



CASE STUDY

Camper

How This Contemporary Brand
Drives Its Global Store
Performance With RetailNext



Camper's Success With RetailNext

- **10%** increase in conversion (YoY)
- **20%** increase in traffic (YoY)
- **10%** increase in customer experience
- **30%** savings in marketing spend (YoY)
- **30%** savings in labor hours (YoY)

Background

Founded in 1975 in Mallorca, Spain, [Camper](#) was created by Lorenzo Fluxa in response to the demand for a new and fresh style of footwear. With a rich heritage in shoemaking, this unique brand was created full of diversity and contrast which is now admired the world over. Camper's shoes are still designed and developed in the rural heart of Mallorca, with a young creative team working alongside artisans to create approximately 500 models each season.

Now in its fourth generation, the brand's footprint has stretched around the globe with more than 400 stores. Each store has its own personality that infuses Camper's core brand identity with new perspectives. From the first store in Barcelona in 1981 to date, Camper has always sought to create a shopping environment that is lively and engaging.

The Challenge: Empowering Camper Employees Worldwide With Powerful Data

As a contemporary retailer that prides itself on producing high quality products, the team at Camper wanted to provide equally high quality store data that would help its employees enhance the brand's in person experience at various locations worldwide. In particular, Camper was seeking a layered and contextual understanding of the in-store experience.



Change the Camper store concept



Drive employees to make data-driven decisions



Establish baseline store performance metrics in order to measure different KPIs



RetailNext has been an excellent global partner for Camper, supporting us in every location around the world. They are constantly bringing innovation to us, thinking about how they can help us achieve our goals. From our store teams to our CEO, the entire organization relies on the data provided by RetailNext. As stores return to some kind of normal post Covid-19, this data will be critical to our success.

Pere Fiol, Head of Business Technology at Camper



The Solution: Clear. Transparent. Reliable.

The visionary brand knew it needed to partner with a fellow market leader that would share in its vision to improve the store concept with a scalable solution for its global footprint. Camper turned to RetailNext as the expert in smart store retail analytics to help them optimize shopper experiences at brick and mortar stores with unparalleled accuracy. There were a few specific RetailNext benefits that the Camper team knew would really level up their performance.





A Global, Scalable Solution

With a customer base that spans the globe and installs in over 90 countries, RetailNext is the only prudent choice for an analytics solution with a proven ability to deploy worldwide.

154 CAMPER STORES GLOBALLY

18
NA STORES

129
EMEA STORES

7
APAC STORES





Why RetailNext?

1

RetailNext guarantees industry-leading accuracy of traffic data

The all-in-one IoT sensor, Aurora, detects people ten times each second to ensure maximum tracking accuracy.

2

RetailNext customers can view in-store data in real-time

Data is available within seconds on the user interface and APIs, no matter where your stores are in the world.

3

RetailNext data is verifiable

Every sensor is manually audited for accuracy post-install, through video recording and comparing it to the solution results. HD video recording is available for validation (within 30 days).

4

RetailNext data is actionable

Users can access multiple dashboards for visibility into all KPIs. The RetailNext platform leverages AI to provide predicted traffic trends and automatic recommendations.



One of the biggest gains from our partnership with RetailNext, is the ability to push the store staff to achieve goals, by reviewing **clear, transparent and reliable data**. We feel RetailNext is part of our team, we work together with their retail experts and everyone has the same goal in mind. It's been five years since we installed the RetailNext platform and we feel it was great decision to partner together.

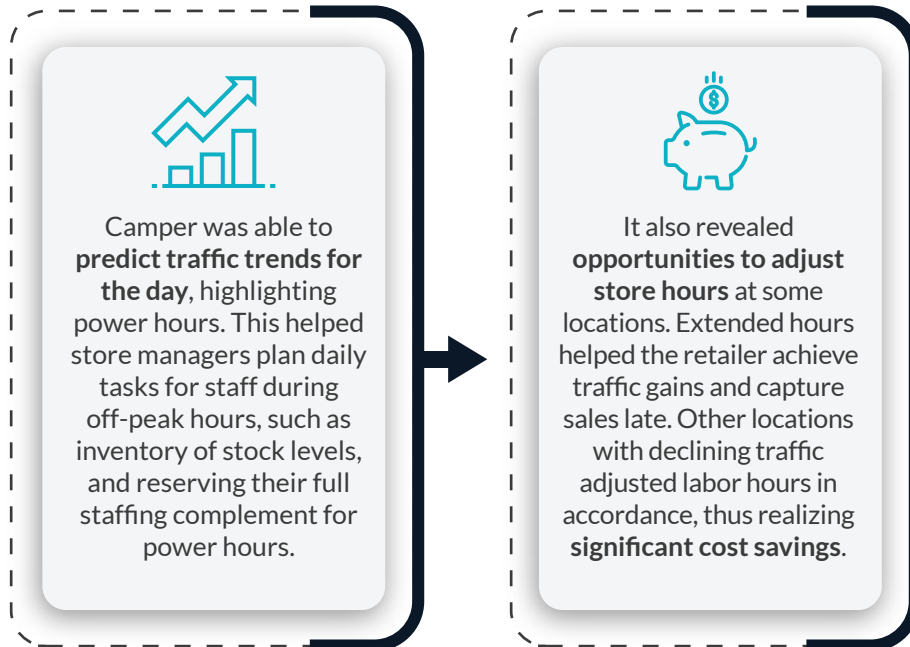
**Pere Fiol, Head of Business
Technology at Camper**



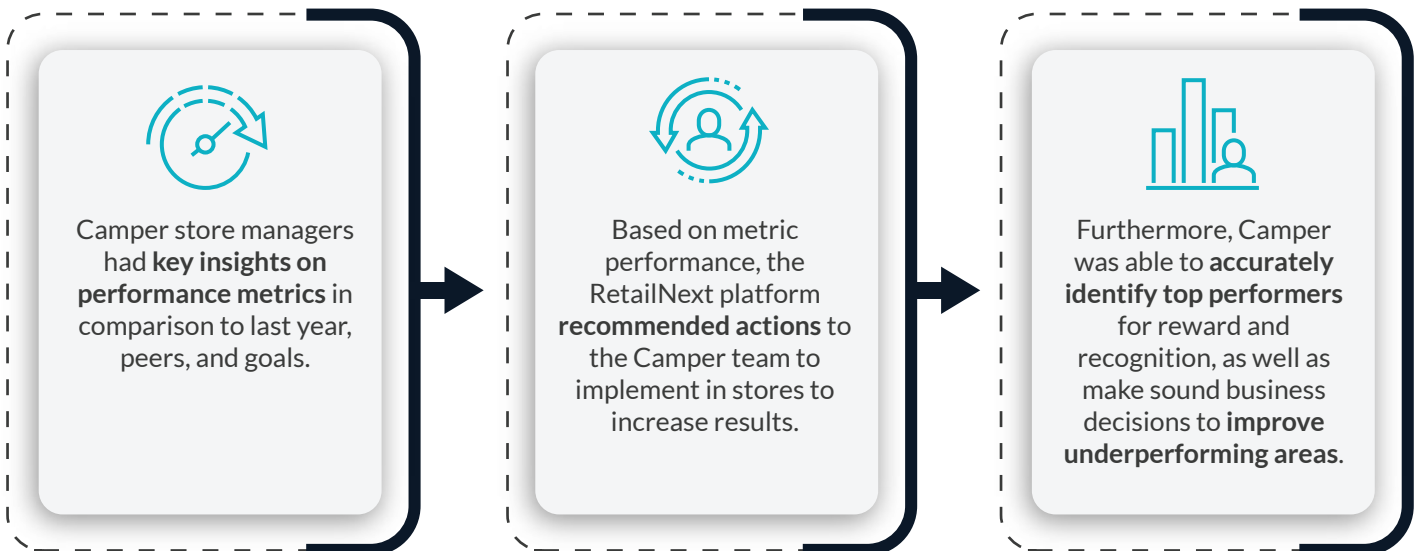
How Camper Used Their RetailNext Data

By investing in the RetailNext platform, Camper was able to access **accurate and actionable data** that enabled them to pinpoint areas for improvement and removed the guesswork from making strategic business decisions.

By Reviewing The Traffic Data...

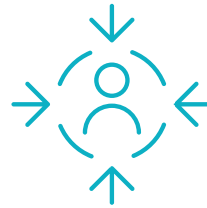


By Reviewing The Conversion Rate...



The Results: Global Success

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Customer Experience

Improved staff scheduling

Camper gained insight into when and where to allocate staff in the store, based on shopper interests and behaviors, to match customer demand.

Improved customer service

Camper was able to develop a deep understanding of how store associates and shoppers interact throughout the store to improve their customer service.



Sales and Marketing

Increased efficiency and productivity

Camper was able to 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.



Continuous Support

Thriving partnership

Camper has been able to lean on RetailNext's team of retail experts who proactively share analysis and insights for the brand to leverage in its stores.



Internal Culture

Driving one vision

By measuring various store metrics, Camper's corporate team was able to shift the vision and the perception of their employees. This enabled them to drive the need for more care with customers, more satisfaction, more sales.



RetailNext not only offered our business all the right tools, but also the most effective ones to make changes in our stores on a global scale. All the while ensuring that **they walked this journey with us** as the partnership between both companies grew. I always recommend RetailNext to other retailers because we've had such a great experience.

**Pere Fiol, Head of Business
Technology at Camper**



About RetailNext

The first technology platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands, and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience in real-time.

400+
brands globally

90+
countries

2007
year founded

