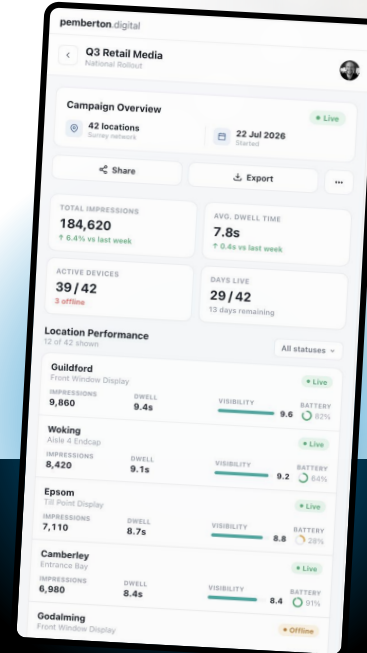
+ LOCATION TESTING

+ POP-UPS & EXPOS

+ CAMPAIGN MONITORING

+ OOH DIGITAL

The goal is simple - make real-world busyness easy to *measure, monitor & monetise.*



DEPLOYED IN MINUTES

How It Works

Privacy-first people counters to measuring footfall & dwell time at locations of interest - Such as retail media points or as part of in-store campaigns.

The devices report busyness data over the air to a dashboard, providing a simple, scalable experience for non-technical users.

+ BATTERY POWERED

+ SIM CONNECTIVITY

+ SELF-DEPLOYED & MANAGED

+ 100% PRIVATE



1

Spec your project & order your devices online.

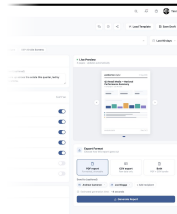
Once received, create an account & set up your project.



2

On location, activate the device & link it to your project via the web app.

You're done - Data automatically flows to the dashboard.



3

Track your projects in the dashboard, interact with data, generate & share reports.

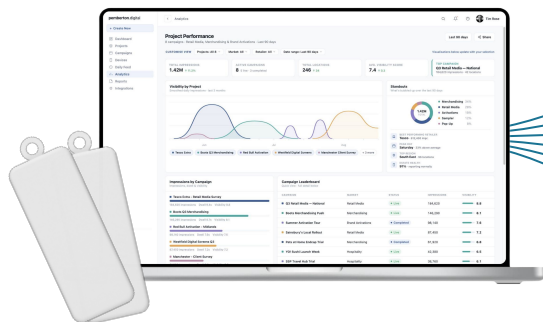
Build your location intelligence.

WHAT YOU GET

A Clear View Of Reach & Performance

The solution brings data to a space previously guided by assumptions, spot checks & anecdotal evidence.

The solution enables teams to own the collection & use of impression data, bringing new levels of locational awareness to commercial decision-making.



Validate visibility & exposure across locations



Support dynamic pricing of retail media inventory



Monitor campaign deployment in real time



Provide proof-of-delivery & reach

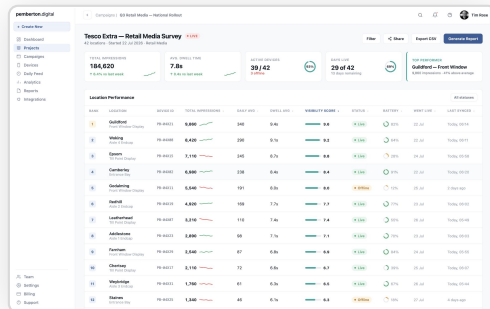


Generate post-campaign merchandising analytics



Deliver new insight to brands & retail partners

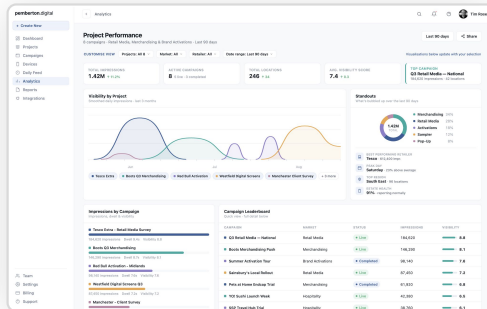
WHAT YOU GET



Track Campaigns In Real Time

Full visibility into every location, updated daily. No site visits, no blind spots, no guesswork.

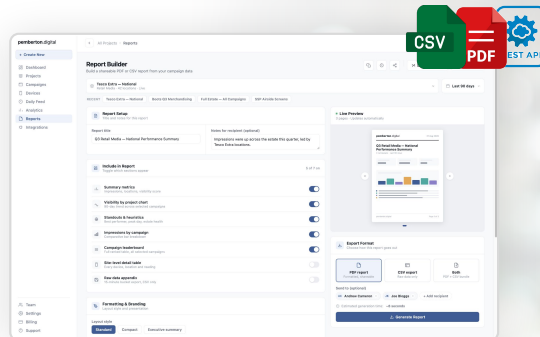
- Verify roll-out & uptime
- Rank sites by visibility & reach
- Remedy underperformance in real time



Analyse Projects & Inventory

Compare performance & location value with ease. A new understanding of your inventory & projects.

- Benchmarking visibility & value
- Spot trends in your data, no more guesswork
- Optimise all future projects & campaigns



Drive Commercial Conversations

Turn location intelligence into pricing power. Provide proof & confidence in performance.

- Prove of deployment & reach
- Support data-backed dynamic pricing
- Resell campaign analytics to advertising brands

USE CASES

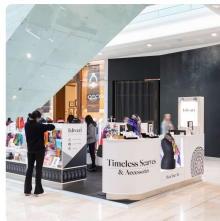
The platform is designed for flexible deployment - devices can be placed wherever visibility is needed, with no complex set up required.



+ MEASURE & VALUE

Validate the true visibility & value of retail media inventory using real-world footfall data.

- Spot-test existing media locations
- Rank exposure & reach potential
- Support data-backed dynamic pricing



+ MONITOR & ANALYSE

Measure the real-world performance of merchandising campaigns & brand activations.

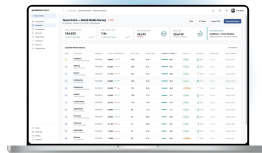
- Track launch, impressions & engagement
- Benchmark retailer & site performance
- Generate / resell post-campaign analytics



+ IN-FLIGHT MANAGEMENT

Monitor live campaign performance & react to data, issues & opportunities as campaigns run.

- Identify underperforming locations
- Track live engagement trends
- Support mid-campaign optimisation



+ BUILD INTELLIGENCE

Create long-term visibility over merchandising & retail media performance to support future planning & strategy.

- Build retailer & location benchmarks
- Identify high-performing formats
- Support smarter campaign planning

FAQ

This solution is in concept phase, with a target release date of summer 2027.

What is the size, shape and weight of the device?

The device is around the size of a pack of cards and weighs approximately 50 grams. It has a plain, discrete exterior with a multifunction button, a status light and a mounting loop for easy attachment at any location.

What exactly does the device measure?

The device detects anonymised mobile phone signals to count people moving around an area - no cameras, no personal data. This is converted into two simple metrics: impressions (how many people passed by or were present) and dwell time (how long they stayed).

Does anything like this exist?

Yes, mobile signal-based people counting is an established and well-understood methodology, already used in things like store WiFi gateways and various off-the-shelf people counters. What makes this solution different is that it doesn't rely on power or WiFi at all. With its own battery and onboard SIM, it can be deployed almost anywhere, giving far more flexibility in where and how it's used. That's paired with a simple, easy-to-use app, so the difference isn't just in how the data is collected, but in how easy the whole thing is to set up and use.

Can I adjust the detection radius?

Detection range is configured to suit typical retail and in-store environments, so results stay consistent and comparable across locations. This isn't yet a setting users adjust themselves, but it's something we're actively refining as the platform develops.

FAQ

How accurate is the data collected?

The device is optimised for deployability and benchmarking - every device uses the same measurement method, so results are consistent and directly comparable across all your locations. Rather than being an absolute measure of foot traffic, it's designed to give you a reliable, like-for-like comparison between sites, campaigns and time periods.

Can you identify individual people or devices?

No. The device counts anonymised signals - it can tell that someone was present, but not who they are or which specific device it detected. No personal or identifiable data is collected.

What's involved in setup?

Set-up is designed for everyday people, with no technical experience needed. A project owner starts by creating a project or campaign in the dashboard. Devices then arrive on site - either with a field team or included in merchandising shipments - where they're activated and assigned to the project using a QR code and a simple mobile web app. From there, the device automatically starts sending impression data to the dashboard - this should take around two minutes, with no further setup required.

Do I need any technical knowledge to deploy it?

No. Deployment is designed to be simple and intuitive, with no wiring, software or technical setup involved - just a short on-site process guided by the device itself.

Do I need to notify staff or customers that a device is present?

In most cases, formal notification isn't required for anonymised, aggregate counting like this, but requirements can vary by location and use case, and we'd recommend checking with your DPO if you're unsure.

FAQ

Does it require WiFi or an internet connection at the site?

No. The device connects using its own onboard SIM, so there's no need for site WiFi, network access or any involvement from IT.

How do I assign a device to a specific project or campaign?

To assign a device, scan its unique QR code using your phone - this opens a simple mobile web app with step-by-step instructions guiding you through the process. The app links the device to a project or campaign that the project owner has already set up in the dashboard, and once confirmed, the device knows exactly where it belongs, and its data flows straight into the right place.

Can I assign multiple devices to a single project or campaign?

Yes. A single project or campaign can have multiple devices assigned to it, so you can measure activity across many locations at once and compare performance between them in one place.

Can I manage multiple projects under one account?

Yes. A single account can run any number of projects or campaigns at the same time, so you can manage everything from one place and compare performance across all of them.

How long will the device battery last, and is it rechargeable?

The device runs on a rechargeable battery with approximately four weeks of runtime between charges.

FAQ

How do I get the device back after the project or campaign has ended?

We're developing two different types of devices to suit different needs. One will be a more robust, powered version designed for ongoing, static monitoring, meant to be collected and reused. The other will be a lower-cost version designed for shorter projects, intended to be disposable, so there's no need to collect it. It can simply be removed along with the rest of the merchandising material when the project ends.

Is data available in real time?

Almost. To achieve around four weeks of battery life, the device reports data once a day rather than continuously, so you'll see daily updates rather than a live feed.

What are the features within the dashboard?

Each project or campaign has its own space in the dashboard, where you can add details and information to keep everything organised. As data comes in, it's laid out in a clear table showing every location, so you can quickly sort and filter to see what's performing well, what isn't, and everything in between, including total impressions, dwell time and other key figures. Beyond individual projects, there's also a view for comparing performance across different campaigns, so you can see how one activation or period compares to another.

What can I do with the data?

You can build a proper picture of performance, not just for individual locations, but across brands, retail media formats or whatever you're measuring. This makes it easy to bring rich, meaningful analytics into client or partner conversations, rather than relying on rough estimates. When you need to share findings, you can generate reports, export data and create visualisations that are ready to present or send on, whether that's for internal review or directly to a client.

FAQ

How is the solution priced?

Pricing is still being finalised, but the goal is to be more cost-effective than any other way of gathering this kind of data. There will likely be two models to suit different needs: an ongoing subscription for continuous monitoring, and a single, one-off charge for shorter projects, which covers the device itself along with the data it collects.

Is there a minimum order quantity?

No, there's no minimum order quantity. You can order as few or as many devices as you need, with volume discounts available as your order size grows, and bespoke deals for larger, enterprise-level requirements.

What happens to the data if I stop using the platform?

If you close your account, your data goes with you. You'll be able to run a full bulk export beforehand, so nothing is lost. Your data belongs to you, and once your account is closed, it's permanently removed from our systems.

How is this different from mobile location data providers?

Mobile location data from aggregators is usually broad and modelled, giving you general trends across a wide area. This is different. It's hyper-local, measuring activity at the exact point of interest, whether that's a single display or merchandising point, rather than an entire area. You also own the device and the data it collects. You control where and when it's deployed, and you get results immediately, without relying on a third party's dataset or waiting for a data pack.

WHAT'S NEXT?

*We'd love to **hear** your feedback*

Product development is underway, & we're speaking with teams across retail media, merchandising, & data to ensure the solution meets real market needs.

If this is relevant to what you're working on, we'd love to hear your perspective. We're running short, 30 minute discovery calls to talk through use cases & get your input as the product takes shape.



Book a time that works for you.

<https://calendly.com/pembertondigital/30m>



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