RetailNext
Comprehensive In-Store Analytics

RETAIL 2014

HOW ARE YOU SLEEPING?

PLACE LONDON 2014

RETAIL'S NEW REALITY

- Disruptive convergence of channels
- Customer is clearly in charge
- What's worked in the past …

Social
Saw yellow handbag at online charity event

Web
Searches for handbag on Cole Haan site

In-store Purchase
Uses coupon to purchase handbag

Mobile
Checks reviews of handbag & notices issues with color

In-store
Visits store to see color in-person

Email
Receives 30% off coupon via e-mail

What's Holiday got in store for us this year?

RETAILERS WHO ARE THRIVING

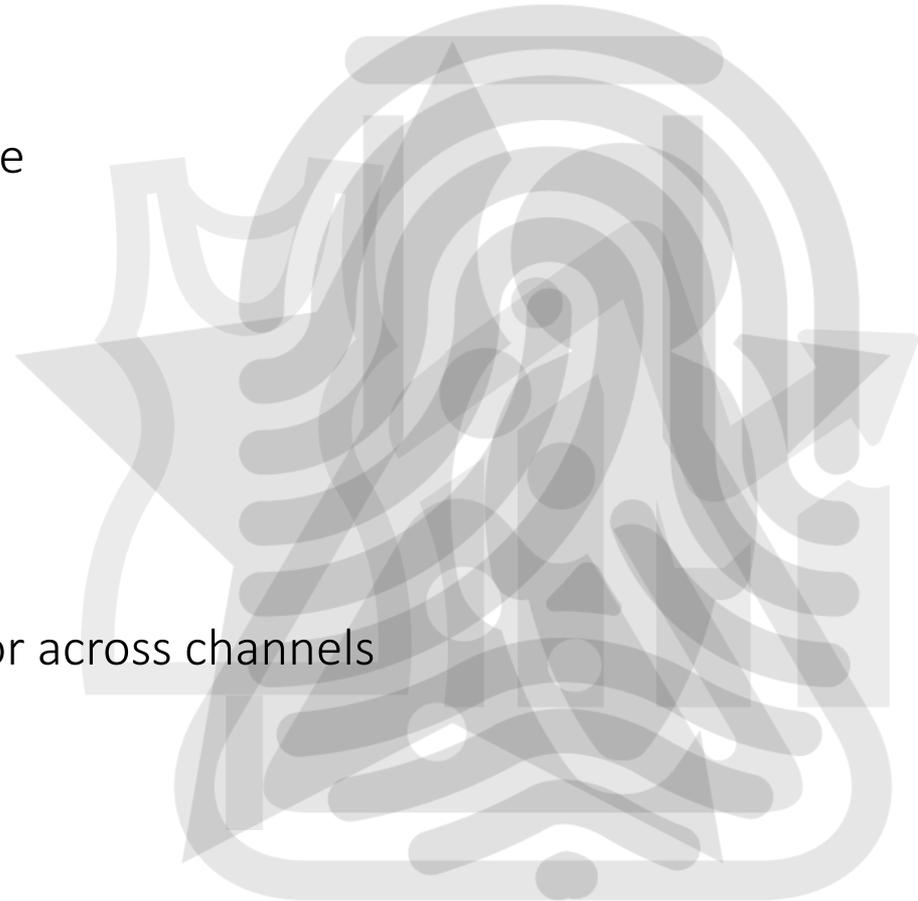- Finding the optimal mix of online, mobile and in-store
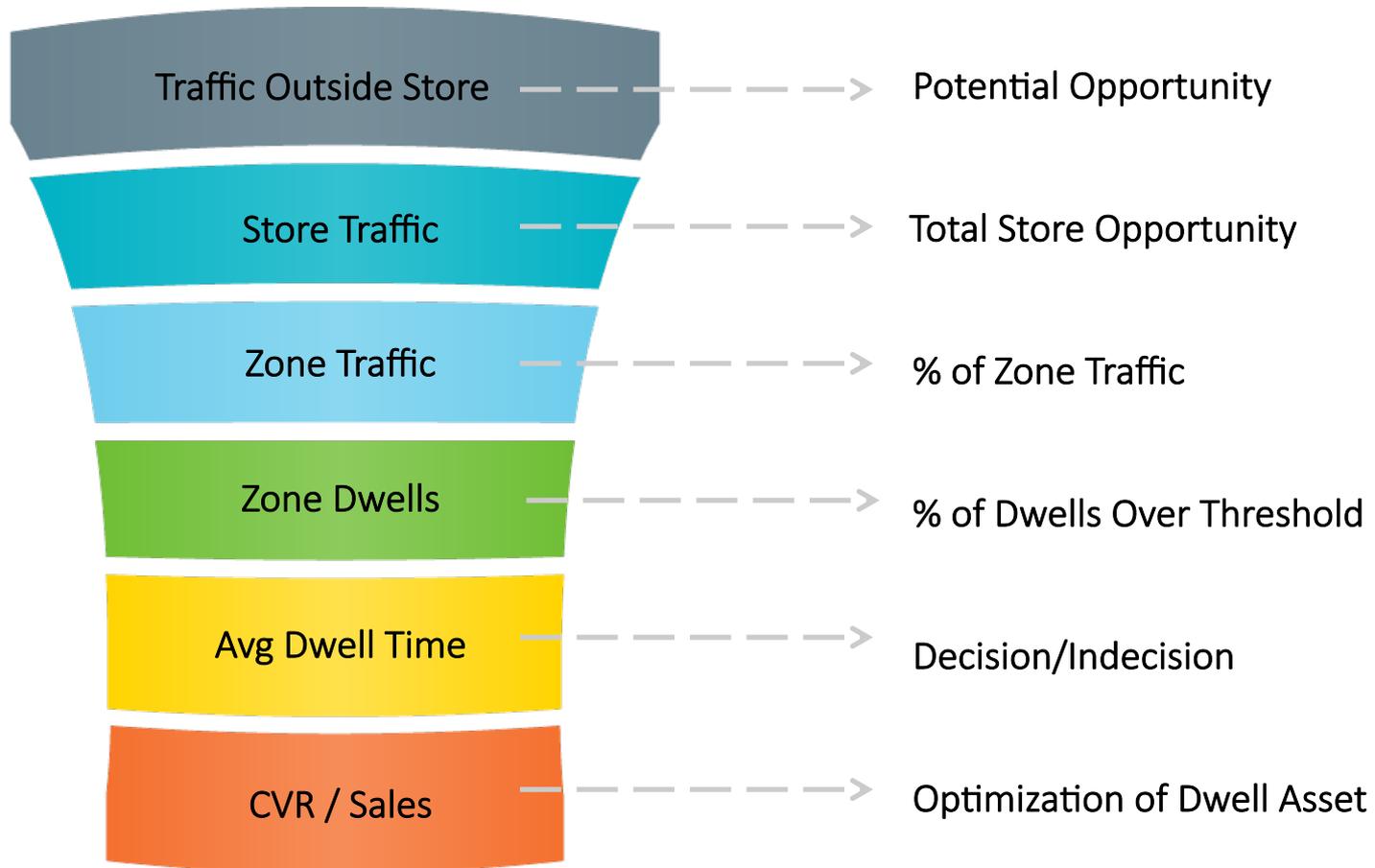
- Retailing as a branded experience
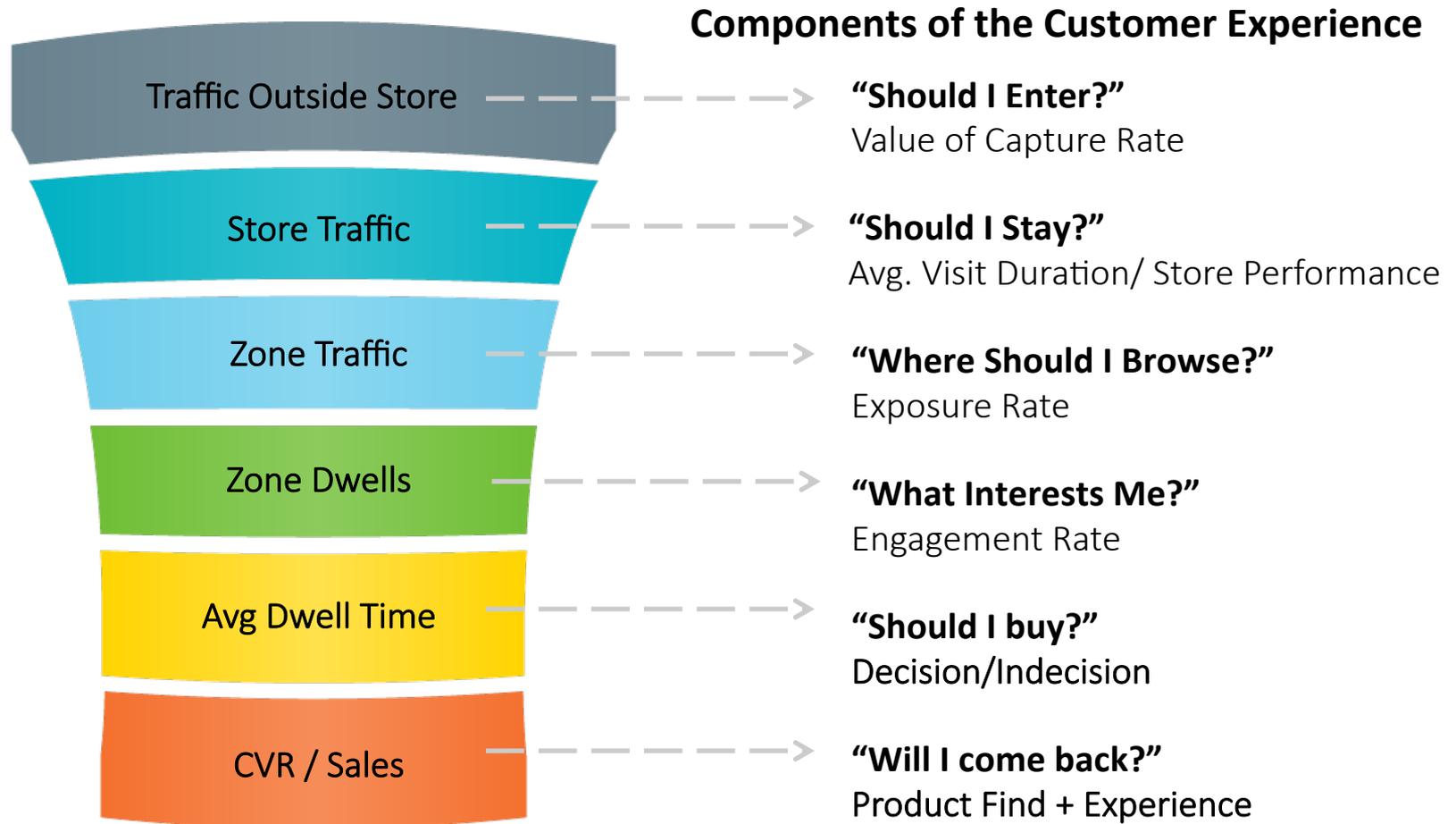
- In-store shopping experience

- Analytics to continuously monitor across channels

PATH TO PURCHASE METRICS

Funnel Stage	Metric
Traffic Outside Store	Potential Opportunity
Store Traffic	Total Store Opportunity
Zone Traffic	% of Zone Traffic
Zone Dwells	% of Dwells Over Threshold
Avg Dwell Time	Decision/Indecision
CVR / Sales	Optimization of Dwell Asset

THE CUSTOMER EXPERIENCE

Components of the Customer Experience

Traffic Outside Store ⤍ **"Should I Enter?"**
Value of Capture Rate

Store Traffic ⤍ **"Should I Stay?"**
Avg. Visit Duration/ Store Performance

Zone Traffic ⤍ **"Where Should I Browse?"**
Exposure Rate

Zone Dwells ⤍ **"What Interests Me?"**
Engagement Rate

Avg Dwell Time ⤍ **"Should I buy?"**
Decision/Indecision

CVR / Sales ⤍ **"Will I come back?"**
Product Find + Experience

CASE STUDY:
Marketing Effectiveness

MARKETING EFFECTIVENESS

Marketing Changes

STORE 1	MARCH WEEK 1
Pass-By Traffic	1294
Capture Rate	55.4%
Visit Duration	21.5 m

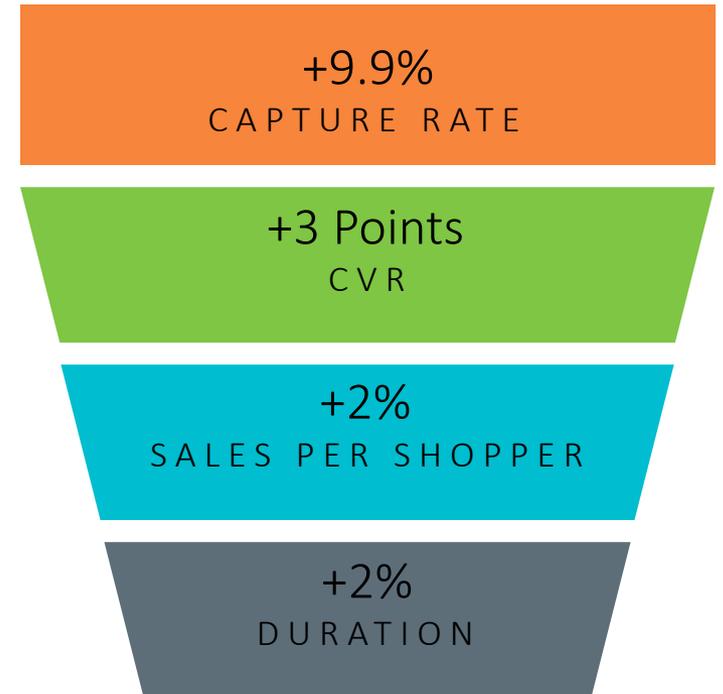**What happens with marketing and window changes?**

MARKETING EFFECTIVENESS

Marketing Changes

STORE 1	MARCH WEEK 1	MARCH WEEK 3
Pass-By Traffic	1294	1885
Capture Rate	55.4%	65.3%
Visit Duration	21.5 m	22.1m

46% increase in traffic plus increased capture rate result in a 44% sales increase!

+9.9%
CAPTURE RATE

+3 Points
CVR

+2%
SALES PER SHOPPER

+2%
DURATION

MARKETING EFFECTIVENESS

Store Comparison

MARCH WEEK 1	STORE 1	STORE 2
Pass-By Traffic	1294	1457
Capture Rate	55.4%	49.1%
Visit Duration	21.5 m	9.22min

MARCH WEEK 3	STORE 1	STORE 2
Pass-By Traffic	1885	1892
Capture Rate	65.3%	54.3%
Visit Duration	22.1m	11.11min

PASS BY STORE COMPARISON

Store Comparison

MARCH WEEK 1	STORE 1	STORE 2
Pass-By Traffic	1294	1900
Capture Rate	55.4%	49.1%
Visit Duration	21.5 m	9.22min

MARCH WEEK 2	STORE 1	STORE 2
Pass-By Traffic	1885	1892
Capture Rate	65.3%	54.3%
Visit Duration	22.1m	11.11min

Higher Capture Rates and Longer Visit Durations =better store performance
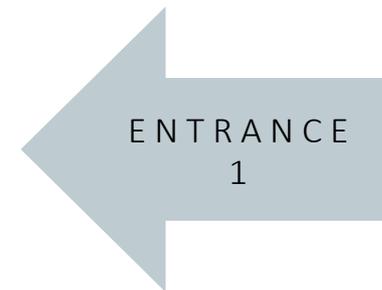
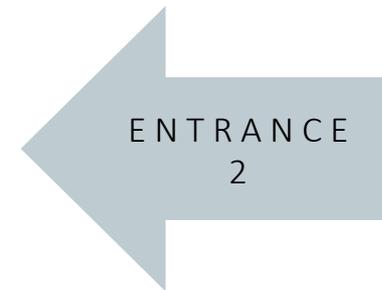# CUSTOMER EXPERIENCE
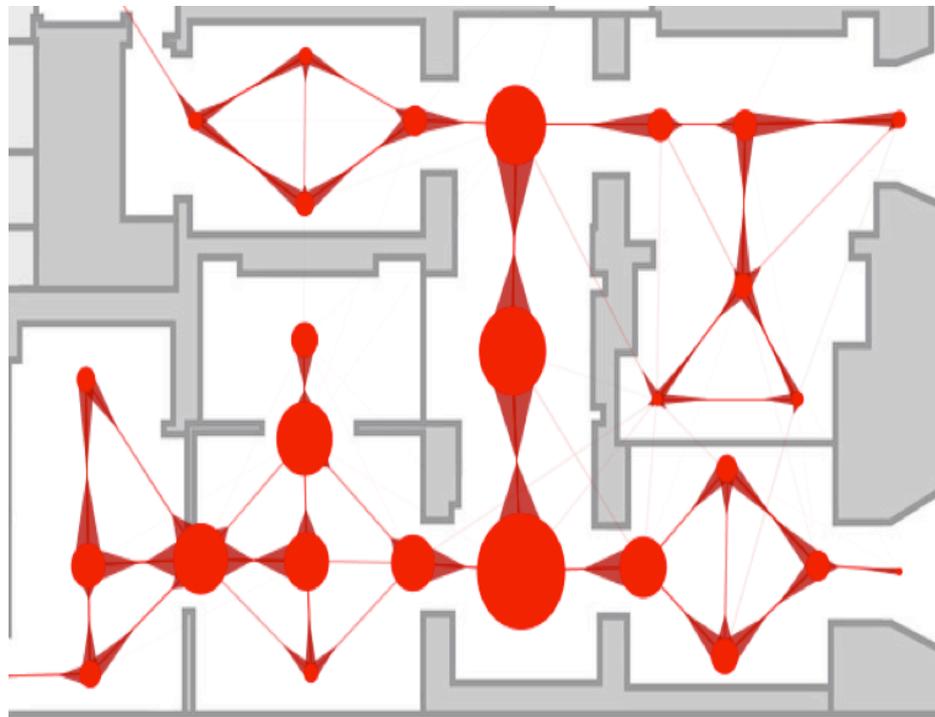
In-store Analytics Data Into Action
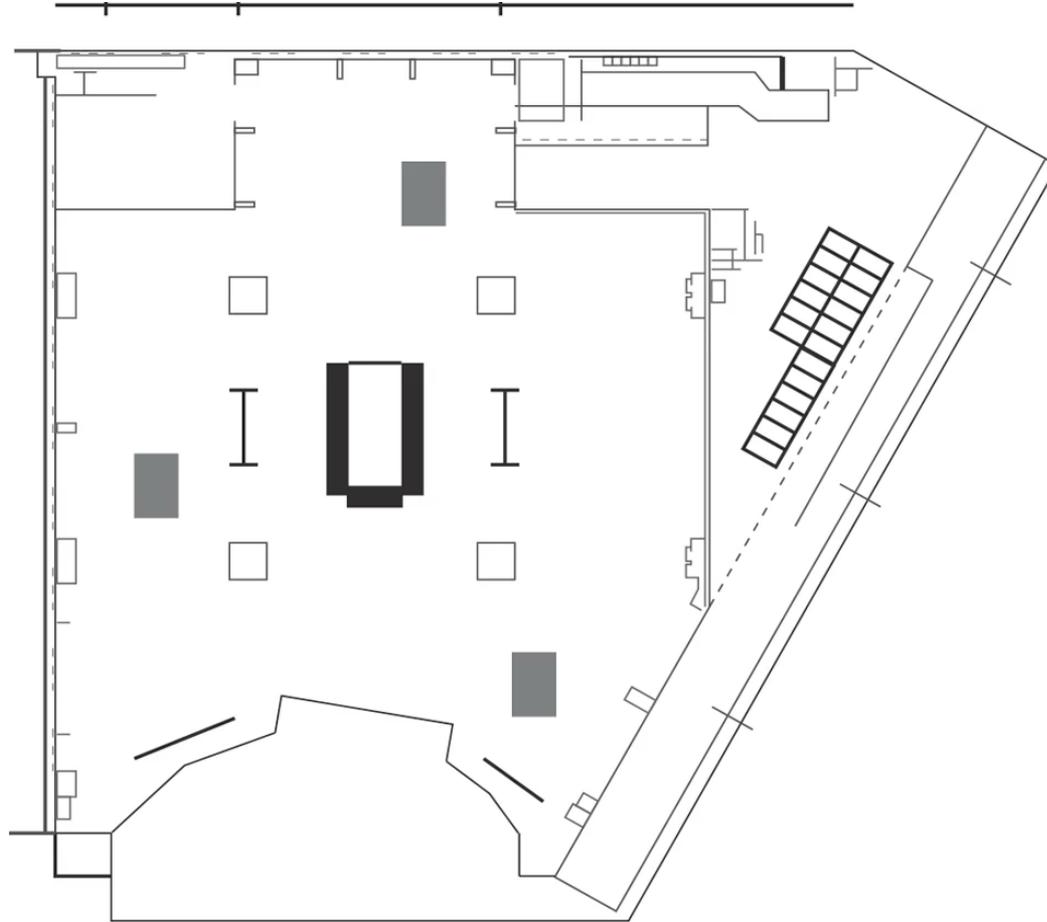
MEN'S SPORTWEAR CASE

6 week period

ENTRANCE 2
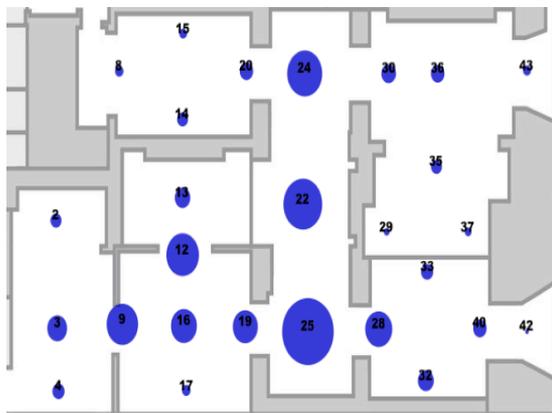
ENTRANCE 1

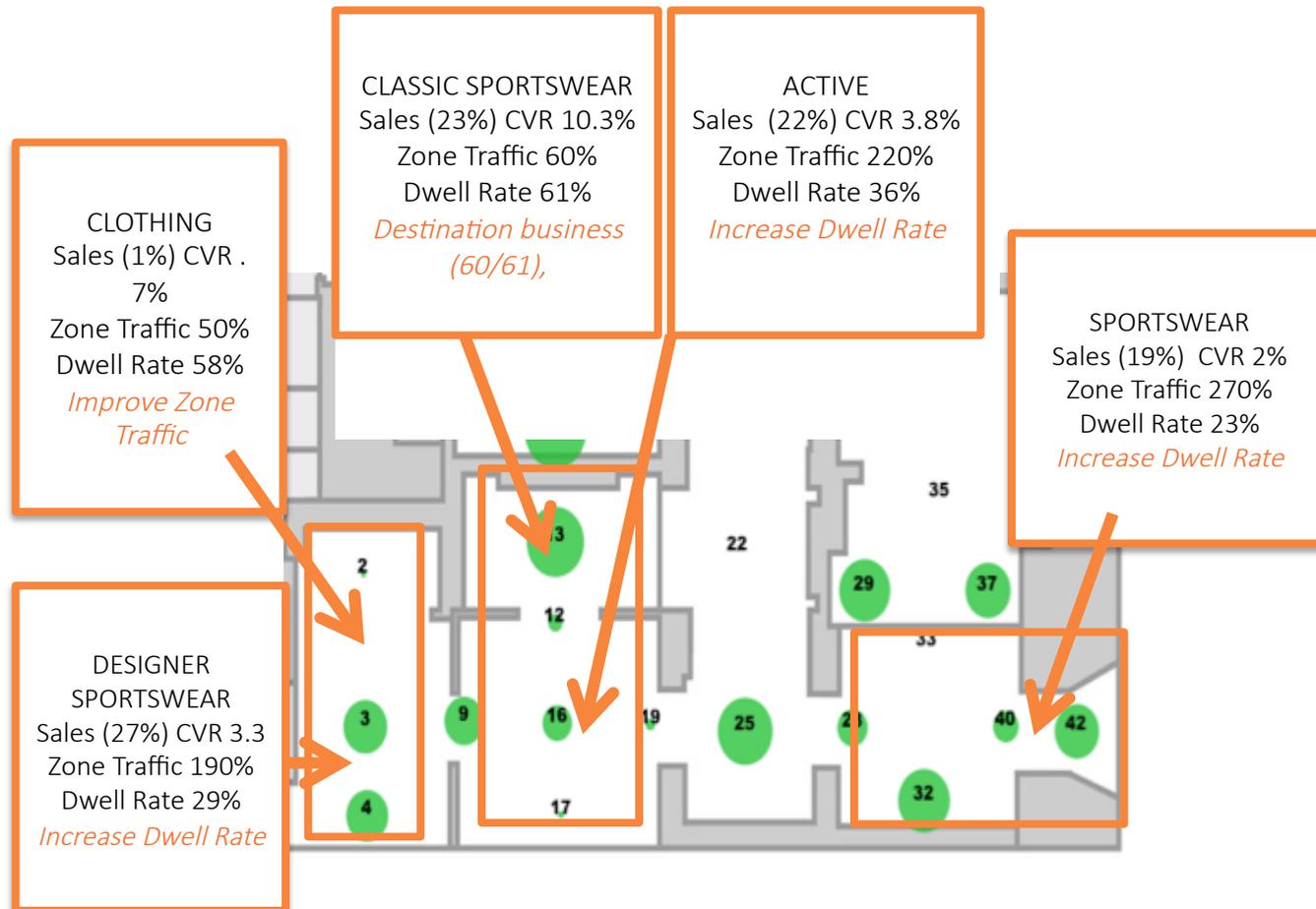# TRAFFIC, DWELL COUNT, DWELL TIME

6 week period

Traffic

Dwell Time

Dwell Count

How to increase CVR by understanding customer dwells by zone?
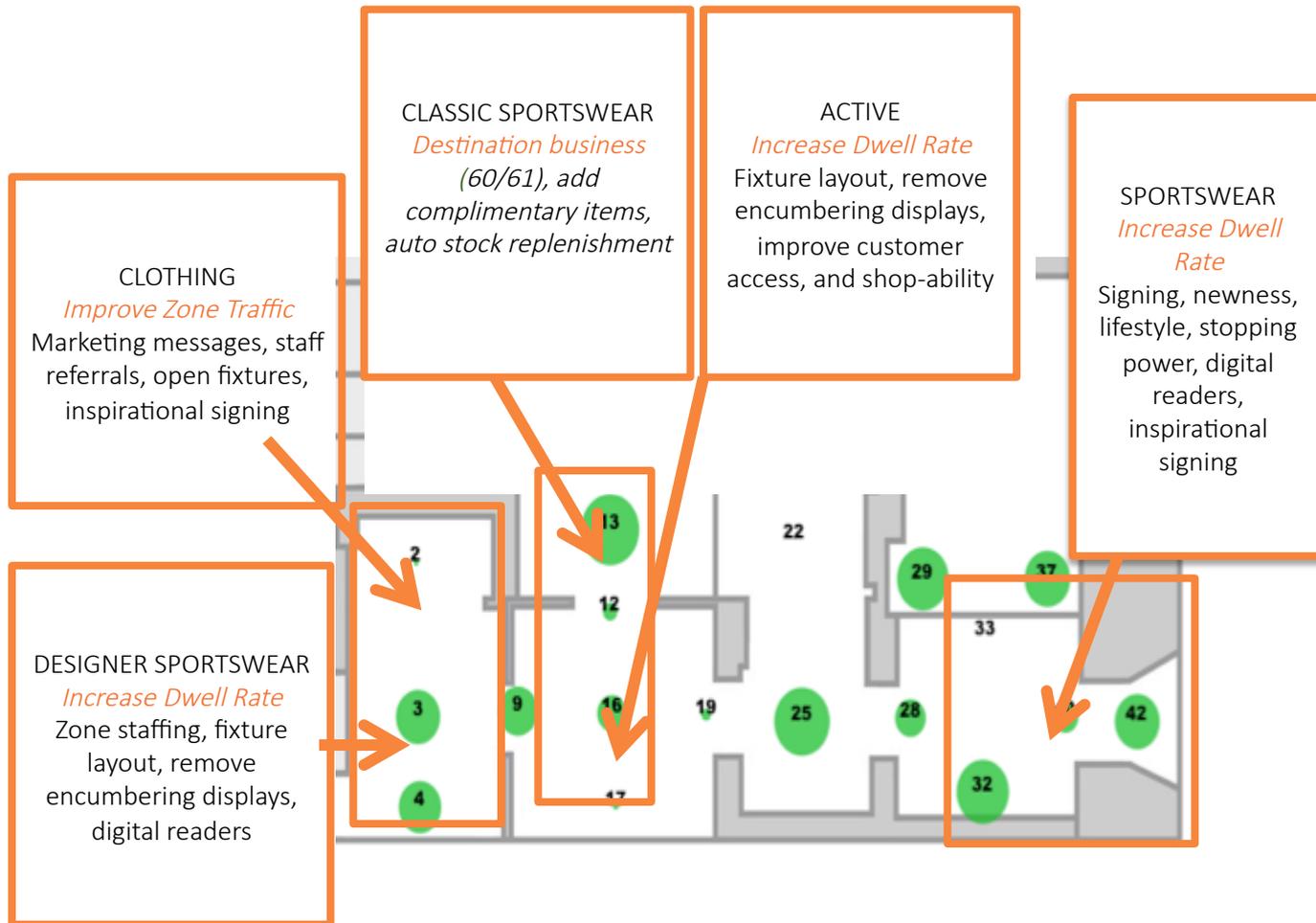
ZONE DWELL COUNT & DWELL TIME

6 week period

CLOTHING
Sales (1%) CVR .7%
Zone Traffic 50%
Dwell Rate 58%
Improve Zone Traffic

CLASSIC SPORTSWEAR
Sales (23%) CVR 10.3%
Zone Traffic 60%
Dwell Rate 61%
Destination business (60/61),

ACTIVE
Sales (22%) CVR 3.8%
Zone Traffic 220%
Dwell Rate 36%
Increase Dwell Rate

SPORTSWEAR
Sales (19%) CVR 2%
Zone Traffic 270%
Dwell Rate 23%
Increase Dwell Rate

DESIGNER SPORTSWEAR
Sales (27%) CVR 3.3
Zone Traffic 190%
Dwell Rate 29%
Increase Dwell Rate

DATA INTO ACTION

6 week period

CLOTHING
Improve Zone Traffic
Marketing messages, staff referrals, open fixtures, inspirational signing

CLASSIC SPORTSWEAR
Destination business (60/61), add complimentary items, auto stock replenishment

ACTIVE
Increase Dwell Rate
Fixture layout, remove encumbering displays, improve customer access, and shop-ability

SPORTSWEAR
Increase Dwell Rate
Signing, newness, lifestyle, stopping power, digital readers, inspirational signing

DESIGNER SPORTSWEAR
Increase Dwell Rate
Zone staffing, fixture layout, remove encumbering displays, digital readers

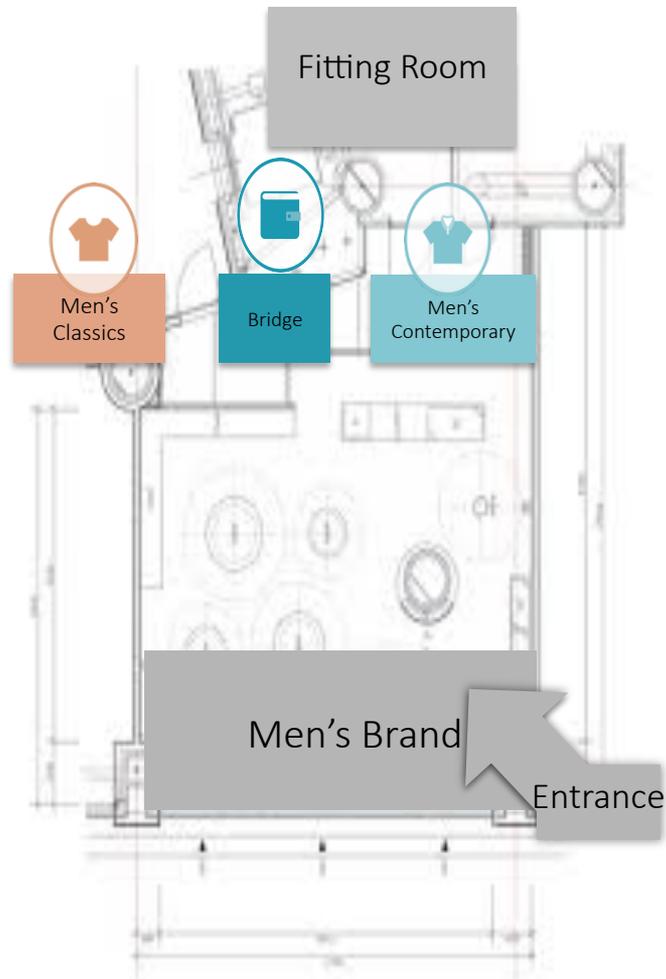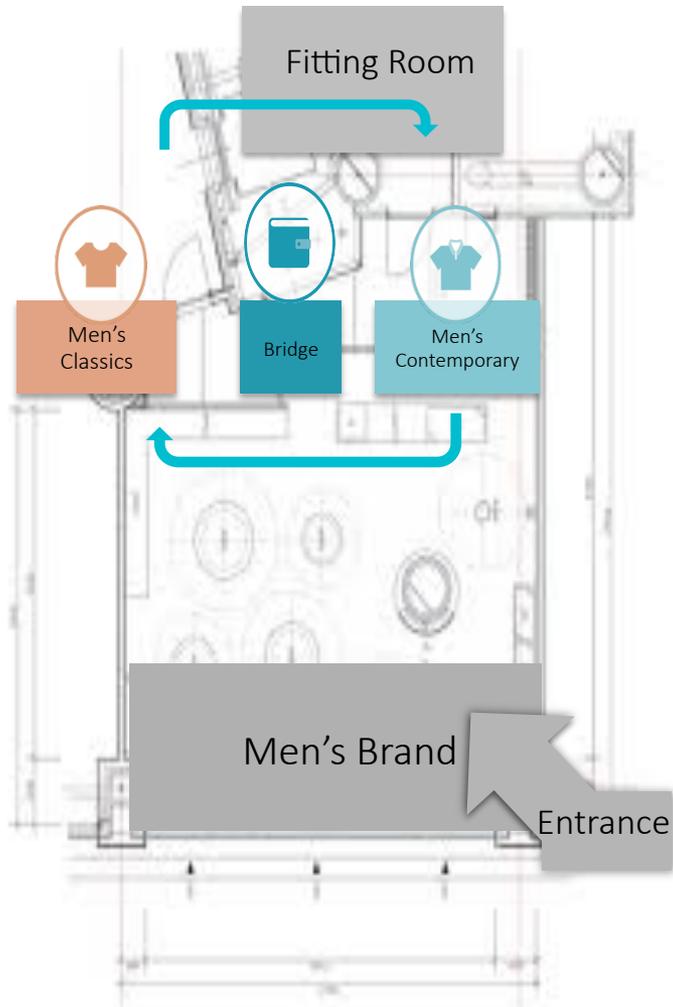# BRAND EXPERIENCE

Men's Luxury Brand

Men's Brand Objective

1. Measure shopping behavior between classic and contemporary line

2. Understand results, and make changes to improve sales

SHOPPER BEHAVIOR

Men's Brand Results

Men's Brand Findings

- Contemporary =high traffic, destination brand
- Classic = higher dwell rate
- By "flipping" the merchandise, based on the shopper behavior in the store, both areas achieved better results

Men's Brand Results

- Men's classic sales up **11%**
- Contemporary sales up **32%**
- Conversion was flat and average transaction value was up **$7-$12**

DEMOGRAPHICS

DEMOGRAPHICS

Trying Gender & Age to Paths

MALE (30-35)
Wed Jul 04 11:39:43 PDT 2012

FEMALE (40-45)
Thu Jul 05 18:05:21 PDT 2012

MALE (35-40)
Sat Jul 07 09:58:00 PDT 2012

FEMALE (15-20)
Sat Jul 07 15:49:08 PDT 2012

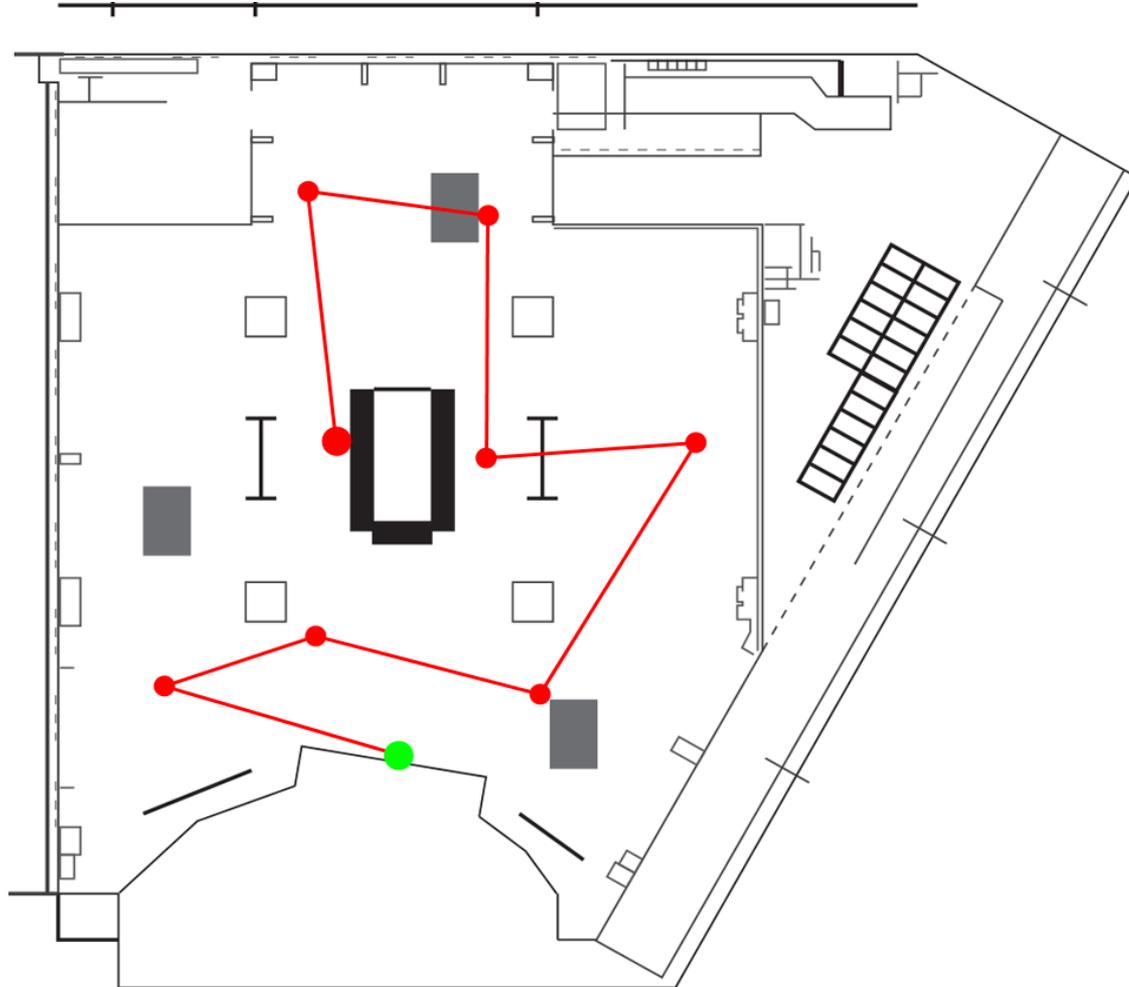FEMALE (25-30)
Sat Jul 07 15:54:06 PDT 2012

FEMALE (25-30)
Fri Jul 06 14:30:25 PDT 2012

Most Common Paths of Females Who Purchased
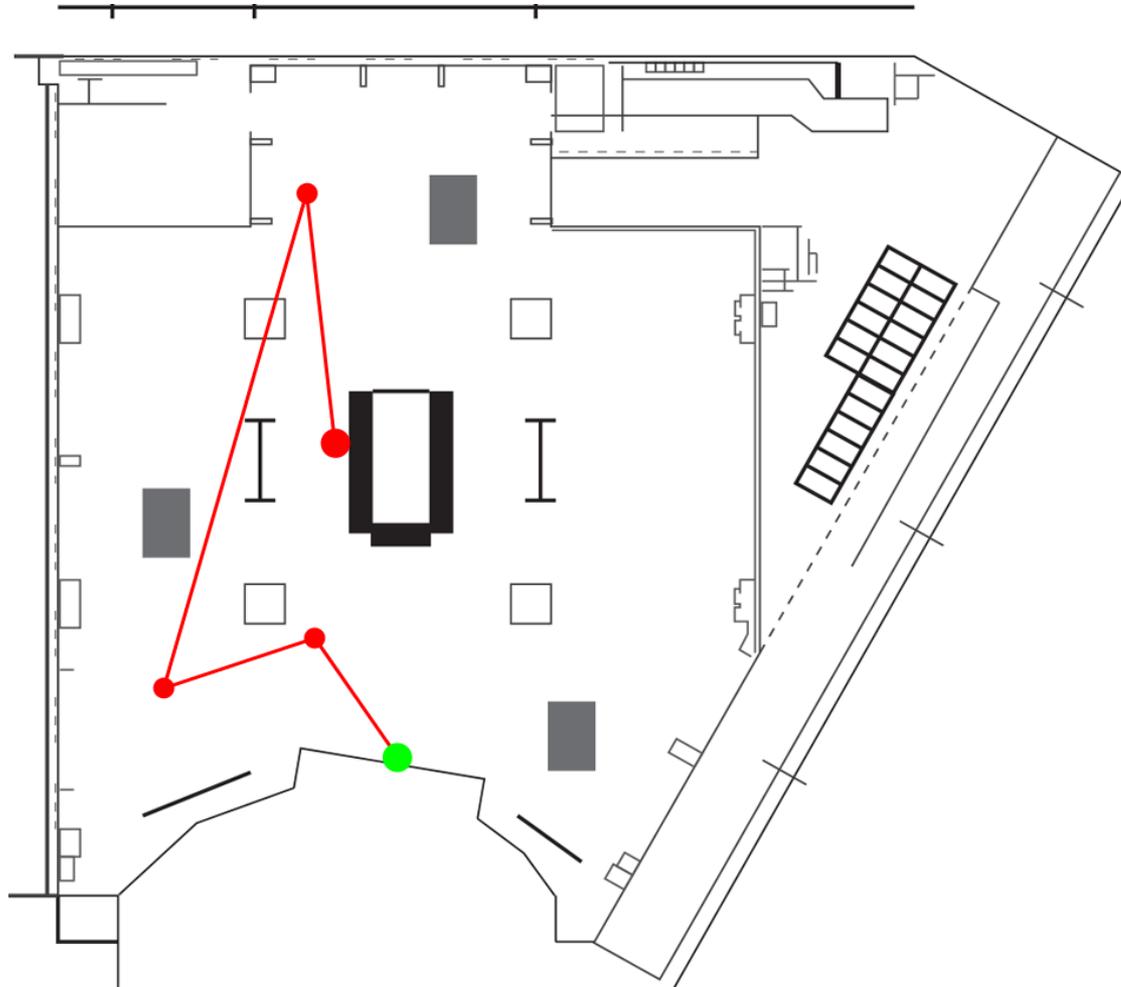
Most Common Paths of Males Who Purchased

KNOW YOUR STORE. KNOW YOUR SHOPPER WITH RETAILNEXT

THANK YOU