Shopper Count

Do you know exactly how many people visit your outlets? And what percentage of them make a purchase? Can you accurately measure the effectiveness of your loyalty scheme? Or the effect of online sales on in store traffic?

Ipsos Retail Performance's Shopper Count gives retailers state-of-the-art electronic customer counting technology and data analysis that provide quantitative answers to the fundamental questions that drive business performance. With the highest level of accuracy, we measure and report on customer numbers entering your stores, building a factual picture of the flow of customer traffic hourly, daily, weekly and year on year.

What is Shopper Count?

Shopper Count is an invaluable retail research solution enabling you to measure, manage and improve your performance. It forms the cornerstone of the services Ipsos Retail Performance provides to major blue chip retailers spanning over 35 countries worldwide. Our service doesn't end with simply tracking and measuring footfall. It also includes the collection, expert analysis and clear, succinct reporting on the data. The result? Invaluable insights into customer behaviour that provide a firm foundation for planning and decision making, and can significantly help to improve future performance.

We design, develop and operate all the hardware and software we supply to our clients. The technology is unobtrusive, customisable, needs no extra space in your store and integrates seamlessly with your current and future IT infrastructure, enabling us to maintain daily access to data for verification, estimation, maintenance and reporting.

What can Shopper Count do for my business?

By providing you with accurate tracking of store Traffic and a continuous picture built up over time, Shopper Count can help you make more informed management decisions, make better use of budgets, and make your business more profitable.

Shopper Count will help you answer:

- What are the driving factors behind my store sales?
- Why are my sales decreasing? Is it because of lower Traffic or a decrease in Conversion Rate?
- Which are my worst performing days in terms of Conversion Rate? What specific hours do I need to target during that day?
- What should my staffing pattern be?
- Has my marketing initiative delivered more Traffic to stores?
- In which regions did it work best?
- How effective have the new service training or improved store format been in increasing Conversion Rates?
- How did a local event impact on my stores Traffic? How can I plan for future events?

The reports and analysis provided by Shopper Count are invaluable at both strategic and operational levels, to both boost short term performance and to steer long term decision making and planning.

At store level:

Shopper Count helps Senior Managers, Area Managers and Store Managers to understand, evaluate and improve performance trends through Store Conversion Rate analysis and matching staff allocation to Traffic opportunity.

More effective staff planning

Shopper Count can help you increase sales by putting the right people, in the right place at the right time.

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Timing is everything

- Use your stores' trading patterns to make better decisions about opening times and staffing levels

- Do you know which days are the busiest for your stores?

- What are their peak opportunity times?

- Is it more profitable to open a store later in the morning and/or trade later in the evening?

- Use your previous year's Traffic to determine this year's Christmas opening hours.

Make more of marketing campaigns

- By accurately measuring customer Traffic flow on an ongoing basis, Shopper Count can help you see more clearly whether your advertising budget has been well spent.

- Was the increase in sales a result of increased Traffic or higher Conversion Rates?

- The increase may not have recouped the cost of the campaign – but does that make it a failure? A closer look at Traffic figures before, during and after the campaign and at similar periods in previous years could provide the answers.

Store development assessment

- Shopper Count can help you identify which stores to allocate budget to, or target with new store design concepts.

- Measuring the Traffic and Conversion Rates pre and post refit allows you to assess the real impact of a new store design concept.

- Overlaying the Conversion Rate and Traffic achieved by your stores with local demographics will give you deeper understanding of your customers which could influence your store design and lead to more effective allocation of budgets.

- How has a competitor refit affected your nearest stores Traffic and Conversion Rate? What is the distance factor i.e. how does the impact on the store's Traffic and Conversion Rate dissipate the further away your store is from the refitted competitor store. How can you use this analysis to soften the impact on your store?

- Increases in rates? Use the evidence provided by your Traffic data for discussion during lease negotiations.

At customer level:

Shopper Count gives you the tools you need to gain a deeper understanding of your customers' motivation and behaviour, to give them more of what they like and to increase their loyalty to your stores and products.

Measure your customers' satisfaction

- Identify best practices to share, by targeting stores with similar Traffic flow but different Conversion Rates to find out why they are performing differently.

- Get smarter with your target sampling and tailor your customer satisfaction survey questions: If you are seeing a regular pattern of poor Conversion Rates at the time the survey is conducted, tailor questions to find out why. The information you gather will enable you to make any necessary store changes.

- Overlaying demographics with Conversion Rates and Traffic can help you identify your best customers and take measures to make the most of them.

Make loyalty schemes work harder

- Evaluate loyalty card events: do they drive additional Traffic to stores?

- Do Conversion Rates increase?

- When should loyalty card events be scheduled: during low Traffic and/or Conversion Rate periods?

- Which market are you actually affecting? Are you attracting more regular visits by loyalty card holders or bringing in non loyal customers?

- Compare Traffic to loyalty card usage. Are they buying, or simply enjoying the event?

At company level:

Traffic flow through stores can be a powerful indicator of brand health and awareness but is often only part of the picture.

Leverage your brand

Shopper Count can give you a more accurate 'brand health check' by tracking your brand index alongside your store Traffic index.

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IPSOS RETAIL PERFORMANCE: MEASURE, MANAGE, IMPROVE

With Retail Traffic Index™, Ipsos Retail Performance can also track your company and brand performance against a UK index created by monitoring 1.2 billion retail customers nationwide, giving you an even broader overview.

Maximise product launch opportunities

- See the effect on Traffic created by major product launches, and use the information to make more of them in future.

- Does the impact vary depending on the time of year when the product is launched? Can you use this knowledge to time future launches better?

Online and in-store comparisons

Shopper Count can look at the relationship between online and in store Traffic and Conversion, enabling you to plan for changing shopping patterns and make the most of opportunities presented by increases in online purchasing.

- Are customers buying online and then taking back to store or buying online and picking up from store so Traffic levels are up and Conversion levels down?

- Measure Traffic at store pick up points so you can subtract pre-ordered sales Traffic from store Traffic for a truer Conversion Rate.

- How do your findings impact on customer experience and staffing needs?

Stay ahead of your competitors

- What is the interplay between your new product launch and the impact on your competitors' Traffic?

- Do your competitors' Traffic patterns track yours? Why are there differences? How can you capitalise on these?

- Is your Traffic level increasing year-on-year whilst your competitors' Traffic is decreasing? Is your brand stronger?

- Is your competitors' Traffic increasing year-on-year whilst your Traffic is decreasing? What are they doing differently?

- Plot your own and your competitors' share prices against your Traffic; how do they relate to each other and what does this indicate for your stores?

Who uses Shopper Count?

Ipsos Retail Performance currently monitors over 1.2 billion retail customers a year worldwide on behalf of national and international blue chip companies in more than thirty

countries worldwide. Shopper Count is used by retailers across a wide variety of sectors, from communications technology to homewares and high end fashion outlets.

About Ipsos Retail Performance

Ipsos Retail Performance provides footfall monitoring solutions, shopper tracking systems and in-store behavioural research to retailers worldwide. Its core products – Shopper Count, Shopper Interact and Shopper Engage – scientifically measure all aspects of a shopper experience from store entry to exit. It supplies national and international retailers with essential business metrics to drive accountability and performance improvement. You can find out more at **www.ipsos-retailperformance.com**.

About Ipsos

Founded in France in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals.

In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specialisations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.14 billion ($1.6 billion U.S.) in 2010.

Visit **www.ipsos.com** to learn more about Ipsos' offerings and capabilities.

Would you like to know more?

If you are an existing customer, simply contact your Account Manager. If you are a new customer, then email **info.rp@ipsos.com** or call us on **+44 1908 682 700.**

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