



# Improving Fixture Performance & Sales through Interior Analytics

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Case Study

## The Retailer

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The brand is a specialty apparel and accessories retailer operating more than 600 full-line and factory outlet stores in highly-trafficked shopping centers across North America.

## The Challenge

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The retailer was looking to measure display and fixture performance in order to identify key in-store opportunities and make data-driven merchandising decisions.

The initial test centered on the performance of two women's key fixtures located near the front of the store in the "decompression zone," one men's key fixture toward the back of the store, and a large prototype women's display in the middle of the store combining a collection of smaller displays.

# The Solution

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RetailNext was engaged to deploy sensors and analyze fixture and display performance over a period of three months, from December through February.



## Metrics Measured by RetailNext

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- **Exposure** measured the number of shoppers, as a percentage of overall store shopper traffic, who walked by a specific display or fixture.
- **Dwells** measured the number of store shoppers who stood in a specified zone by a display or fixture for longer than a predetermined and defined period of time.
- **Engagement** measured the number of store shoppers who stopped and dwelled by a specific display or fixture as a percentage of shoppers exposed to the display or fixture.
- **Dwell time** measured the average amount of time store shoppers stood in a specified dwell zone.
- **Dwell conversion** measured the relationship between the number of shoppers who engaged with a product and display and the amount of products eventually sold.



# The Findings

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Women's front-of-store key fixtures achieved high exposure, but varying degrees of shopper engagement.



Men's key fixture experienced a high degree of variability.



New prototype display layout drove increased exposure and engagement.

# Performance of the women's front-of-store key fixtures

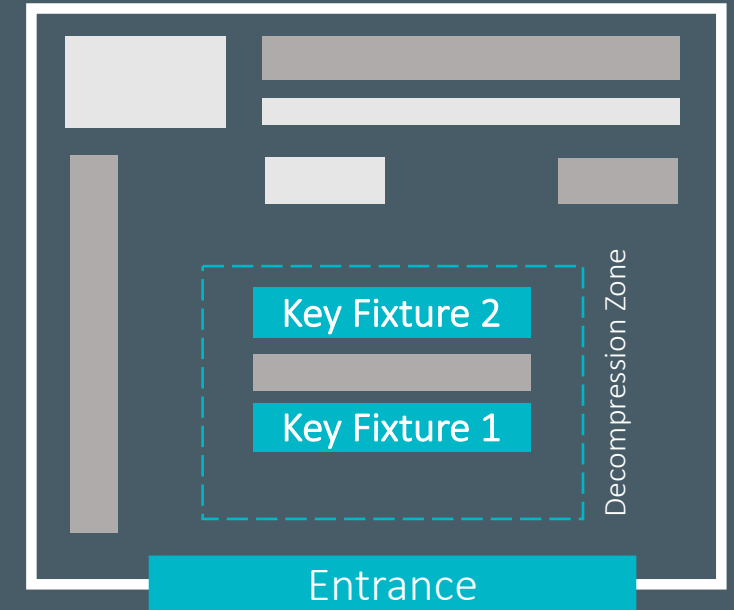
Key fixture 2 greatly out-performed key fixture 1 in engagement and dwells for both December and February.

While key fixture 1 received a lot of exposure, it did not attract the dwell and engagement objectives given the display's location and its assortment of promotional products.

Key fixture 1 had the lowest exposure in January, likely due to additional promotional fixtures "cannibalizing" traffic/exposure.

	Women's Key Fixture 1			Women's Key Fixture 2		
	Dec.	Jan.	Feb.	Dec.	Jan.	Feb.
<b>Exposure</b>	107.2%	86.7%	94.9%	91.6%	100.7%	76.7%
<b>Engagement</b>	8.4%	21%	7%	22%	18.1%	15%
<b>Avg. Dwell Time</b>	23.1s	34.7s	23.8s	30s	31.4s	26.1s

## Store Layout



*Key fixture 1:* located in the middle of the "decompression zone" right by the store entrance

*Key fixture 2:* located in the middle of the "decompression zone" behind key fixture 1

## Insight

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Women's front-of-store fixtures consistently had high exposure but low shopper engagement, particular the front display closest to the entrance.

## Recommendation

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- Experiment with post-promotional visual merchandising and signage highlighting core products and new arrivals at key fixture 2 to draw store traffic further into the store, increasing exposure.
- A:B test marketing assets and signage at both fixtures to increase stopping power.



# Men's key fixture performance

Exposure to the men's key fixture was highly variable throughout the test period, dropping from 41.4% of overall store traffic in December to just 20.4% in January, then rebounding somewhat to 34.8% in February.

Engagement was high during the sales promotional period, but then plummeted in February.

Average dwell times were over 35% longer in January and February as compared to December.

Men's Key Fixture			
	December	January	February
Exposure	41.4%	20.4%	34.8%
Engagement	23.7%	34.7%	6.4%
Average Dwell Time	25.7s	34.9s	34.7s

## Insight

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While engagement at the men's key fixture was highly correlated to sales promotions and promotional signage, average dwell time is strong and very stable; when shoppers engage, they engage for a significant time.

## Recommendation

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- Conduct experiments with visual merchandising and signage to increase engagement.
- Run flash sales on selected merchandise during non-sales times to better engage male shoppers.
- Train sales associates to assist male shoppers in navigating to the display.

# Performance of new prototype display layout

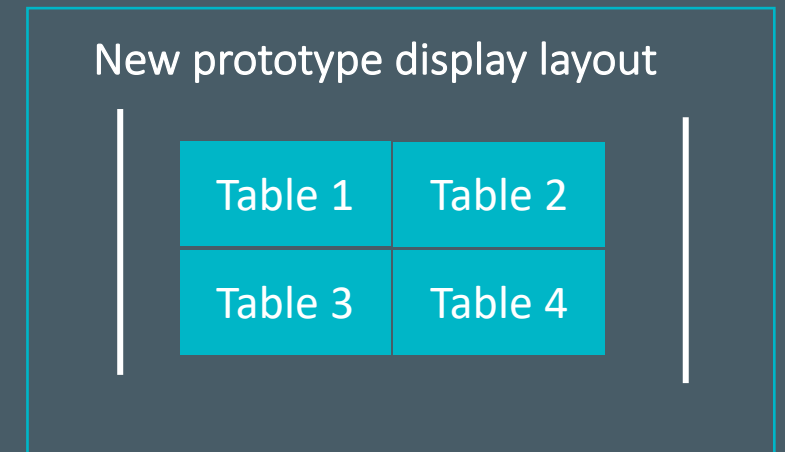
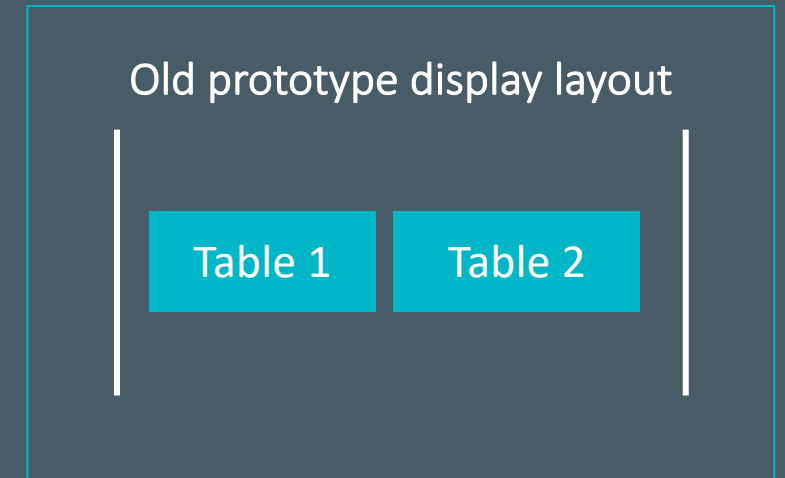
Despite in-store traffic declining for the month of February, the three metrics of engagement, exposure and average dwell time increased for the new prototype display.

Exposure increased by 10.6%

Engagement increased by 0.6%

The average dwell time increased by 2.2 seconds

	January	February
Exposure	26.8%	37.4%
Engagement	20.9%	21.5%
Average Dwell Time	30.6s	32.8s



*New prototype display combined multiple display tables into one table destination.*

## Insight

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The new prototype display outperformed the previous display. By combining multiple display tables into one destination, a great many more shoppers passed by the display (exposure), leading to an increase in the number of shoppers who interacted with the products (engagement), as well as the average time spent time engaging with the display and its products (dwell time).

## Recommendation

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- Expand pilot test by a month or two to confirm performance lift.
- Implement new prototype display style across other store locations; test and measure for continued effectiveness.

With insights into its fixture performance and trends of how shoppers moved around its store, the retailer was able to ask better questions, ascertain root causes of performance improvement opportunities, make data-driven decisions on store layout and design, and quantitatively measure the effectiveness of strategies and tactics.

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# About RetailNext

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The first retail vertical IoT 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 real time.

**400+**  
customers globally

**80+**  
countries

**500+**  
new sites per month

**\$100M+**  
investments in R&D

**200%**  
YOY growth

**2007**  
year founded



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