



Demographic Management System

Making effective business decisions with real intelligence

Understanding your customer demographic means understanding who your customer is: What gender they are, what age bracket they are in.

TrueView Demographics software films customers as they are walking through your store and turns this into functional data you can combine with your POS system for improved target marketing and customer knowledge.

- Understand who your customers are and what they are purchasing
- Target your marketing message and platform to fit your demographic
- Advertise, market and sell more effectively
- Give your business a head start in understanding your market