



Visual Merchandising

The right product, the right place, at the right time

Data-driven. Real-time. Powerful.

Understand how store layout and merchandise display compliance impacts overall store performance including conversion, shopper engagement and other key metrics. Manage store compliance more frequently and remotely, and determine its impact on sales. Test new store concepts and measure impact on shopper behavior and performance prior to full-scale rollouts.



Your merchandising questions answered



Use the RetailNext analytics platform to dive deeper and understand why products are, or are not, selling.

The platform provides the data you need to answer questions such as:

- Is merchandise on the shop floor, in the stockroom, or at another location?
- Is promotional signage properly displayed and delivering desired results?
- Are the correct sizes and various SKU assortments available?
- Are products in the optimal location?
- Are products displayed correctly?
- Are products being tried on without being purchased?

Maximize store productivity

Measure the impact of store layouts, product placements and other merchandising decisions on shopper engagement and store performance metrics including conversion, average transaction value (ATV) and shopper yield. Understand metrics on an overall store level, and further segment them into purchasers vs. non-purchasers, to help determine where to place your highest converting items, see where space is not being used well or find out which displays are not appealing enough.



Ensure brand consistency

Automate visual merchandising compliance remotely and use real-time, high-resolution snapshots to provide a detailed view of product and asset placement across all stores. Immediately identify out of stock fixtures, messy aisles and displays to ensure product shelves are well organized and correctly branded. Maximize financial ROI by minimizing “secret shopper” missions and store visits.

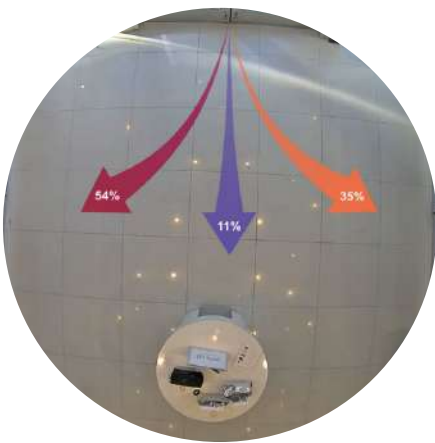
Test new store layouts prior to rollout

Test new initiatives by measuring how specific changes, such as store design, layout and merchandising changes impact shopper behavior and the bottom line. Gain insight into how each shopper is navigating, engaging in the store, and for how long - and apply it to your future merchandising initiatives.



Drive data-driven product placement strategies

Determine what works and what doesn't. Understand not only the number of shoppers who stop and shop at specific zones, but also the correlation between dwell engagement to dwell conversion and the products actually purchased. Identify best practices for floor layouts and in-store designs, to help you decide in detail where products should be placed, e.g. on a particular shelf or at a certain height.



Know where your shoppers go

Instantly visualize the direction your shoppers go after entering your store - left, center or right. Through shopper journey analysis, determine whether shoppers get exposed to and engage with merchandise during shopping journeys. Understand how in-store employee behavior, marketing campaigns and promotions guide and facilitate the shopper journey.

Ensure window displays are effective

Understand how window displays are performing and define merchandising strategies accordingly. Calculate capture rate metrics to reveal if window displays, visual merchandising and specific products are bringing shoppers into your store.



Paint a complete picture

Use a combination of Full Path Analysis and Staff Exclusion to determine precisely what goes on in your store. Not only will you be able to see your staff's movements and where and when they interact with customers, you'll also be excluding staff from your shopper counts, ensuring highly accurate shopper journey statistics.



RetailNext has helped evolve how we think about our stores at Calvin Klein and we think of them as an extension of our own team. Their robust shopper journey data gives our analytics team a much clearer view into what is happening in our stores, giving us e-commerce style analytics across store layouts, marketing, product assortment, and more.

DARREN BOWDEN

Vice President, Store Operations

Calvin Klein

Aurora

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Built for retail's revolution, Aurora reduces your hardware and requires minimal IT resources for setup and management.

See more industry resources at www.retailnext.net/resources

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