



# CASE STUDY

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## New West KnifeWorks

How These Culinary Artists Drove  
Conversion Up By 75% With RetailNext



## Background

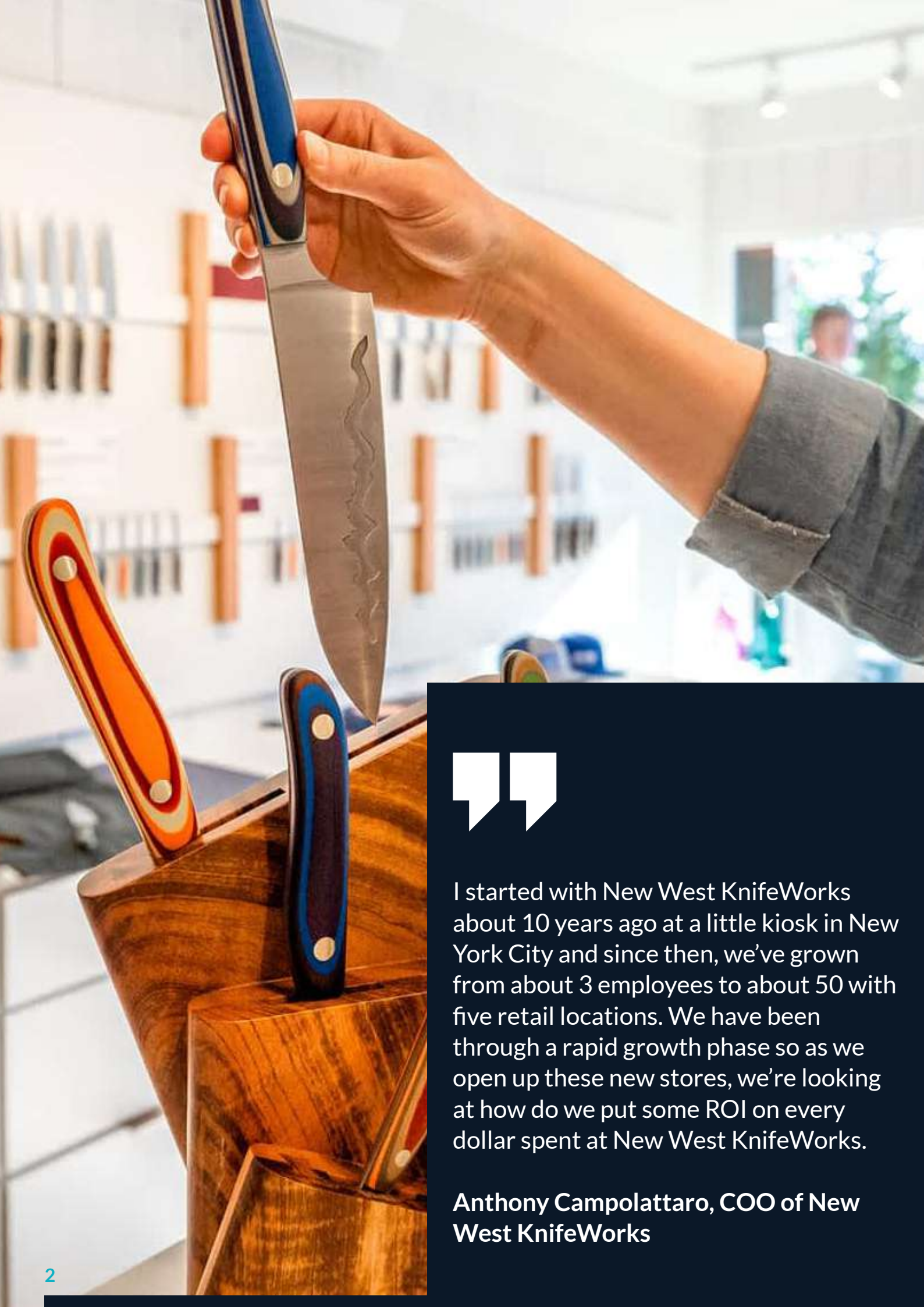
If cooking is an art, then the knife is the artist's brush. That's the motto at [New West KnifeWorks](#), a well-known US-based retailer dedicated to hand-crafting world-class knives for the culinary artist. From its inception, New West KnifeWorks' goal has been to produce the finest quality knives in the world while designing works of art that inspire excellence in food preparation and beautify the kitchen. It's widely accepted at many of the US' top juried fine art shows and has won several awards.

Headquartered in beautiful Jackson Hole, Wyoming, this unique business was born out of passion from its founder, Corey Milligan, while working as a line cook in local restaurants. A few years later, Milligan met his long-time friend and now COO of New West KnifeWorks, Anthony Campolattaro, and the rest, as they say, is history!

## New West KnifeWorks Gets The Job Done With RetailNext

. **32%** increase in store traffic (YoY)

. **75%** increase in conversion (YoY)



I started with New West KnifeWorks about 10 years ago at a little kiosk in New York City and since then, we've grown from about 3 employees to about 50 with five retail locations. We have been through a rapid growth phase so as we open up these new stores, we're looking at how do we put some ROI on every dollar spent at New West KnifeWorks.

**Anthony Campolattaro, COO of New West KnifeWorks**

# The Challenge: 'If It Doesn't Get Measured, It Doesn't Get Improved'

As the New West KnifeWorks business continued to expand, Anthony and his team knew they needed to introduce insightful data about their stores to effectively scale up. Furthermore, they needed to measure store traffic, the pinnacle of their KPIs.



Accurately measure store traffic and determine the "ground truth".



Benchmark store performance against peers and established KPIs.



Unlock in-store sales and marketing opportunities.





You know we have this kind of mantra at New West KnifeWorks, 'if it doesn't get measured, it doesn't get improved'. And RetailNext has been instrumental in our growth because of the ability to measure traffic and conversion. Our thinking is, if you hire well, and you train well, then all you need is to provide the data to be measured.

**Anthony Campolattaro, COO of New West KnifeWorks**



## The Solution: Maximizing In-Store ROI Through Data-Driven Decisions

Anthony and the New West KnifeWorks team got a recommendation to work with RetailNext to achieve their goals. By investing in the RetailNext platform, New West KnifeWorks was able to:



Collect and measure shopper behavior with industry-leading accuracy.



Gain immediate insights into store performance with key metrics including traffic, conversion and ATV.



Identify exactly what was needed to reach their goals, with prescriptive recommendations based on current and past data trends.



## 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. It highlights real-time traffic data and performance metrics from point of sale (POS) and workforce management integration.

3

### RetailNext customers can measure and improve conversion

By integrating traffic and POS data, users can view accurate measurements of their conversion rates as well as receive recommendations on how to improve poor performance.

4

### 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).

5

### RetailNext data is actionable

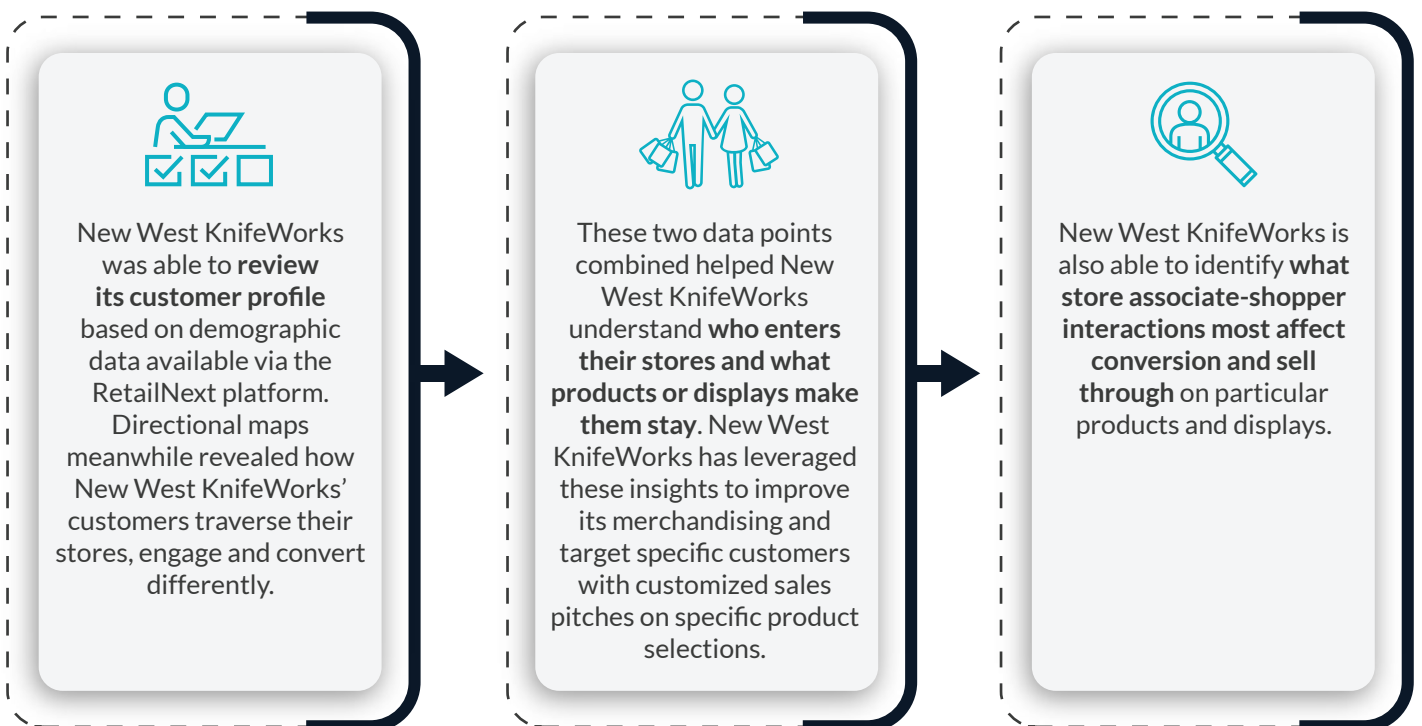
Users can access multiple dashboards for visibility into all KPIs. The RetailNext platform leverages AI to provide predicted traffic trends and automatic recommendations.

# How New West KnifeWorks Used Their RetailNext Data

## By Reviewing The Traffic Data...



## By Reviewing Demographics & Directional Data





## By Reviewing The Conversion Rate...



New West KnifeWorks was able to **establish clearly defined KPI's**. The leadership team was able to benchmark the performance of stores against each other as well as the overall business goals.



The RetailNext platform allowed New West KnifeWorks to **accurately identify top performers** for reward and recognition, as well as make sound business decisions to **improve underperforming stores**.



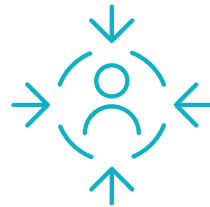
**Store managers were also empowered to course-correct** by viewing their performance in real-time, in comparison to last year, peers, and goals. Based on their performance, the RetailNext platform recommended actions to implement in stores to improve results.



## The Result: Converting More Shoppers Into Buyers

. **32%** increase in store traffic (YoY)

. **75%** increase in conversion (YoY)



## Customer Experience

With a deeper understanding of who their customer is, and what they expect, New West KnifeWorks was able to improve its in store experience which has translated to extended shopper journeys and maximized basket sizes.



## Sales & Marketing

New West KnifeWorks 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.



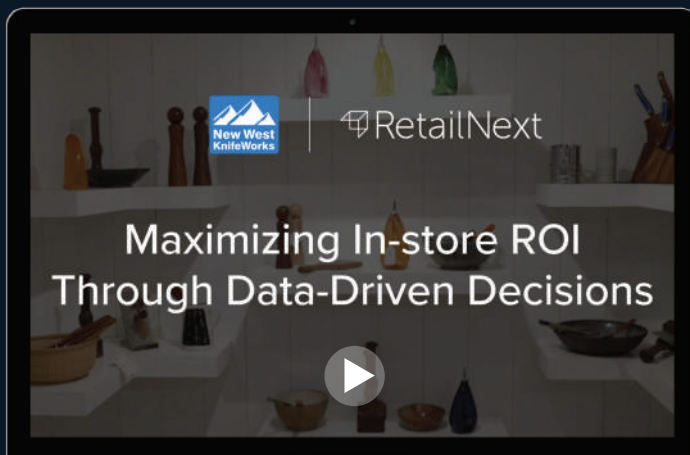
## Performance

Anthony says the RetailNext platform has helped New West KnifeWorks implement effective evaluations at each store.



We've been able to answer some big 'aha' questions with RetailNext. We always knew we had a strong retail team but now we get to establish benchmarks. RetailNext has been able to measure a lot of cool things for us. As New West KnifeWorks grows, so does our partnership with RetailNext.

**Anthony Campolattaro, COO of New West KnifeWorks**



**WATCH NOW**





## 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

