



SHOPPER BEHAVIOR ANALYTICS  
FOR OPTIMAL LAYOUT AND POS  
PLANNING

**StoreImpact**  
by ShopperIntelligence

# STORE IMPACT CLIENTS

Retailers:        

Suppliers.          
      
          
        
      

# WHY CLIENTS USE STORE IMPACT

## To improve sales funnel efficiency

- **POINT OF SALE:** How many shoppers see POS and does it change purchase behavior
- **OFF LOCATION EFFECTIVENESS:** % bought from off location and % shoppers driven to main aisle
- **ADJACENCY & FLOW:** What's optimal for my category
- **BARRIERS TO PURCHASE:** Why didn't my shoppers buy
- **CONVERSION:** Where are shoppers dropping out in my category
- **LAYOUT:** How does a layout impact conversion to purchase
- **GONDOLA ENDS:** What are the most efficient gondola ends
- **BEACON BRAND:** What is the first/most seen brand in my category
- **LOCATION:** What's the best location for my products
- **MISSION:** How does shopping behavior changes by mission
- **STORE TYPE:** How does shopper behavior differ by store type

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- 1. About Store Impact Solution**
2. Workflow
3. Methodology

# STORE IMPACT SOLUTION THE AGILE PROCESS

1. Recruit shoppers in store or remotely



Randomly chosen shoppers do a short interview and take camera glasses at store entrance.

2. Shop as usual



Shoppers record their shopping trip. All recordings are anonymous.

3. Upload videos



Recorded videos and receipt photos uploaded.

4. Semi-automated video analysis and reporting



ShopperVision video processing by proprietary A software, R&D supported by Ghent University and Belgian Innovation Agency. All results are checked by humans to ensure >95% accuracy.

# STORE IMPACT PRODUCTS

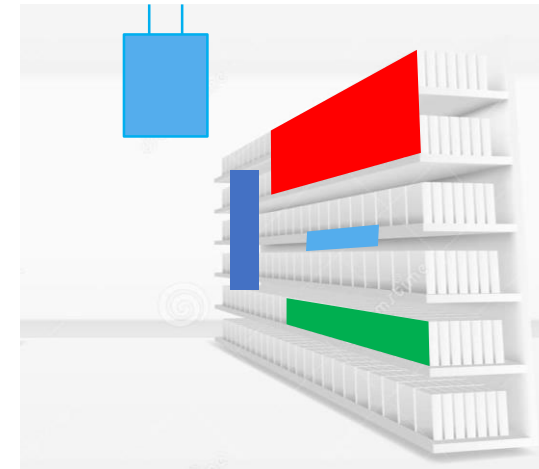
## Store Impact Core

Address lost sales, by optimizing store flow and category conversion









## Store Impact Depth

Maximize shop ability, by quantifying shopper attention at shelf & POS.

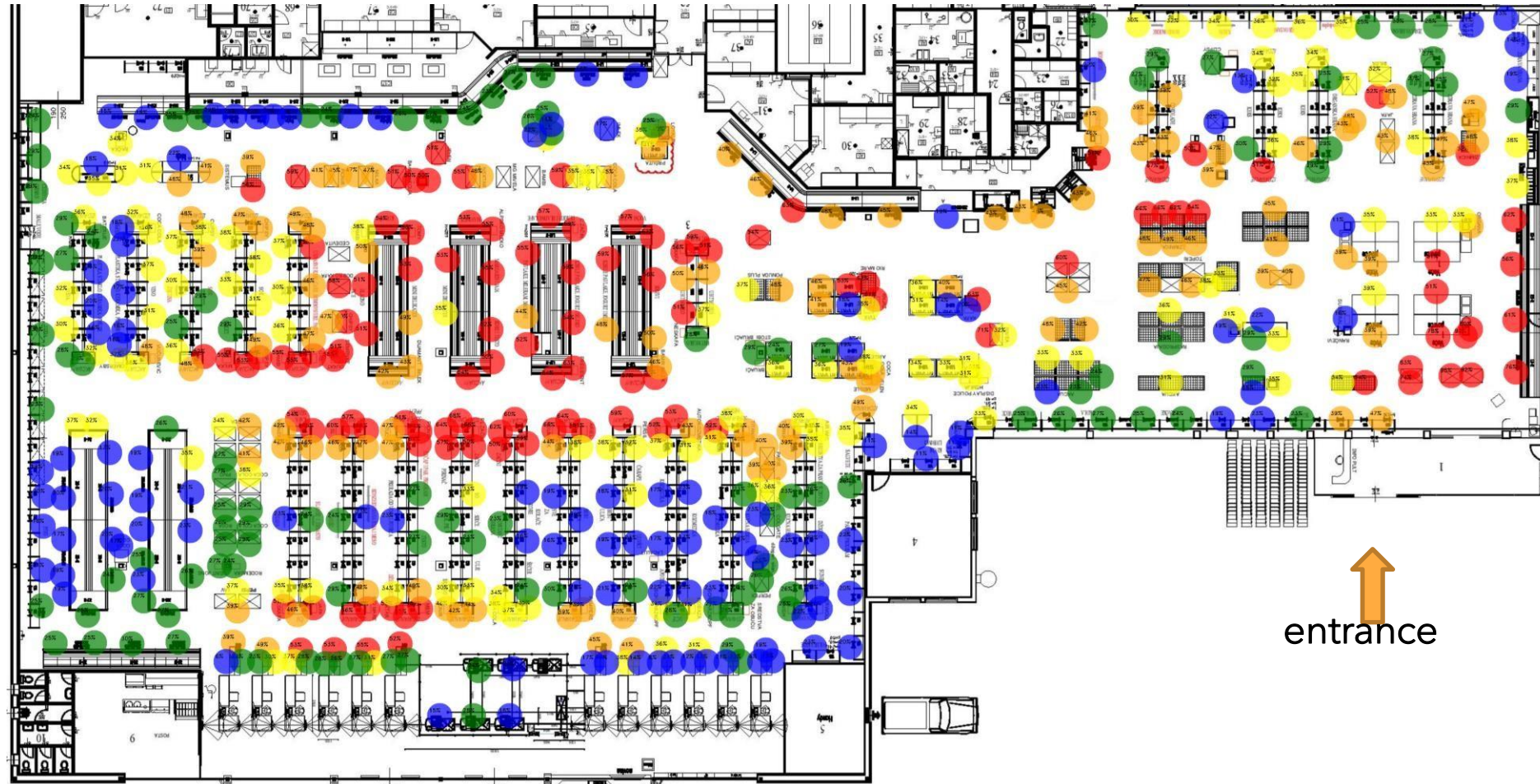


# STORE IMPACT PRODUCTS: DETAILED

	Store Impact Core	Store Impact Depth
	Measure, track, benchmark	Deep dive into the shopper attention
Key metrics	   Footfall   Dwell time   Conversion Category/ Location	   Visibility   Share of attention   Conversion Brand/ Segment/SKU
Level of analysis	Chain   Store Department   Aisle Category   Location	Shelf POS Brand SKU
Periodicity	Biyearly or quarterly	Ad hoc
Sample	More stores (representative sample)	More shoppers per store Shoppers engaged with Brand/SKU/POS



# FOOTFALL: HOT SPOTS: % OF SHOPPERS ON EACH LOCATION



Legen



Hotzone

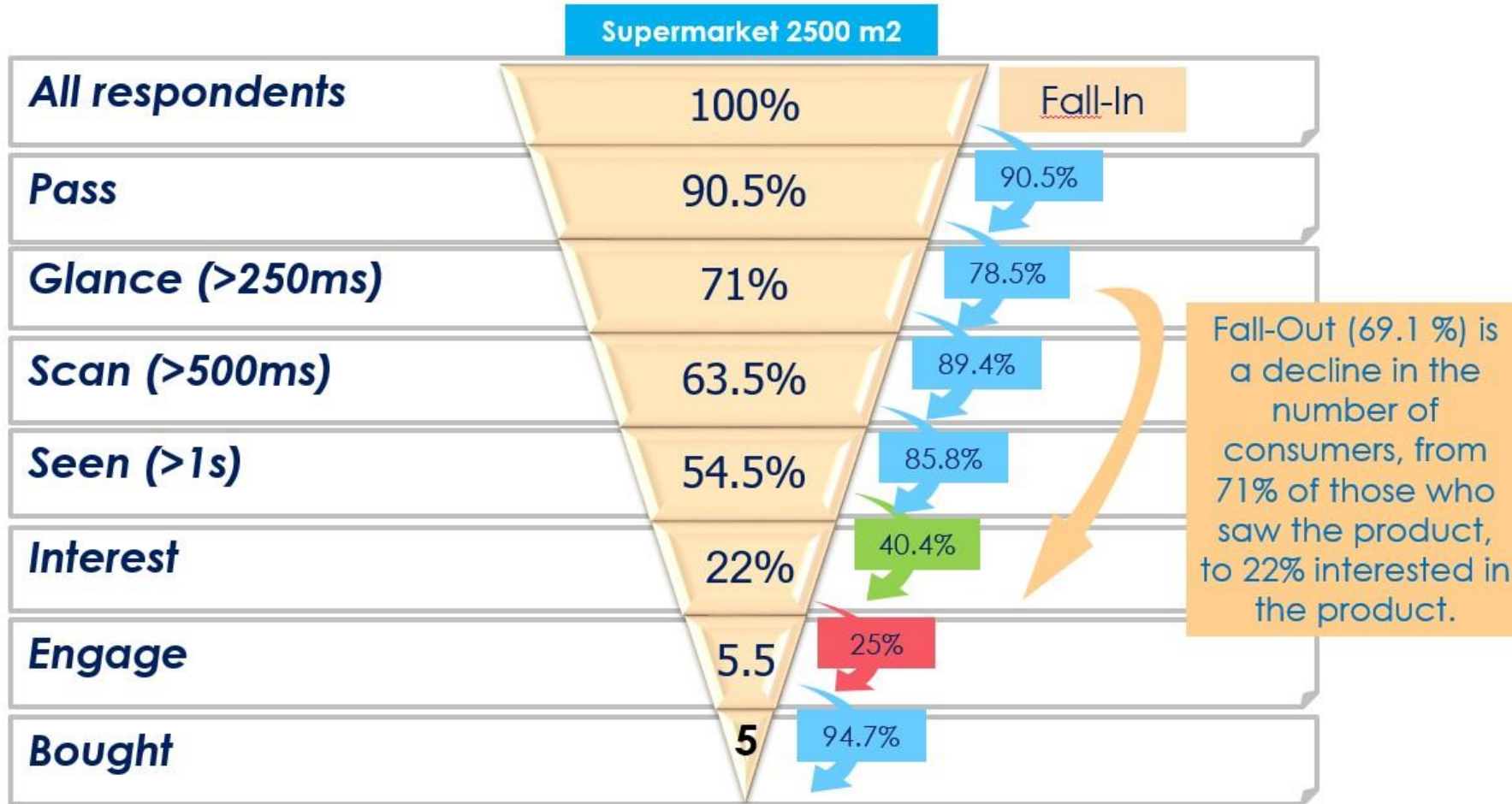
Cold zone

Each color represents 20% of the positions in the shop

Maximum values per segment



# CONVERSION FUNNEL: CATEGORY CHIPS EXAMPLE



N = 200



# VISIBILITY HEAT MAP





# PRODUCT CONVERSION AND SHARE OF ATTENTION

← FOS

BOS →



Average dwell time (sec)

**74**

\*Share of attention:  
Segment share of fixture aggregated "See time"



Product	See %	Engage %	Buy %	Engage/See	Buy/See	Share of attention
1. Pringles tube	11%	2.8%		25%		2%
2. Chips Way Rebrasti 90 g	19%	5.6%		29%		3%
3. Chips Way Classic 90 g	39%	30.6%	2.8%	79%	7%	14%
4. Bas Bas White 95 g	11%	11.1%	2.8%	100%	25%	5%
5. Chips Way Classic 180 g	8%	8.3%	2.8%	100%	33%	5%
6. Chipsy Classic 60 g	31%	19.4%	5.6%	64%	18%	13%
7. Chipsy Rebrasti Classic 60 g	17%	11.1%	2.8%	67%	17%	5%
8. Chipsy Rebrasti Paprika 60 g	19%	11.1%	2.8%	57%	14%	4%
9. Chipsy Sticks	3%	2.8%		100%		0%
10. Chipsy Rebrasti Hot 60g & 180g	33%	19.4%	2.8%	58%	8%	15%
11. Chipsy Rebrasti Tzatziki 40g	25%	13.9%		56%		8%
12. Chipsy Rebrasti Classic 180 g	19%	11.1%		57%		7%
13. Chipsy Rebrasti Domacinski	33%	19.4%		58%		17%
14. Chipsy Chins Pizza 60 g	8%	11.1%		133%		2%

Brand	See %	Engage %	Buy %	Engage/See	Buy/See	Share of attention
Chipsy	56%	27.8%	11.1%	50%	20%	72%
Chips Way	44%	33.3%	5.6%	75%	13%	22%
Bas Bas	11%	11.1%	2.8%	100%	25%	5%
Pringles	11%	2.8%		25%		2%

# STORE IMPACT DELIVERABLES

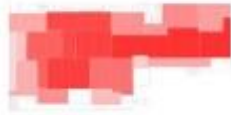
-PPTSummaryReport



-Interactive Dashboard



# INTERACTIVE DASHBOARD



## 1. Department

Overview of departments to understand how many shoppers visit, how long do they stick, which departments convert more or less.

- Footfall and share of dwell time
- Key stats
- Dwell time per item
- Benchmarking



## 2. Aisle

Aisle analysis: How many shoppers pass each aisle, enter, walk in full or just dip. Aisle dwell time and speed of shopping in the aisle.

- Footfall and engagement
- Aisle penetration
- Dwell time per aisle and categories
- Aisle speed of shopping per item bought



## 3. Hot spots and secondary

Hot zones and low traffic zones, secondary location sales and placement, best working secondary locations.

- Store(s) footfall
- Locations buy rates
- Secondary location sales (vs primary)
- Top converting secondary locations



## 4. Categories

Overview of categories to quantify conversion and category funnels.

- Top performing categories
- Funnels and conversion
- Benchmarking



## 5. Category deep dive

Fixture analytics for visibility and attention of category segments, brands, POS. Category locations sequence of visiting.

- Product visibility
- Product conversion and attention
- Category locations comparison
- Category locations sequence



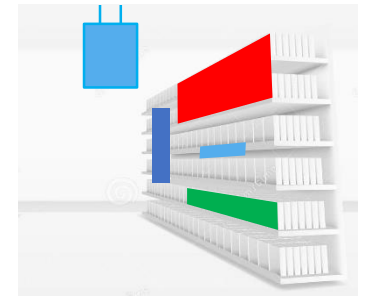
## 6. Shopper and basket

Shopper profile and Share of basket.

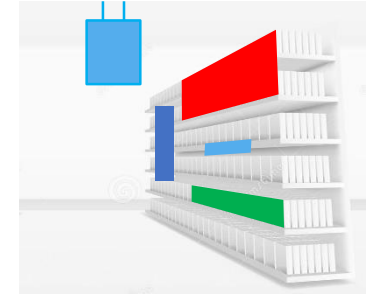
- Share of basket

# STORE IMPACT SUCCESS STORIES

- Budget saving potential on in-store media: identified more than 10% of in-store media seen by a negligible percent of shoppers (close to zero).
- POSM visibility increase by 12%, potential basket spend increase by 8%: identified media designs (copy & imagery) that get high shopper attention; identified better media placement at primary and secondary locations across different departments; identified media that drive more purchases.
- Identified a set of secondary displays that had low category shoppers pass rates, potential for 3x more sales on secondary displays.
- Convinced a retailer, using Store Impact data, to place the client's brand on a more favorable/higher visibility position on shelf - growing sales of the entire category (and client's brand) by more than 5%.
- Convinced a retailer, using Store Impact data, to keep the client's category and brands on front of store secondary displays, by proving that 24% of the total category sales on secondary displays is at the front of store.
- Moving beer category to a hot zone, with potential to improve category footfall 3x.

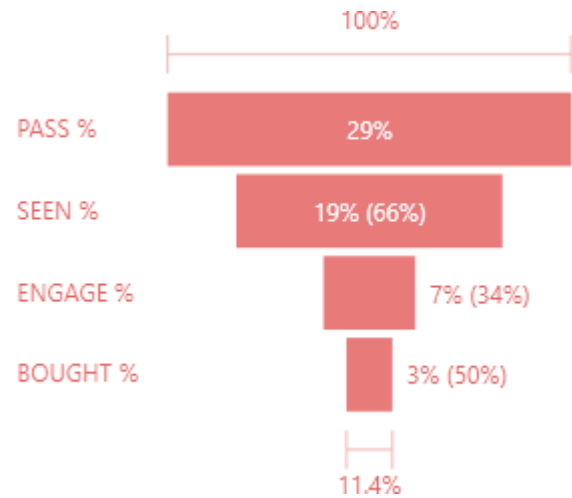


# STORE IMPACT SUCCESS STORIES ■

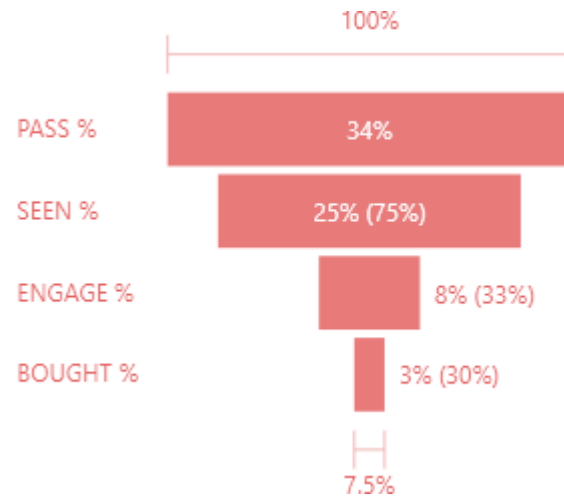


Subcategory development in main aisle:

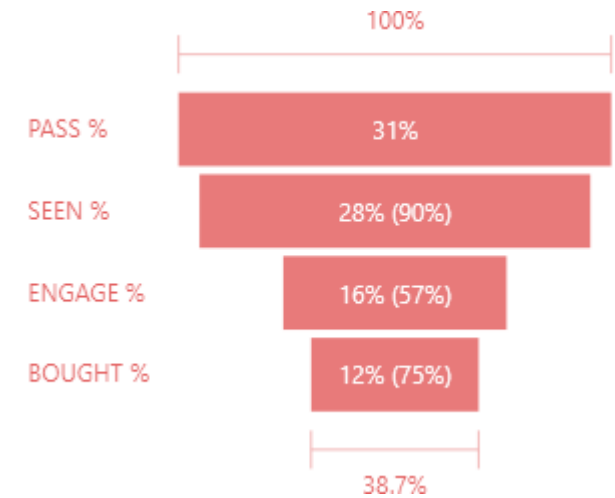
June 2018



February 2019



June 2019



Number of product faces:  
(More Products Columns): 90

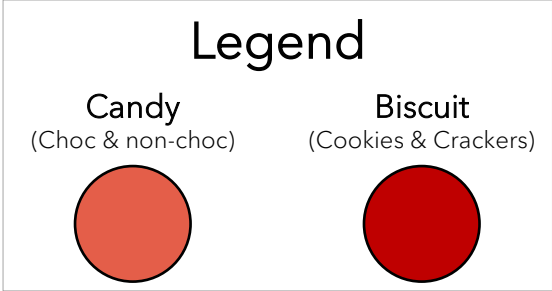
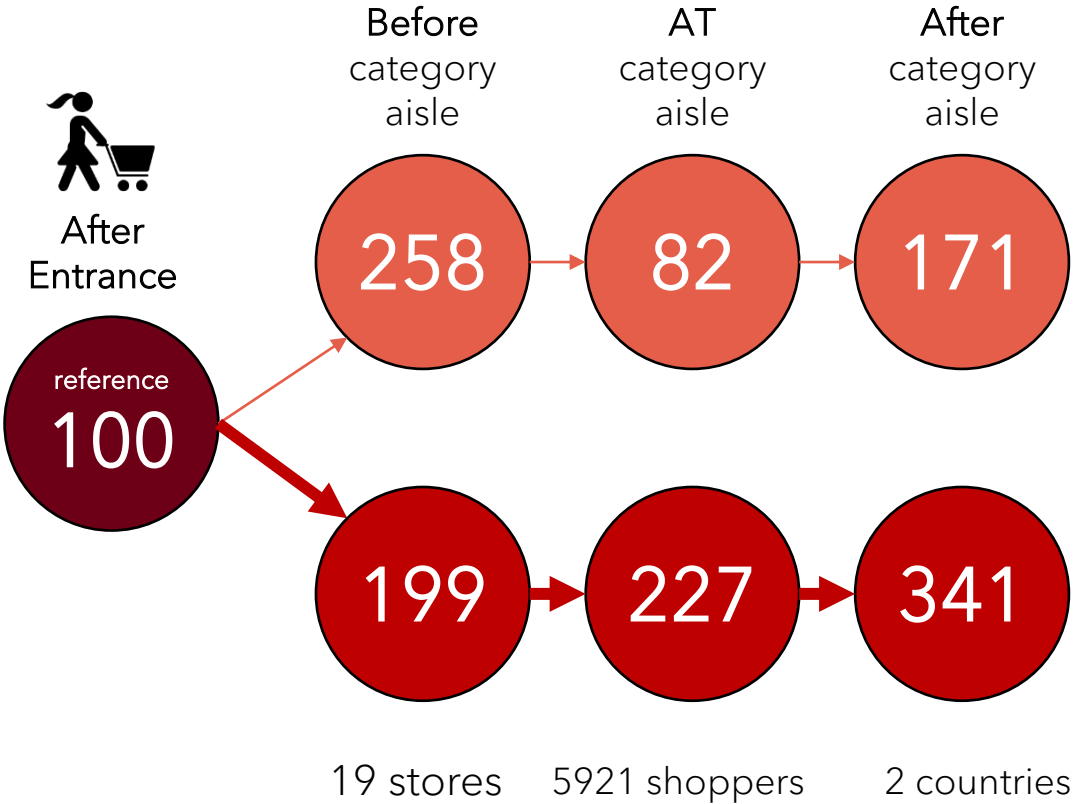
Number of product faces: 119

Number of product faces: 157

# STORE IMPACT SUCCESS STORIES

Created guidelines for efficient positioning of secondary displays

Invest more in secondary displays with higher conversion

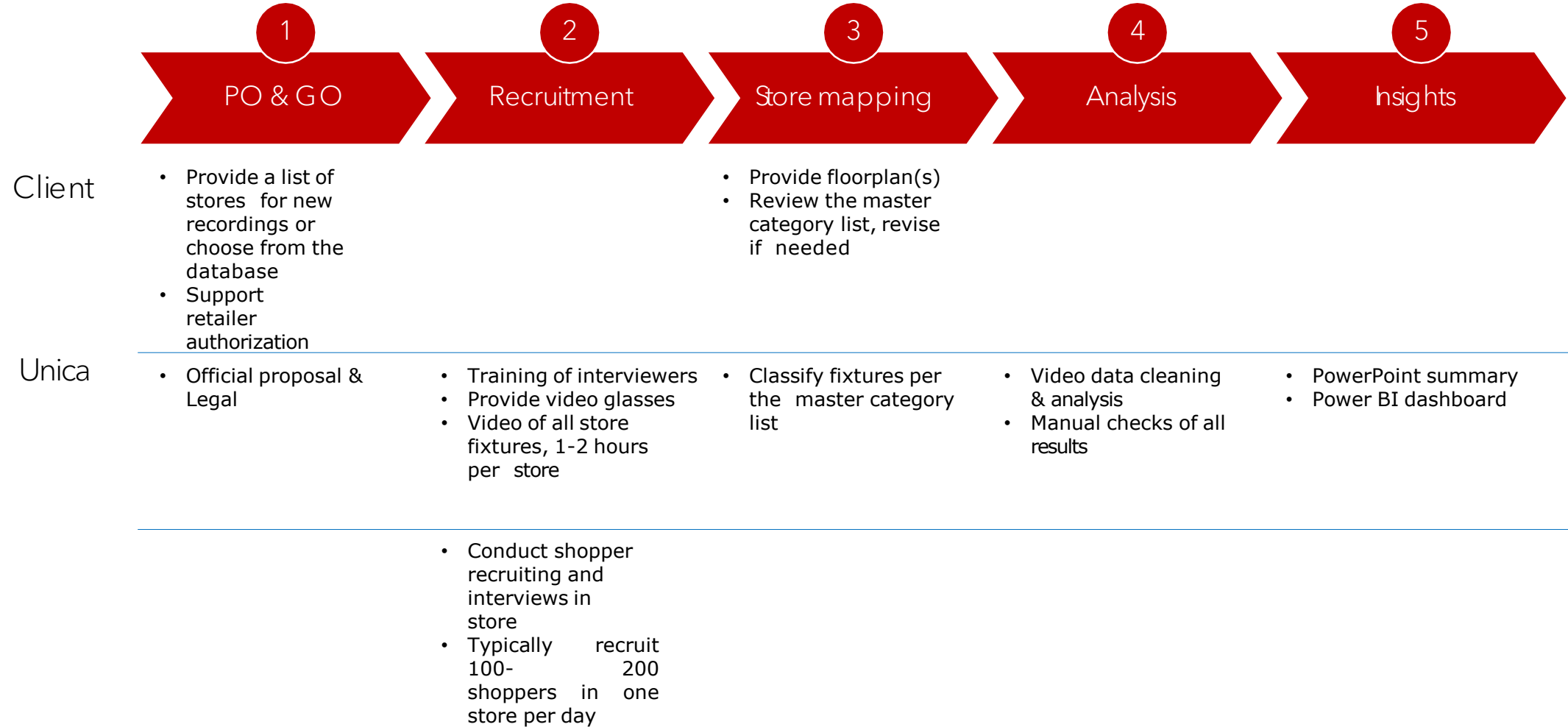




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# WORKFLOW: 5 STEPS IN 4-6 WEEKS



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# METHODOLOGY: RETAILER PACKAGES

	Store Impact Core	Store Impact Depth
	Measure, track, benchmark store flow and conversion.	Deep dive into the shopper attention to maximize shop ability.
Sample	Two or more stores, 200 shoppers per store	One store, up to 500 shoppers.
Specs	In store recruitment. Full conversion funnels, benchmarking.	In store recruitment. Analysis of 10 selected categories.

# METHODOLOGY: SUPPLIER PACKAGES

	Store Impact Core syndicated	Store Impact Depth
	Measure, track, benchmark store flow and conversion.	Deep dive into the shopper attention to maximize shop ability.
Sample	200 shoppers per store	Starting from 100 shoppers engaged with analyzed category in one store
Specs	In store recruitment. Shopper footfall analysis for the whole store. Full conversion funnels and benchmarking of 10 in-store locations of choice. Additional location analysis €250 per location*.	In store recruitment

**GET IN  
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# THANKYOU

THANKS FOR YOUR TIME WE LOOK FORWARD TO HEARING  
FROM YOU

