



For Immediate Release

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Kepler Analytics Acquires Countwise

Retail traffic analytics leader increases global presence to provide sales growth solutions for more than 500 retailers, 30,000 locations in 35 countries

See Kepler Analytics at NRF 2023 Booth #5815

MELBOURNE, Australia. – Jan. 9, 2023 – [Kepler Analytics](#), international provider of foot traffic monitoring and sales optimization solutions for retailers, today announced it has finalized the acquisition of American traffic analytics provider Countwise LLC, reinforcing Kepler’s position as the fastest growing retail traffic analytics company in the world.

Kepler’s acquisition of Sunshine, Florida-based Countwise follows the merger of the two companies in August 2022. The newly expanded Kepler Analytics now provides traffic-based retail sales optimization solutions and comprehensive support for more than 500 companies in more than 30,000 locations across 35 countries. The company will operate from headquarters in Australia, the U.S. and U.K.

[David Mah](#), co-founder of Kepler Analytics will serve as the company’s global CEO. The company also appointed industry veteran [Dan Natale](#) as vice president of clients in the U.S. Mr. Natale has more than 40 years of experience as a senior executive with retailers, retail operations consulting firms, and traffic analytics companies.

“We founded Kepler with a single mission: to help retailers increase sales and reduce costs using our proprietary approach to traffic analytics and data-based sales growth solutions, said Mr. Mah. ”This acquisition enables us to optimize in-store operations and increase sales outcomes for a greater number and more diverse mix of retailers around the world.”

Mr. Mah added the acquisition reinforces Kepler's position as the world's fastest growing retail traffic analytics company, having realized 100-percent growth annually since it was founded in 2017. The company also has the highest customer satisfaction rating in its industry segment with a Net Promoter Score of 70.

Kepler Analytics is the industry's only provider of comprehensive solutions that include both perimeter and interior traffic analytics. The company's proprietary in-store sensors monitor shopper behavior using RF density, rather than potentially intrusive cameras or by tracking Wi-Fi or Bluetooth signals of shoppers' smartphones.

Because of this, a single Kepler Analytics sensor can measure traffic volume and capture rates, dwell times, zone counts and mapping, fitting room counts, configurable abandonment rates, and more. Kepler's proprietary technology also enables the company to complete global, enterprise-wide store installations in a matter of weeks, rather than months or, in some cases, years.

Kepler's advanced solutions also uniquely identify sales growth opportunities and provide store managers with recommended solutions in real time through live Kepler dashboards within retail locations.

"One of the many things that sets Kepler apart from other providers is our offering of prescriptive analytics," said Mr. Natale. "Rather than simply provide shopper traffic data, we provide our customers with actionable recommendations they can use throughout the day to capitalize on otherwise unidentified opportunities to meet or exceed their sales goals."

Kepler Analytics will demonstrate its technologies and solutions at the National Retail Federation 2023 Conference and Expo January 15 – 17 in New York City's Jacob Javits Center, Booth #5815.

About Kepler Analytics

Kepler Analytics is a brick-and-mortar store analytics SaaS platform empowering retailers to drive sales using real-time customer traffic and behaviour data. Currently more than 500 retailers, 30,000 locations in 35 countries use our system daily, including several Fortune 500 listed enterprises. Our pioneering radio energy-based technology gives retailers the ability to measure shopper traffic and behaviour with a one-step install sensor. And our analytics software provides valuable insights and real-time alerts for immediate action across the store network. Launched in 2017, we now have 100 team members around the world working together to capture this immense global opportunity and have raised US\$20M in venture capital funding so far to accelerate Kepler's expansion into more markets. Learn more at www.kepleranalytics.com

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