Shopper Profile

Can you track your customers' behaviour by age and gender? How often should you change your window displays to maximise footfall? Would you like dynamic media displays with offers instantly targetted at individual shoppers, as they view?

Ipsos Retail Performance's Shopper Profile solution provides retailers with the ultimate tool for the microanalysis of shopper behaviour and trends using face detection technology.

By detecting a shopper's face in-store and combining it with our people counters, retailers can get a clear profile of their customer base and adapt signage and merchandising to attract and engage more customers.

And because no personal image or data is stored in the systems, the anonymity of the shopper is assured.

What is Shopper Profile?

Shopper Profile is powered by Intel's pioneering AIM audience detection technology. Discreet video sensors take the co-ordinates of the shopper's eyes, nose and mouth and can instantly determine the gender and age of the shopper.

Our face detection sensors can log facial patterns of shoppers who are looking at any specified item such as visual messaging, a window or digital screen and then log that data to create customer demographic profiles based on age and gender. But Shopper Profile goes way beyond simply mapping profiles, providing key metrics such as:

- Audience Counts: the number of people who have viewed the area under analysis

- Average Impression Length: the dwell times in front of a screen, window or display

- Opportunity To See: how many people walked past the display and what ratio actually stopped to look

What can Shopper Profile do for my business?

Shopper Profile takes understanding shopper behaviour to the next level. By segmenting customer profiles, you can make your in-store displays work harder than ever before. And when Shopper Profile is used in conjunction with footfall data, customer insight teams can implement innovative strategies that will attract and engage shoppers, making the in store experience dramatically more rewarding both for them and for the retailer.

Other key benefits include:

- Understanding the long term trends and patterns of consumer behaviour by gender and age

- Comparing the impact of different displays across your estate

- Improving store displays to match customer demographics

- Scheduling staff to match the type of customer coming in

- Having the right product mix for your in-store customer demographics
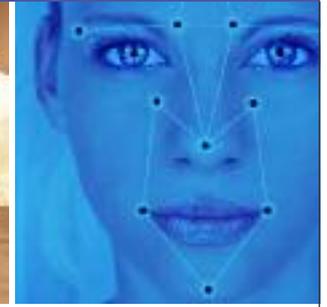
What will Shopper Profile tell you?

- The gender and age of the shopper viewing the area

- The different dwell times of male and female shoppers

- How long men are looking at a specific display compared to women

- How to make your visual displays work harder by matching content to gender types and customer age groups

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- The impact a change in merchandising or visual messaging has on dwell times

- By combining with our footfall data, Shopper Profile can show the percentage of people that look at a window display who then enter the store, telling you at what point a window display is beginning to lose its appeal and needs changing

- Which age groups spent the most time looking at the specific area.

Crucially it provides data in real time that can be harnessed to maximise sales opportunities. In large or high racked stores, for example, staff can be alerted via mobile messaging to customers out of view, waiting and in need of assistance; media screens can instantly adapt to display offers relevant to the age and gender of the current viewer; and merchandising can be quickly changed to appeal to your customer demographic.

Who uses Shopper Profile?

Shopper Profile 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 **customerservice.retailperformance@ipsos.com** or call us on **+44 (0)1908 682 700.**

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