

Analytics Information Sheet

Expand Your Insight into Interactive Engagement

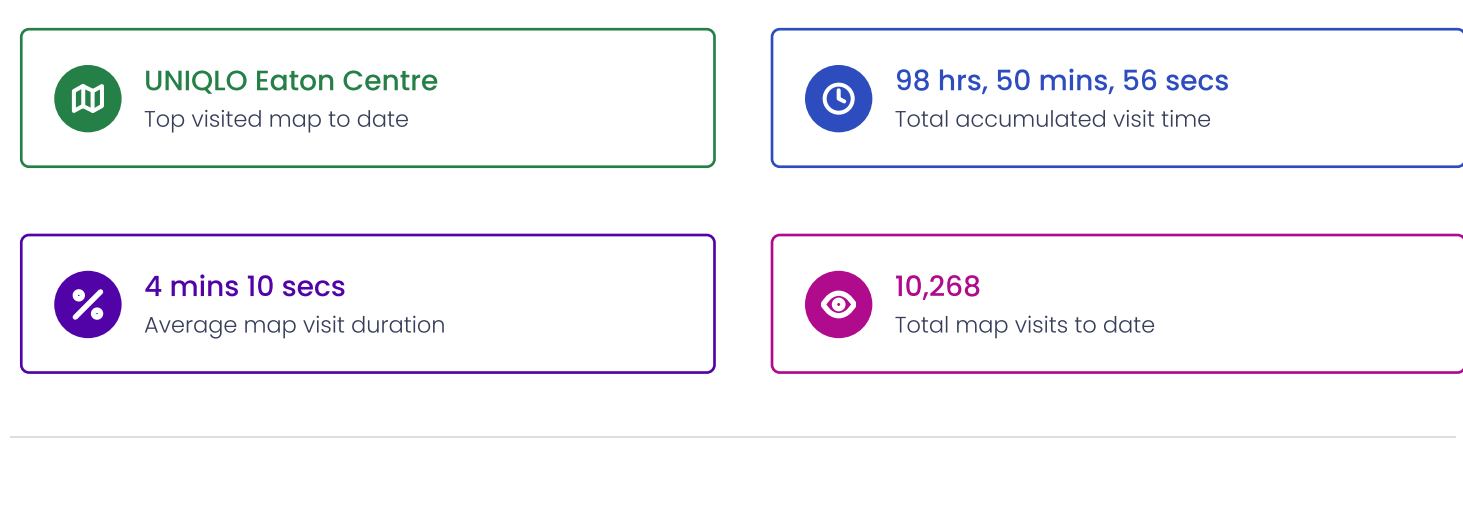
Welcome to ARway Analytics: Your Gateway to In-Depth User Insights

ARway Analytics offers a comprehensive suite of tools to understand and optimize user engagement with your AR maps. This document highlights key features and analytics available through the ARway Creator Portal, equipping you with the data to enhance user experiences and make informed decisions.

Overview - All Maps

Visitor Behavior

Understand user engagement across all your maps with detailed behavior analytics.



Top 5 Most Visited Map

Identify which maps are attracting the most users, based on total scan counts to access the map.

Top 5 Most Visited Maps (Date: Last 28 days)

Rank	Map Name	Visits	Map Size sq. ft.	Growth	Country
1	UNIQLO Eaton Centre	43265	1034	+10%	Canada
2	UNIQLO Yonge St	33221	3221	+10%	Canada
3	UNIQLO Vancouver	29314	314	+10%	Canada
4	UNIQLO Times Square	28531	2831	-10%	United States
5	UNIQLO North York	24323	24323	+10%	Canada

[View Top Visited Maps >](#)

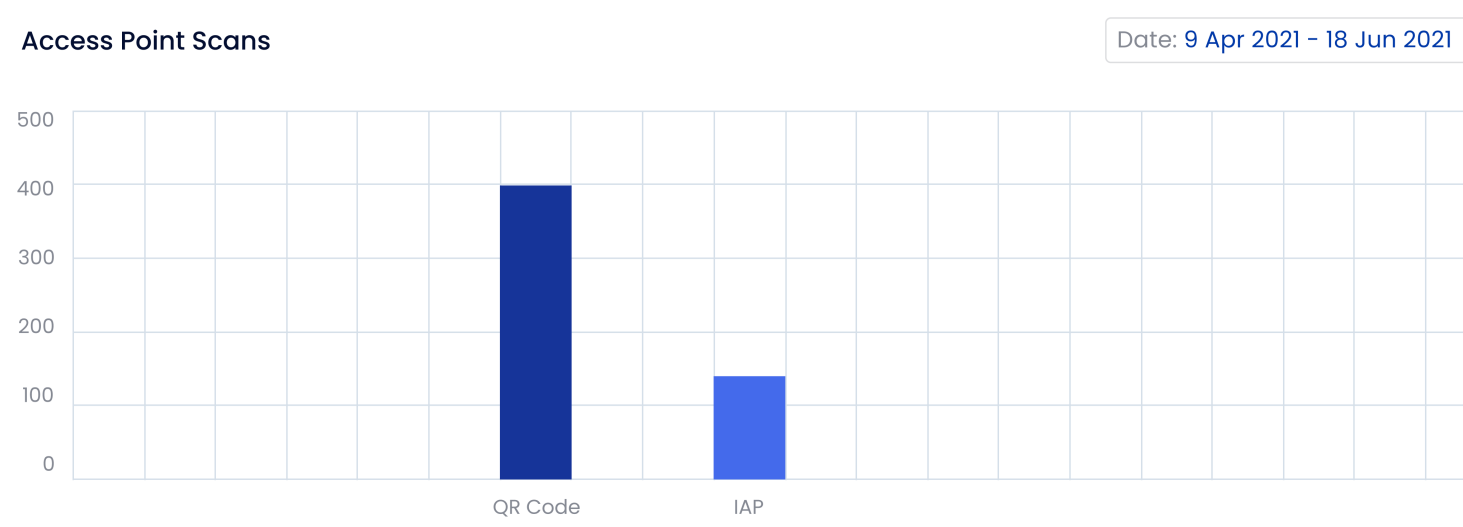
Total Map Visits Over Time

Track the aggregated number of visits across all maps over time, offering a broad view of user engagement trends.



Access Point Scans

Gauge the frequency at which users scan QR codes or Image Access Points (IAPs) to enter your maps.



Access Point List

See which access points are most frequently scanned, providing insights into popular entry points.

Access Point List (Date: Last 28 days)

Rank	Access Point Name	Type	Growth	Launches
1	Front Entrance	IAP	+10%	3923
2	1452	QR Code	+10%	943
3	Front Entrance	IAP	+10%	432
4	West Entrance	QR Code	+10%	221
5	South Entrance	QR Code	-10%	32

Top Visited Maps

Overview

Gain insights into the most visited maps, including visit counts and average visit durations.



Top Visited Maps

Provides a comprehensive list of your most popular maps, including publish date, map size, visit count, average and total visit times. This view helps you gauge user engagement and map effectiveness.

Top Visited Maps (Download CSV)

Map Name	Publish Date	Map Size sq. ft.	Visit Count	Average Time Visited	Total Time Visited
Alway	16/07/2023 8:07 AM	1674	234	1 mins, 47 secs	9 hrs, 50 mins, 56 secs
IG Office	18/10/2023 8:17 AM	31462	30	4 mins, 24 secs	2 hrs, 47 mins, 20 secs
Future Freshness	16/06/2023 3:40 PM	720	30	1 mins, 52 secs	1 hr, 17 mins, 38 secs
AI Expo Dome	16/07/2023 8:27 PM	3850	27	2 mins, 28 secs	1 hr, 5 mins, 57 secs
All Offices	12/04/2023 5:06 PM	40240	27	2 mins, 28 secs	1 hr, 5 mins, 57 secs
Comedian Trip	19/02/2023 7:05 PM	18000	21	1 mins, 41 secs	35 mins, 37 secs
Office Dome	21/02/2023 10:58 AM	3068	19	5 mins, 48 secs	1 hr, 52 mins, 25 secs
Union Station	12/02/2023 5:59 PM	18766	15	1 mins, 42 secs	25 mins, 44 secs
Beal Bay	19/02/2023 8:13 PM	10000	12	8 mins, 53 secs	1 hr, 58 mins, 50 secs
Inspekt	16/02/2023 10:03 PM	1000	9	40 secs	3 mins, 29 secs

Results: 1 - 10 of 22

Highest Performing Maps by Location

Discover top-performing maps based on geographical location.

Highest Performing Maps by Location (Region: ON, Date: Last 28 days, Download CSV)

Rank	Map Name	Map Size sq. ft.	Map visits	Region
1	UNIQLO Eaton Centre	1034	87	Ontario, CA
2	UNIQLO Montreal	8332	82	Quebec, CA
3	UNIQLO Pacific Centre	7336	76	Vancouver, CA
4	UNIQLO West Mall	7675	75	Edmonton, CA
5	UNIQLO Times Square	667	67	New York, US
6	WGA Calgary	666	65	Alberta, CA
7	WGA Phoenix	564	54	Oregon, US
8	Castro San Francisco	465	46	California, US
9	Brooklyn Bridge	423	42	Brooklyn, US
10	LAX Terminal Gate 41	306	30	Los Angeles, US

Results: 1 - 10 of 25

Map Visits Over Time by Location

Analyze visit trends based on state/province and country, especially useful for clients with maps in various locations.

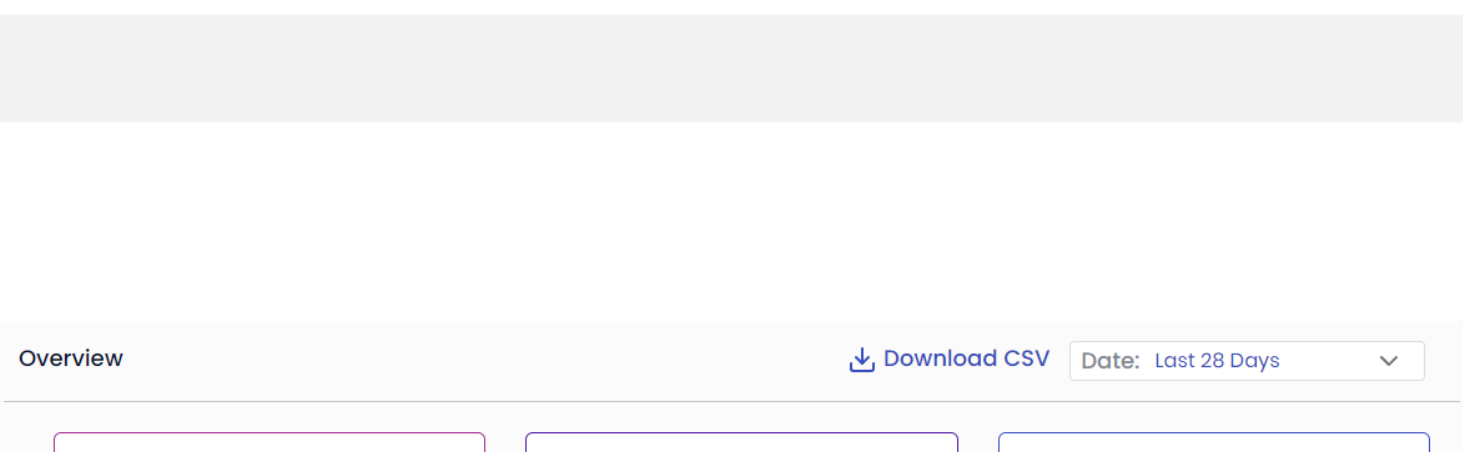


Selected Map - Overview

These graphs are shown when the user has selected a map from the list.

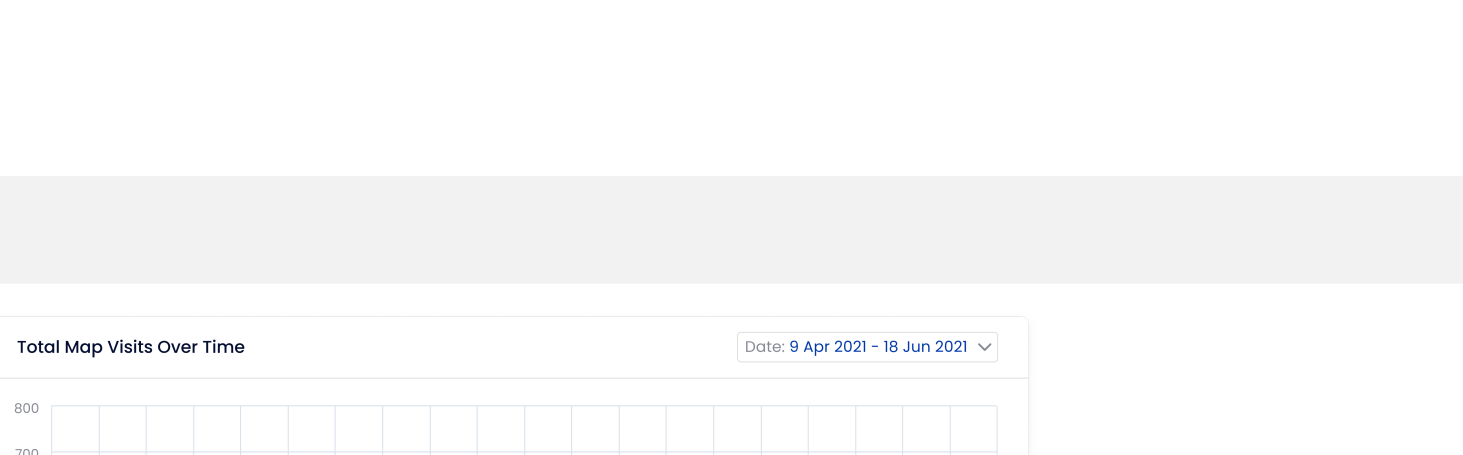
Overview

Explore data insights regarding the total visitor count, average map visit duration, and accumulated visit time for the selected map.



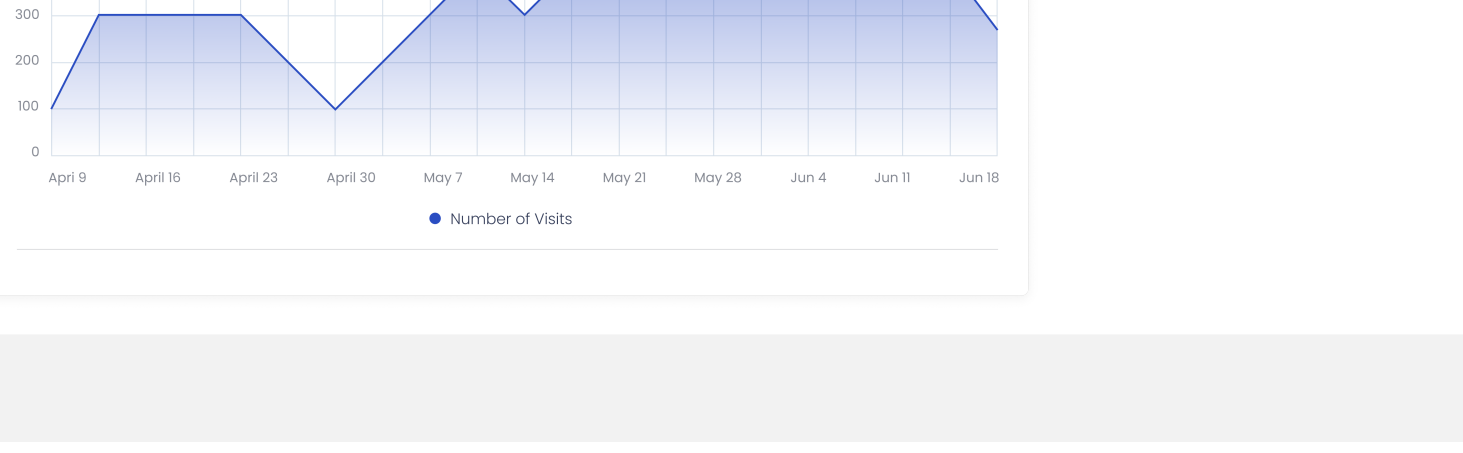
Total Visitors and Visit Time

View total visitors, average visit durations, and total time spent on selected maps.



Access Point Scans

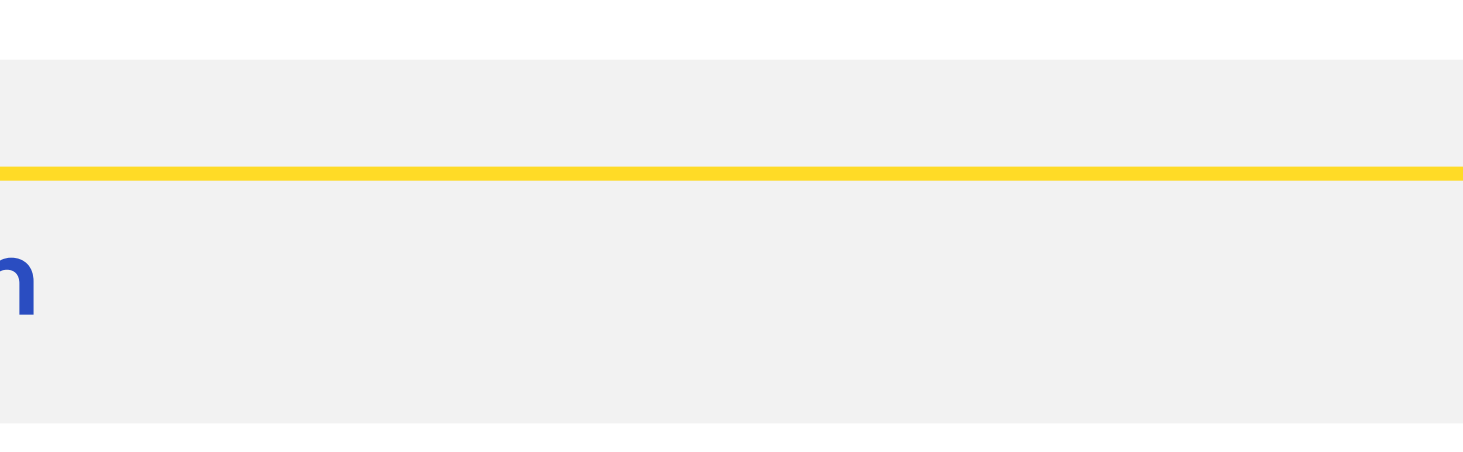
Measure user interactions with QR codes and IAPs on the selected map.



Selected Map - Location

Location Overview

Assess the popularity of specific pins, most searched locations, and peak traffic times on the selected map.



Access Point List

Check which access points are being scanned for the map, along with the corresponding total number of scans.

Access Point List (Date: Last 28 days)

Rank	Access Point Name	Type	Growth	Launches
1	Front Entrance	IAP	+10%	1923
2	1452	QR Code	+10%	943
3	Front Entrance	IAP	+10%	432
4	West Entrance	QR Code	+10%	221
5	South Entrance	QR Code	-10%	32

Most Navigated To

Find out which location pins are most frequented, including navigation growth percentages and total navigations.

Most Navigated To (Date: 01 Jun 2023 - 31 Dec 2023)

Rank	Location	Time spent at location	Growth	# of navigations
1	#338	20 mins, 4 secs	+14%	440
2	#338	10 mins, 47 secs	+4%	389
3	#338	9 mins, 10 secs	+1%	359
4	Station-Plate	8 mins, 48 secs	-1%	288
5	#338	6 mins, 9 secs	+1%	254

Most Popular Searches

Uncover the most searched items in the app's location directory for the selected map.

Most Popular Searches (Date: 01 Jun 2023 - 31 Dec 2023)

Rank	Search Query	Growth	# of searches
1	Stairs	+1%	21
2	Food	-1%	16
3	Stairs	+14%	15
4	Whiskey	+1%	12
5	help desk	+1%	12

Location List

Comprehensive list of all navigated-to locations, offering a complete picture of user movement.

Location List (Date: 01 Jun 2023 - 31 Dec 2023)

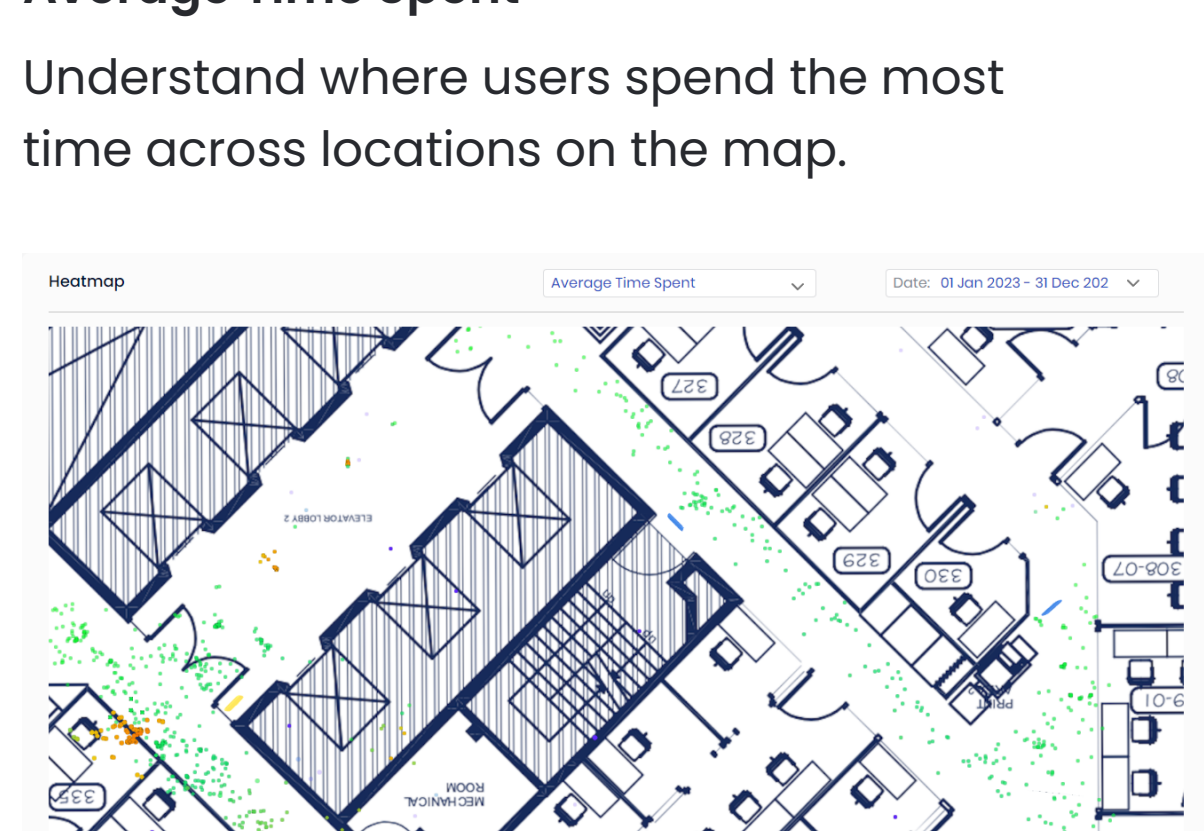
Rank	Location	Time spent at location	Growth	# of navigations
1	#338	20 mins, 4 secs	+14%	440
2	#338	10 mins, 47 secs	+4%	389
3	Station-Plate	8 mins, 48 secs	-1%	288
4	#338	6 mins, 9 secs	+1%	254
5	#338	7 mins, 39 secs	+1%	244
6	#338	7 mins, 39 secs	+1%	244
7	#338	7 mins, 39 secs	+1%	244
8	#338	4 mins, 10 secs	-1%	12

Results: 1 - 8 of 8

Heatmaps: Visualize user engagement with two types of heatmaps:

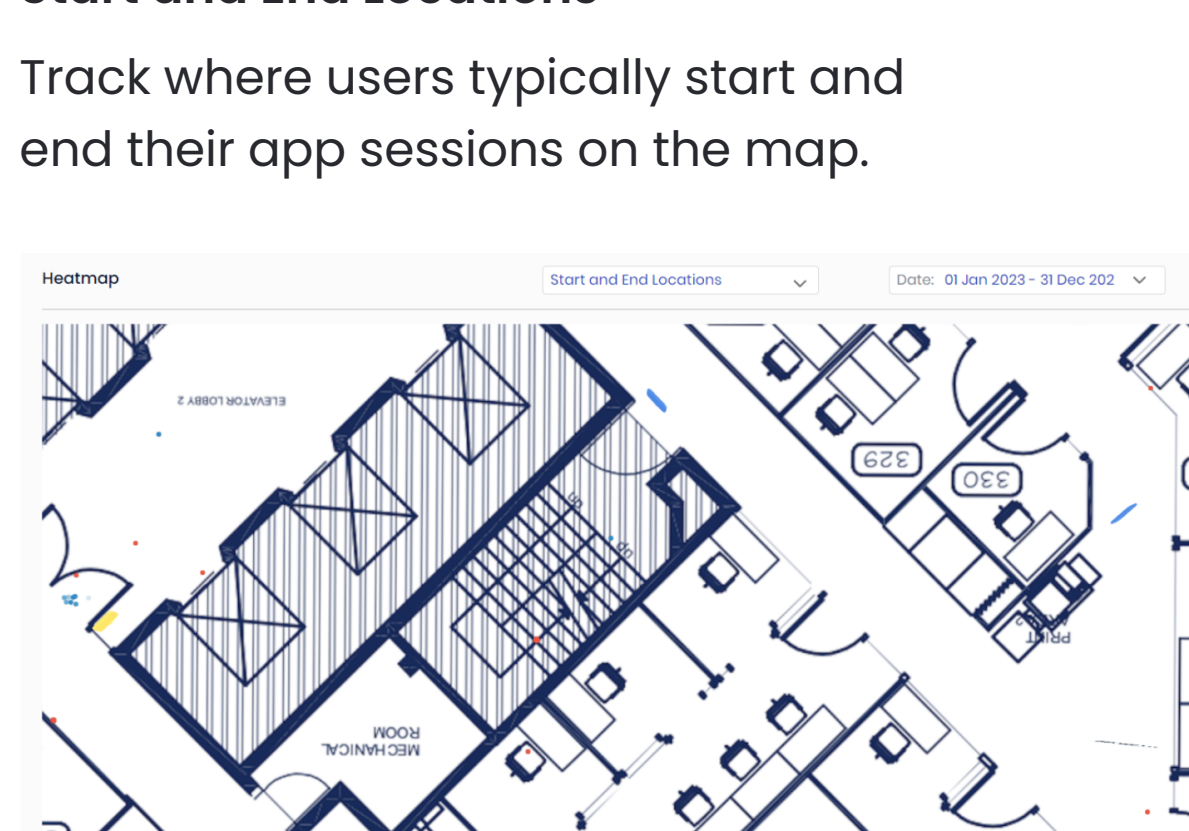
Average Time Spent

Understand where users spend the most time across locations on the map.



Start and End Locations

Track where users typically start and end their app sessions on the map.



With ARway Analytics, you're not just observing data; you're gaining actionable insights to shape the future of your interactive content. From detailed visitor behavior overviews to intricate location-based analytics, and of insightful interaction metrics, ARway Analytics equips you with the knowledge to make data-driven decisions.

ARway Analytics: Transforming data into dynamic user engagement strategies.