



CASE STUDY

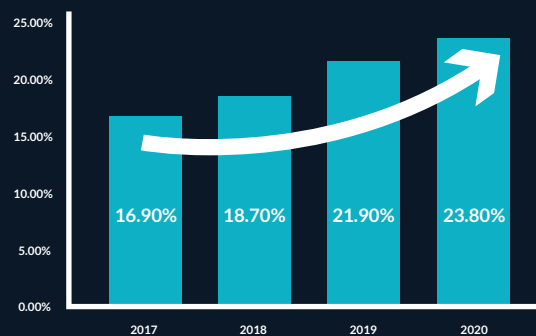
UNTUCKit

How A Digitally Native Brand Drives
Conversion In Its Physical Stores
With RetailNext



UNTUCKit Relies On RetailNext

- . ~40% savings on IT/system infrastructure
- . 18% increase in shopper yield (YTD)
- . 6.9% increase in conversion (2017 - 2020)



Background

UNTUCKit is the beloved brainchild of Chris Riccobono who came up with the unique business concept after speaking with many men about their fit problems. In 2011, Chris brought on his classmate from Columbia University, Aaron Sanandres, to help him develop the idea into a stand alone business. And what initially started as a side job, quickly grew into one of the fastest-growing men's retail brands in the US. Today, the UNTUCKit brand is synonymous with class and style, the perfect untucked shirt that fits all shapes and sizes with just the right length.

As a digitally native brand, UNTUCKit was among the first e-commerce businesses to expand its presence by establishing physical store locations. In 2015, it opened its first brick-and-mortar store in SoHo, New York following an overwhelming interest from its online customers to touch and feel the product. Since then, UNTUCKit has opened 86 stores with plans to expand in the future.

The Challenge: Adopting E-commerce Style Shopper Analytics For Physical Stores

Originally a direct-to-consumer brand, the UNTUCKit team was accustomed to receiving reams of data about its website where every aspect of an online presence is measurable. Brent Paulsen, UNTUCKit's Managing Director and Head of Retail, was brought onboard to help expand the brand's brick-and-mortar footprint. He says initially their store data lacked the breadth and depth that a data-driven company like UNTUCKit relied on.



Data points were anecdotal and largely based on store managers' experiences.



Absence of baseline metrics to accurately measure traffic, and by extension, conversion in stores.



Unable to verify the traffic and conversion rates reported by store managers.



Store associates were counting groups of shoppers as one.





We needed data to identify pockets of opportunity where we were performing well, and understand what we should do about it, as well as where we were underperforming and how we could improve our performance. As we started growing, it was clear that we needed one source of truth. So the **RetailNext** platform provided a level of credibility off of which we could base other metrics.

Brent Paulsen, Managing Director and Head of Retail, UNTUCKit.

Why RetailNext?

Prior to joining the UNTUCKit team, Brent had successfully implemented the RetailNext platform for another retailer. So there were a few specific RetailNext benefits that Brent knew would be a particularly good fit for UNTUCKit as the company scaled up.

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, empowering UNTUCKit store associates with immediate access to the data.

3

RetailNext data is actionable

Users can access multiple dashboards for visibility into all their KPIs. The UNTUCKit stores could leverage AI for predicted traffic trends and automatic recommendations.

4

RetailNext data is verifiable

Instant access to high-resolution recorded video to easily perform independent audits at no extra cost. HD video recording is available for validation (within 30 days).

5

RetailNext integrates simply with existing systems

Such as POS data, Workforce Management Systems, and promotional calendars. UNTUCKit was particularly interested in the ability to interact with traffic and POS data on one platform.



When looking for a solution that would help us run our stores and protect our teams and assets, it became clear that RetailNext was the best choice on the market. **We are able to save ~40% versus using separate systems for traffic counting and loss prevention.** During the pandemic, the system has also been incredibly helpful for remote compliance monitoring.

Brent Paulsen, Managing Director and Head of Retail, UNTUCKit.



UNTUCKit



How UNTUCKit Used Their RetailNext Data

Retail Operations

By investing in the RetailNext platform, UNTUCKit was able to access accurate and actionable data that enabled them to pinpoint areas for improvement and drive customer conversion.

By Reviewing The Traffic Data...



UNTUCKit was able to **establish accurate baseline metrics for all its traffic**. This helped to identify and forecast peak traffic periods so that store managers planned daily tasks for staff during off-peak hours (i.e. inventory of stock levels) and reserved the full staffing complement for power hours.



Store managers also received recommendations on **how to optimize their staff schedules** by reviewing staffing data with traffic data. So UNTUCKit was able to add staff when needed and remove staff when traffic was low yet conversion remained stable.



It also revealed **opportunities to adjust store hours at some locations**. Extended hours helped the retailer achieve traffic gains and capture sales late. Other locations with declining traffic adjusted labor hours in accordance, thus realizing significant cost savings.

By Reviewing The Conversion Rate...



UNTUCKit was able to **establish clearly defined KPI's based on industry trends**. The corporate team was also able to benchmark the performance of stores against each other as well as overall goals.



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



Store managers had key insights on performance metrics in comparison to last year, peers, and goals. Based on metric performance, the RetailNext platform **recommended actions to implement in stores to increase results**.



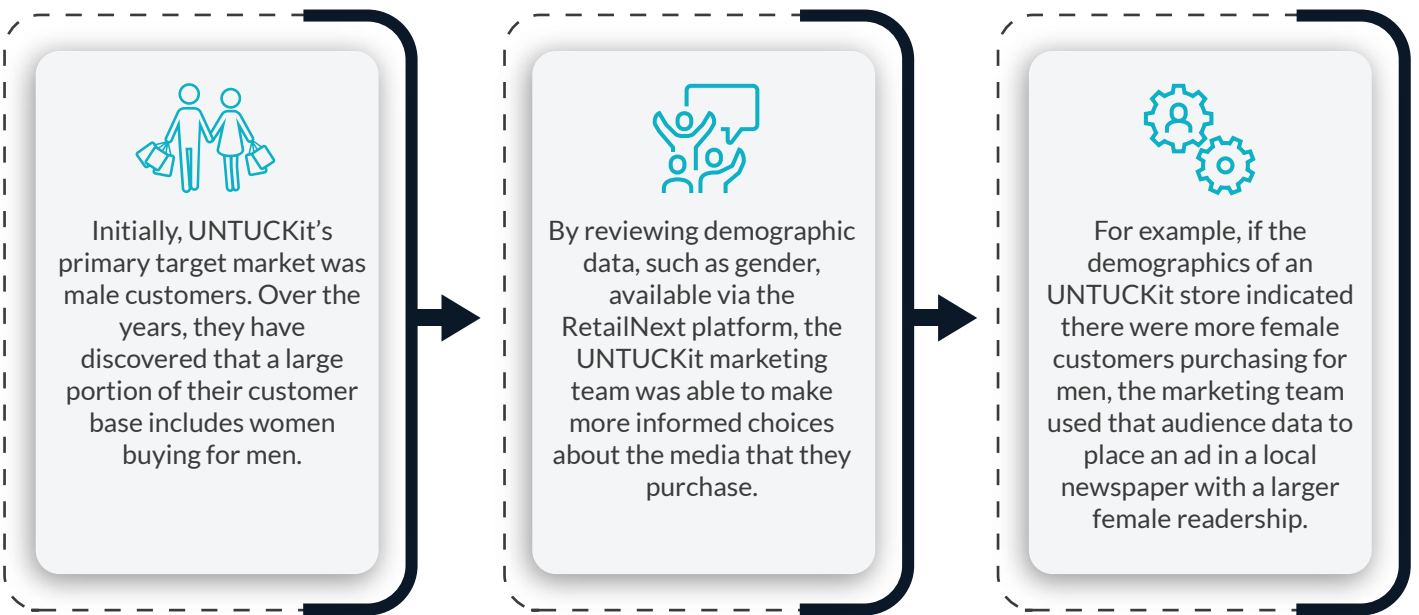
The traffic data enables us to determine whether we are **maximizing the opportunity in front of us**. When the customer shows up, are we performing at our best? Are we converting? Are we upselling? The data point is a very important way to measure that performance so we can maximize what we are due to receive from any of our store fronts in any given city.

Brent Paulsen, Managing Director and Head of Retail, UNTUCKit.

Marketing Operations

The UNTUCKit marketing team has also leveraged the RetailNext data and analytics to measure the effectiveness and efficiency of campaigns. Alberto Corral, VP of Marketing at UNTUCKit, shares that his team has executed several campaigns designed to drive traffic to stores and subsequently boost conversion rates. They used the RetailNext platform to unify their e-commerce and brick-and-mortar initiatives by connecting online and offline journeys.

Selecting Marketing Channels



Measuring Marketing Channels





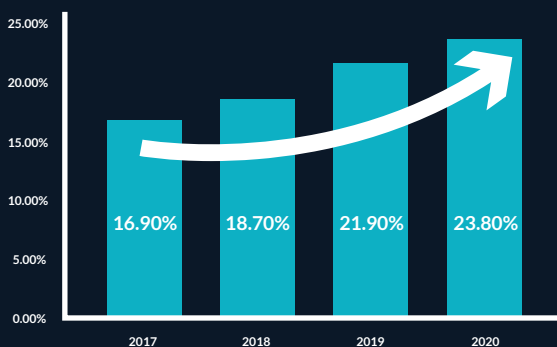
My team would not be able to run effective marketing campaigns if it wasn't for RetailNext because we need to be able to measure the efficiency of every campaign. At the end of the day, you have to make every dollar work especially hard for you. There's a whole slew of KPIs via the RetailNext platform that can help us understand what's working and what's not working.

Alberto Corral, VP of Marketing at UNTUCKit.



The Results: Driving Efficiency Across The Board

- . ~40% savings on IT/system infrastructure
- . 18% increase in shopper yield (YTD)
- . 6.9% increase in conversion (2017 - 2020)



The movement of conversion has probably been the biggest return on investment. We've moved our expectations for what's appropriate from about the mid-teen percentile to north of 20%. So now, when stores are falling below that number, and their peers are performing above that number, we have something to look at and say something is not right - what's driving that?

Brent Paulsen, Managing Director and Head of Retail, UNTUCKit.



Driving A Culture Of Conversion

Getting more out of customer conversion

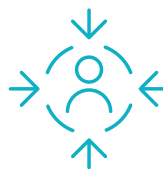
With accurate conversion rates at hand, UNTUCKit is now able to compare its performance to other retailers. And it's forced the brand to think differently about how it interacts with customers in store.



Customer Experience

Improved staff training

UNTUCKit was able to identify a need to upskill its staff based on the data reflecting store associate-shopper interactions. They have since updated their model from a transactional approach to a service-based, upsell one.



Sales

Increased efficiency and productivity

UNTUCKit was able to maximize its staffing productivity by using RetailNext's Optimization Dashboard to understand general trends and patterns and use that to assist with scheduling.



Marketing

Reducing campaign spend

UNTUCKit has realized massive savings for its marketing campaign budget as a result of improved efficiency and effectiveness.



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

