

ZIPLUT

See what people actually engage with.

Engagement measurement for activations, displays and stores, from the cameras already on site.
Who passed, who stopped, how long they stayed, what they looked at and touched. No faces. No identities.

STORE 2

engagement report · 2026-09-23 03:04

STORE 2 · KEY FINDINGS

2 min of footage · 36 shoppers · 437 shelf looks · 942 s of attention

WHAT THE CAMERA SAW

- 01 89% of the 36 people who passed stopped for 2 s or more. Central Promo Bins scores highest on engagement (78/100).
- 02 Back Wall Shelves wins the eye: 31% of all shelf attention, seen by 67% of shoppers.
- 03 Wire Display Stand is nearly invisible: 2% of attention, 78% of shoppers never looked at it.
- 04 1 of 7 zones are looked at by fewer than 1 in 3 shoppers: wire display stand.
- 05 Shoppers stand still 69% of their time in view (26 s of 38 s) — the dwell map shows exactly where.

WHAT TO DO WITH IT

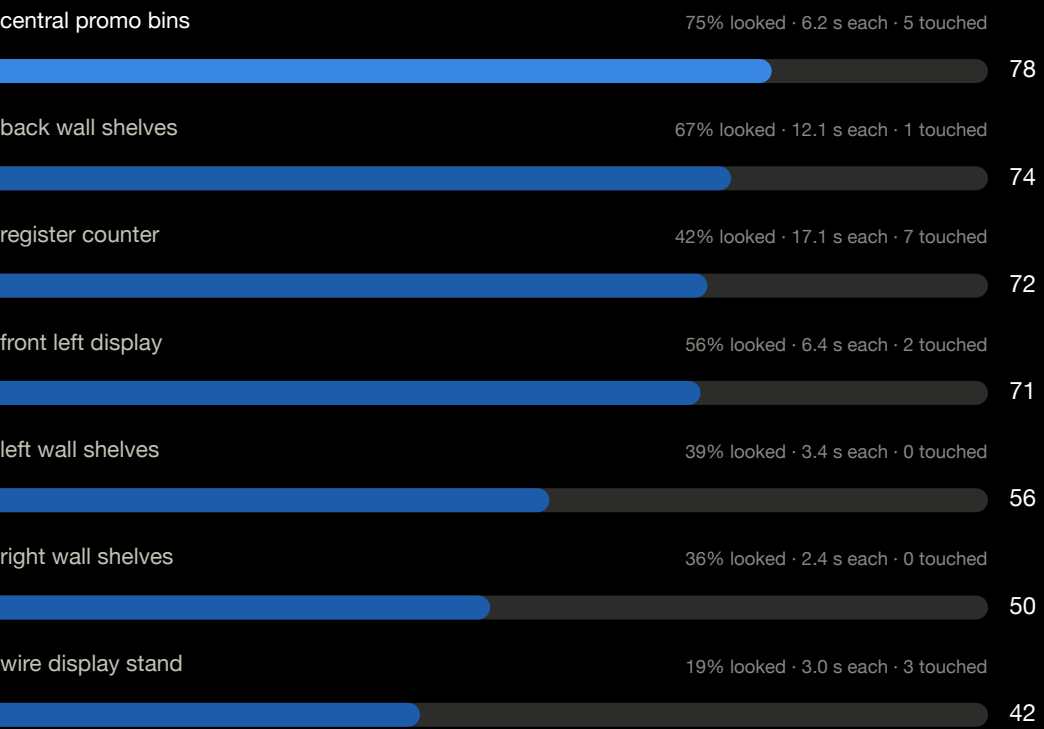
- Put the highest-margin or promotional products in back wall shelves — it already has the audience.
- Test a change at wire display stand (signage, lighting, facing, or move the category) and re-measure in a week.
- Place impulse items within arm's reach of the dwell hotspots on the floor plan.
- Run the same measurement weekly to see whether a layout or promo change actually moved attention.

STORE 2 · ENGAGEMENT

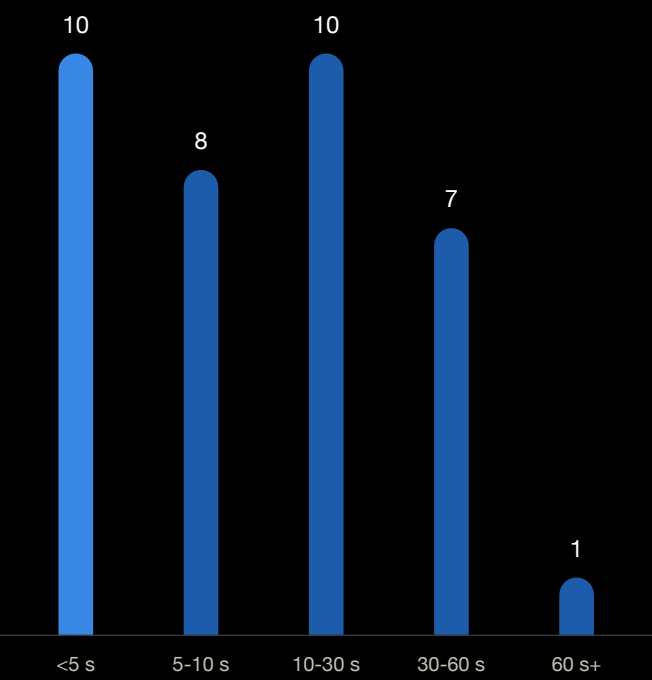
passers-by → stoppers → lookers → interactions, per element



ENGAGEMENT INDEX BY ELEMENT (0-100)



PEOPLE BY TIME STANDING STILL



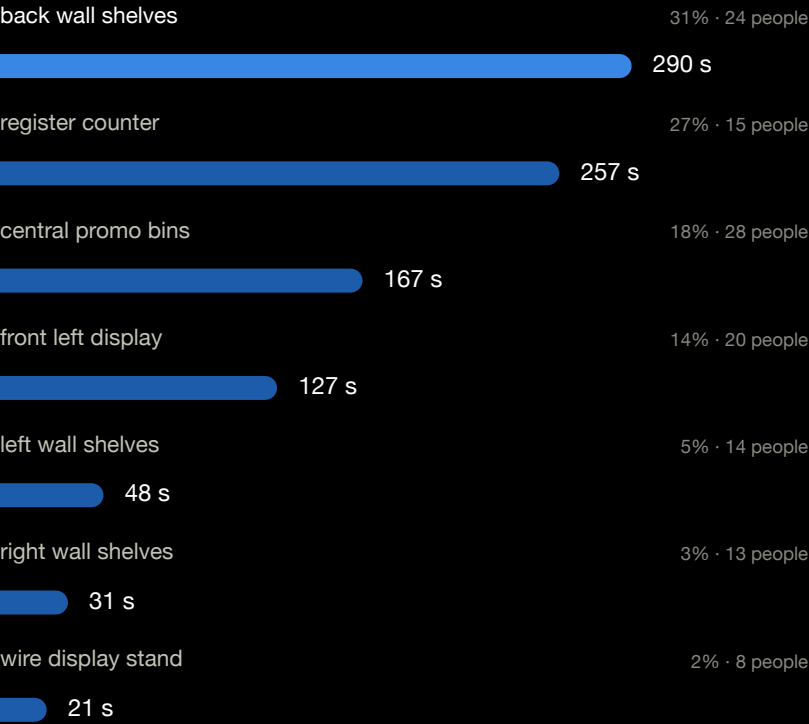
STORE 2 · ATTENTION

where attention went · generated 2026-09-23 03:04



125 raw camera tracks re-identified into 39 people (86 links); 36 were in view for at least 1 s and count as shoppers

SECONDS OF ATTENTION BY ZONE



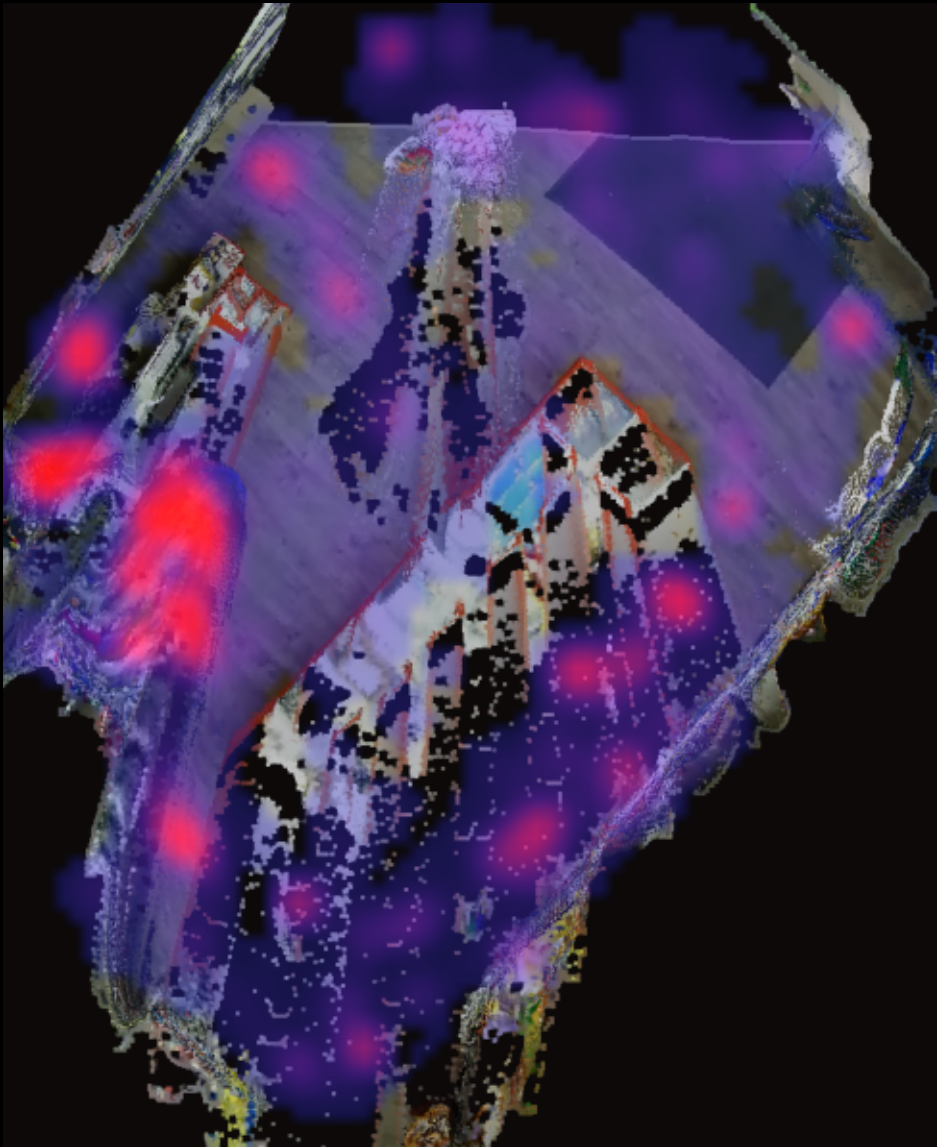
WHERE PEOPLE LOOKED · CAMERA VIEW



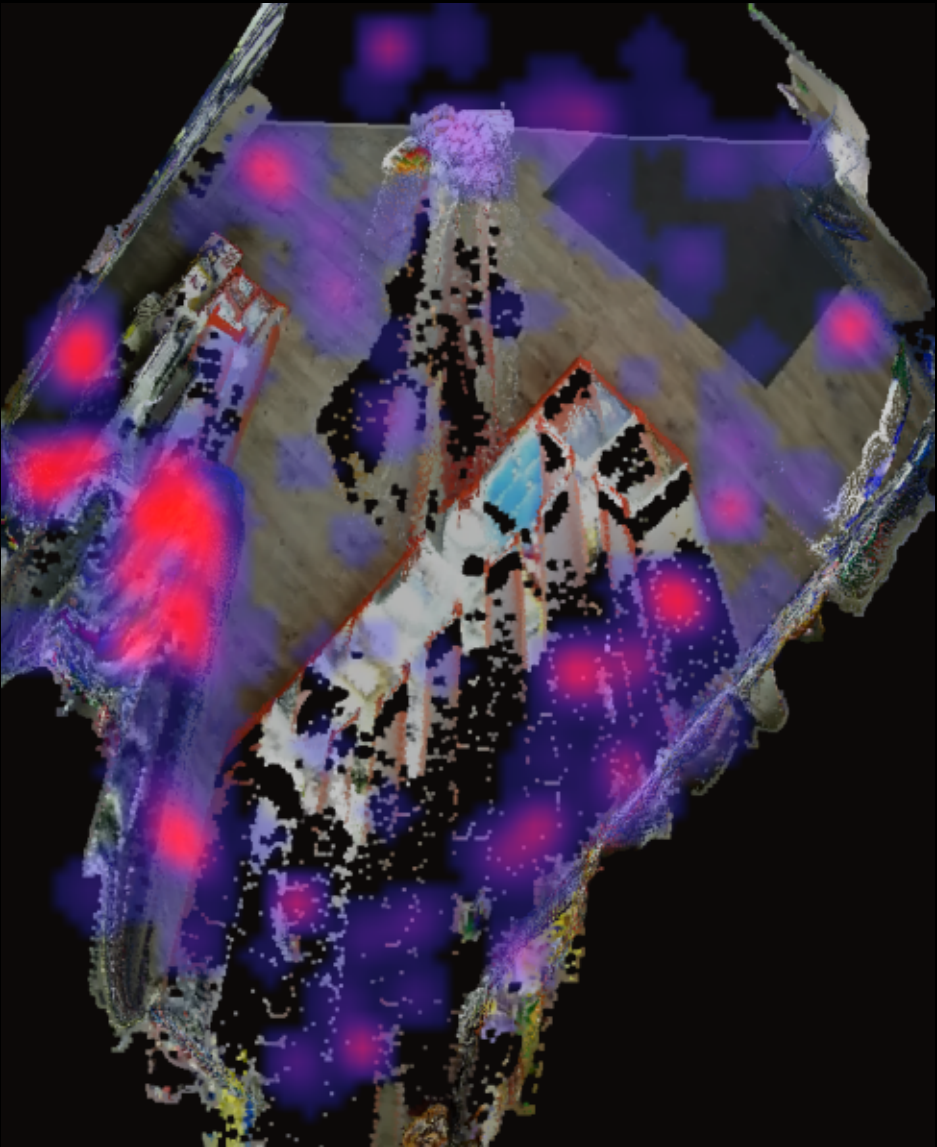
STORE 2 · FLOOR PLAN

top-down view reconstructed from the camera · 0.10 m cells

TRAFFIC · WHERE PEOPLE WALK



DWELL · WHERE PEOPLE STOP



STORE 2 · SHOPPER MIX

derived attributes are coarse model estimates · aggregate only · nothing stored per person

AGE			SECONDS OF ATTENTION BY ZONE × GROUP								
adult		35 · 92%	AGE	adult	289	258	164	127	48	26	21
child		3 · 8%		child	1	—	4	—	—	6	1
GENDER			GENDER	man	103	186	84	68	27	14	8
woman		20 · 53%		woman	187	72	83	59	21	17	13
man		18 · 47%	CARRYING	bag	162	235	100	103	27	16	18
CARRYING				nothing	128	22	67	24	21	16	3
bag		25 · 66%	TIME IN VIEW	long >30s	226	238	107	110	40	14	10
nothing		13 · 34%		medium 10-30s	57	20	57	17	7	18	9
TIME IN VIEW			BEHAVIOUR	short <10s	8	—	3	1	—	—	2
short <10s		8 · 21%		browsing (still)	27	71%					
medium 10-30s		13 · 34%	BEHAVIOUR	walking	11	29%					
long >30s		17 · 45%		browsing (still)	286	239	132	122	48	20	11
BEHAVIOUR			walking	4	18	36	5	—	11	10	
browsing (still)		27 · 71%									
walking		11 · 29%									

HOW TO READ THIS

method · limits · privacy

WHAT IS MEASURED

A shopper 'looks' at a zone when their head is turned toward it for at least 0.3 s. Attention seconds are the summed duration of those looks; engagement rate is the share of shoppers who looked at least once. Traffic is where shoppers walk; dwell is where they stand still (< 0.25 m/s).

A passer-by is anyone in view for 1 s or more; a stop is 2 s or more below 0.3 m/s. A reach/touch is a hand raised or held out into an element's outline for 0.4 s or more while looking at it. Index (0-100) combines look rate (35%), stopping among lookers (25%), attention per looker (25%) and touch rate (15%).

HOW

Head orientation from body keypoints (ears, nose, shoulders) and a dedicated head-pose model, fused with walking direction and smoothed over time; positions projected onto a floor plane reconstructed from the camera image and calibrated to metres (measured distances, or shoppers' height). Tracks that break when a shopper is hidden are re-linked when timing, position and appearance (clothing colours) agree.

LIMITS

Head direction, not eye gaze ($\pm 15^\circ$). Occlusion at the register and directly under the camera lowers coverage. Demographic attributes are zero-shot model estimates at CCTV resolution: use as direction, not as counts. Attention shares are within this camera's view only.

PRIVACY

No face recognition, no identity, no per-person export. All numbers are aggregates over the period. Silhouette crops used for re-identification and attributes stay inside the run folder.

WHAT YOU GET

ziplut engagement research

CONNECT

We work from the cameras already on site:
an export from the recorder, or its RTSP feed.
No new hardware. Each element of the activation
is outlined once and the camera calibrated to metres.

MEASURE

Passers-by, stop rate, dwell, attention and
reach/touch for every element of the activation.
Traffic and dwell floor plans, audience mix,
and an explorable 3D scene.

DECIDE

A recap like this one within 24 h of the activation.
Benchmarks across activations, venues and designs.
Before/after for every change you test.

PRIVACY BY DESIGN

Head orientation, not face recognition. Aggregates only, never a record per person. Raw footage is deleted after processing.

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Engagement measurement for physical activations