RetailNext
Comprehensive In-Store Analytics

Traffic and Conversion

RetailNext™ is a full-featured analytics platform that enables you to thoroughly measure and understand shopper behavior inside your stores and see how the decisions you make affect actual sales. A critical subset of full in-store analytics is traffic and conversion, also known as people counting.

Years ago, retailers seeking to collect traffic-and-conversion metrics had no choice but to purchase standalone traffic counting products. But using an isolated point solution to provide this one narrow range of functionality is inefficient in terms of cost, installation, and maintenance. Furthermore, by keeping this kind of information in silos, these point solutions prevent the deeper insights that can come from combining and comparing data across multiple sources. As more and more retailers seek to execute true omnichannel strategies, comprehensive in-store analytics is essential to fully understanding your business.

Fortunately, RetailNext offers complete capabilities to measure traffic-and-conversion standards with each installation. And because RetailNext is the most robust in-store measurement solution available, you can combine these key metrics with other critical intelligence to optimize your stores better than otherwise possible.

FEATURES

> Industry-leading accuracy.

> Automatic calculation of conversion rates by chain, store, and region for any time period.

> Measurement of conversion rates aggregated by day of week, hour of day, or month of year.

> Access to video for any time period and store, enabling human auditing of results and ad hoc viewing.

> Instant access to metrics for any set of stores, from the entire chain down to individual locations.

> Shopper mobile device detection available for additional traffic insights.

> Potential metrics that include new vs. repeat customers, average visit duration, average time between visits, and percentage of passersby who enter the store.

> Demographic detection to distinguish male and female shoppers.

> Employee removal from counts with purpose-specific tags.

> Traffic-to-staff comparison possible through integration with staffing or time-and-attendance systems.

> Automatic, customizable reports sent to your inbox.

> Instant alerts based on predefined criteria.

> Integration with third party messaging and alerting systems.

> Web-based console with credential-controlled access.

> Mobile access to store metrics and video through iOS and Android devices.
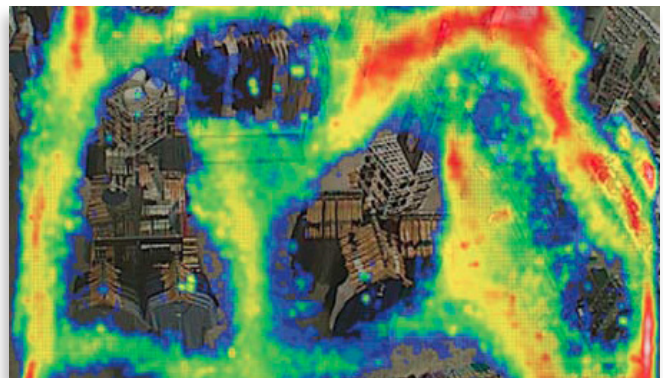
Take advantage of in-store heat maps to easily see where your shoppers go.

USE CASES

People counting can help your business in these ways:

STORE BENCHMARKING By calculating and comparing conversion rates for all stores, you can identify norms, trends, and outliers in conversion. This information is then usable in a number of ways. For example, you can discover your lowest performing

stores and target them for training or support programs to bring conversion rates up. Or you can identify the highest performing stores and investigate them for best practices to deploy across the entire organization. Either way, RetailNext can serve as your accountability tool to track KPIs at the store or district level.

STAFFING OPTIMIZATION RetailNext can show you the traffic cyclicality you experience throughout the day, week, and year. Understanding your optimized customer-to-staff ratio enables you to provide service appropriate to your business model, ultimately contributing directly to maximum profitable conversion. In fact, by correcting misalignment between staffing level and traffic volume, stores often increase conversion without spending additional budget.

MEASURING MARKETING AND PROMOTIONS In the past, retail marketing departments could only measure the effectiveness of campaigns based on actual sales results, losing a great deal of information that could help maximize marketing ROI in the process. By understanding the path to purchase more completely, you gain deeper insight into why campaigns are effective or not, making more efficient marketing programs possible.

EASY TO IMPLEMENT AND BROADLY COMPATIBLE

> Supports all popular in-store IP or analog video cameras, including previously installed security cameras.

> Available for stores of all sizes and form factors.

> Scalable to any size chain, from five stores to five thousand.

> Works with doorways of all widths, including open mall entrances.

> Able to measure traffic and conversion for store-within-a-store concepts, departments, and kiosks.

> Requires a minimal in-store footprint; hosted solution available.

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ABOUT RETAILNEXT >

RetailNext is the leader in Applied Big Data for physical retail, delivering real-time analytics that enable retailers, shopping centers, and manufacturers to collect, analyze, and visualize in-store data. The company's patented solution uses best-in-class video analytics, Wi-Fi detection, Bluetooth, data from point-of-sale systems, and other sources to automatically inform retailers about how customers engage with their stores. The highly scalable RetailNext platform easily integrates with promotional calendars, staffing systems, and even weather services, to analyze how internal and external factors impact customer shopping patterns and provide retailers the ability to identify opportunities for growth, execute changes, and measure success.

RetailNext measures the behavior of more than 800 million shoppers per year by collecting data from more than 65,000 sensors in retail stores and analyzing trillions of data points. Headquartered in San Jose, CA, RetailNext is a growing global brand operating in 33 countries.

For more information, visit www.retailnext.net

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