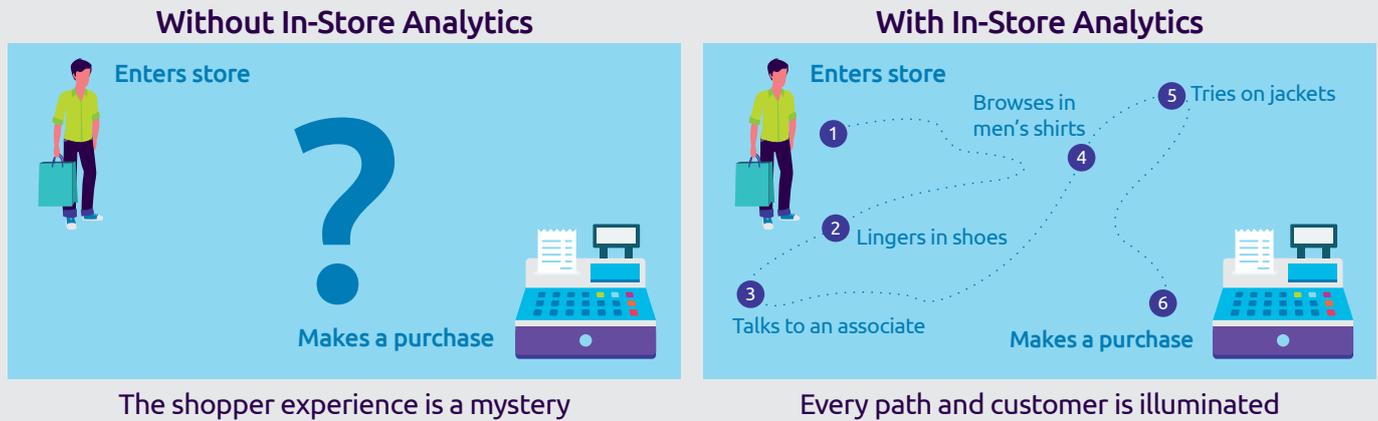


Figure 1: Brick and Mortar Store Insights



Outcomes:

Improved store displays and decision making: By piloting the different placement options of a new kiosk, a retailer realized that one of the options created 3% higher usage rate and 15% better post kiosk interaction conversion rate.

Optimized layout: By comparing customer patterns of sport tops across seasons, a retailer realized that summer customers had a shopping basket 1.5x larger than average; which prompted the retailer to move the sport top selection to the front of the store during the summer season.

Store associate coverage: Looking at the associate to customer ratio, a retailer saw that the conversion rate was dropping significantly when its store associates were serving more than seven customers at a time. By increasing staffing at peak time, they increased revenues by 5 to 10%.

Responsive experience: Gauging the reactions and sentiments of shoppers to the store layout, displays and products unlock a new level of insights that retailers did not have access to before, even on the Web. Retailers are now able to better fine tune the experience and assortment they propose in-store as well as provide instant feedback to manufacturers on how well their products are conceived and received.

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