Shopper Engage

Is your latest store layout working as hard as it could to drive sales? Just how effective are your merchandising and window displays? Do you know how long customers spend in your stores? And what proportion of them are buying?

Ipsos Retail Performance's Shopper Engage solution gives retailers an accurate view of how consumers interact with the store environment. Using discreet video tracking of the customers' shopping journey through from entry to exit, behavioural data is collected, analysed and interpreted, providing invaluable insights into how best to deploy budgets and resources in order to maximise future sales and profit.

What is Shopper Engage?

Shopper Engage is an invaluable retail research solution enabling you to measure, manage and improve your performance. The research process starts with remote video tracking of shoppers around your store, following and recording their movements and actions.

All equipment used is discreet and unobtrusive, ensuring that shopper experiences are uncompromised and observed behaviour is totally 'natural'. The collected video footage is then fed into a database and the information analysed against project objectives to gain a clear picture of what is happening in your store.

Typical shopper experiences showing underlying patterns are then reviewed in-depth by our experienced team of behavioural psychologists, and finally translated into clear, concise reports giving you a firm foundation for future planning and decision making.

What can Shopper Engage do for my business?

Shopper Engage enables you to accurately assess the performance of store layouts, merchandise appeal, customer service levels and in-store communications

Information can drill down to fixture and product level, telling you what customers touch and try, how they move around the store and interact with staff.

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 will help you answer:

- What is the age and gender profile of my customers?
- How much of the store sales training is being implemented?
- How effective are my window displays in attracting customers into stores?
- How long do shoppers spend in my stores – in total and in the various departments or zones?
- What percentage of customers look at or pick up information leaflets?
- Where do customers head to first?

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- 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?

- Do people pay any attention to signage?

- Do they pick up, touch and feel merchandise or simply look?

- How long do customers spend interacting with merchandise?

- How successful is perimeter merchandising compared to freestanding fixtures?

- Do customers 'prefer' certain fixture designs over others?

- When and where are shop floor staff under most pressure to serve customers effectively?

- Where and when do queues and bottlenecks build up?

Who uses Shopper Engage?

Shopper Engage is currently used by 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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