



Shopper Engage Lite

Where do your customers head for when they come into your stores? How long do they spend there? How many of them actually buy? Would you like answers to these key questions quickly and easily, with minimum outlay?

Ipsos Retail Performance's Shopper Engage Lite provides retailers with quantitative feedback on in-store performance and customer experience – with no installation of electronic equipment required. Customer movements and interactions are recorded by discreet in-store observers using maps and digital pens, then analysed to provide invaluable insights and information delivered via management reports.

What is Shopper Engage Lite?

Like the video-based Shopper Engage, our 'Lite' version is an invaluable retail research tool enabling you to gain a clear picture of what is happening at ground level in your store. The key difference is that it requires no installation of equipment.

Instead, human observers working discreetly in the background follow and record customer movements and actions, so observed behaviour is totally 'natural'.

Data is collected and translated into clear, concise reports, giving you a firm foundation for future planning and decision making.

Shopper Engage Lite is ideal when maximum flexibility is needed, for retailers wanting an instant 'snapshot' of particular stores, or those new to the concept of customer counting and tracking who would like to test its effectiveness as a business tool.

What can Shopper Engage Lite do for my business?

Shopper Engage Lite enables you to instantly gauge the performance of store layouts, merchandise appeal, customer service levels and in-store communications.

It significantly reduces the risk attached to rolling out new store-based initiatives; just as powerfully, it provides clear pointers to the lost opportunities you risk by staying as you are.

Shopper Engage Lite will help you answer:

- What is the age and gender profile of my customers?
- How long do shoppers spend in my stores – in total and in the various departments or zones?
- How many customers take away information leaflets?
- Where do customers head to first?
- Which departments convert potential buyers into actual buyers, best and worst?
- Are departments and products in the right place?
- Does my store navigation design help customers find what they want?
- How successful is perimeter merchandising compared to freestanding fixtures?
- Where in store do customers interact most with staff?
- Where and when do queues and bottlenecks build up?

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Who uses Ipsos Retail Performance?

We currently work with retailers worldwide 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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