



# Multi-Brand Product Showrooms

How interior analytics deliver insights into shopper engagement and drive the success of a new retail business model

Case Study

## How it all started

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For years, some of the most expensive real estate in retail has been “end caps,” those displays featuring prominently at the end of aisles, and most often situated on the “racetrack” that represents the common path of almost every shopper.

Brands pay top dollar to be featured on end caps, but in evaluating return on investment, they are routinely stymied by a lack of performance metrics - how many shoppers passed by the display, what percentage stopped and engaged, how long did they stay and engage, and what was the impact on sales?

The savvy product marketer would ask, “Why would I want to invest precious marketing funds into a tactic that cannot be objectively evaluated?”

# Not only Marketers, but Store Operations too

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Marketers weren't alone.

Store Operations professionals wondered about the effectiveness of each and every display in the store.

Sure, the POS system told them what SKUs sold, but what they lacked was hard, quantitative data on how displays performed – which displays and products engaged shoppers during their shopping journeys and which ones didn't?



# A New Retail Business Model

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In 2015, four Nest employees had had enough. Like their very own product, they realized many products need to be experienced first-hand in a physical store during a shopper's discovery process, and they were frustrated that those very stores lacked an accurate and reliable methodology for determining a precise ROI for all in-store displays.

They recognized opportunity ...

... and b8ta was born.

## About b8ta

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b8ta is a software-powered retail showroom for 80-100 out-of-the-box consumer hardware and IoT products. Since its inception, b8ta has pioneered a new retail business model - retail as a service. Instead of focusing on product sales, b8ta allows makers and brands to rent space in their stores for shoppers to try, touch and experience their products in person. In return, the brands receive detailed data on shopper engagement.

## Retail Challenge

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b8ta and similar business models that have since spawned, like Brookstone's Makers Showcase, are dependent on deploying inch-perfect retail analytics platforms to drive their value propositions by providing real-time shopper engagement data to their makers and brands.

In addition, they need to deploy the same platforms to improve store operations by defining a data-driven approach to prioritize which products to bring into the store.

## The Solution

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b8ta, Brookstone and other multi-brand product showrooms use the RetailNext platform to perform Interior Analytics to track shopper behavior by developing and measuring key in-store metrics such as how many shoppers walk by a display (impressions), where shoppers stop and engage with a product display (dwell), the average time of their engagement with displays, and more.

# About Brookstone

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## Experienced first-to-market retailer develops makers showcase concept

With 50 years of discovering, developing and delivering innovative products to people all over the world, Brookstone has given now-established brands such as Segway, Tempur-Pedic to FitBit an early start.

The company has now developed a new retail concept, the Brookstone PLUS Innovation & Retail Platform. Brookstone PLUS gives makers and tech brands faster access to stores in U.S. malls and accelerates the collection of customer feedback essential to product development. The platform also helps makers and brands sell products in A-level malls at low cost structures that are competitive to selling through online marketplaces.



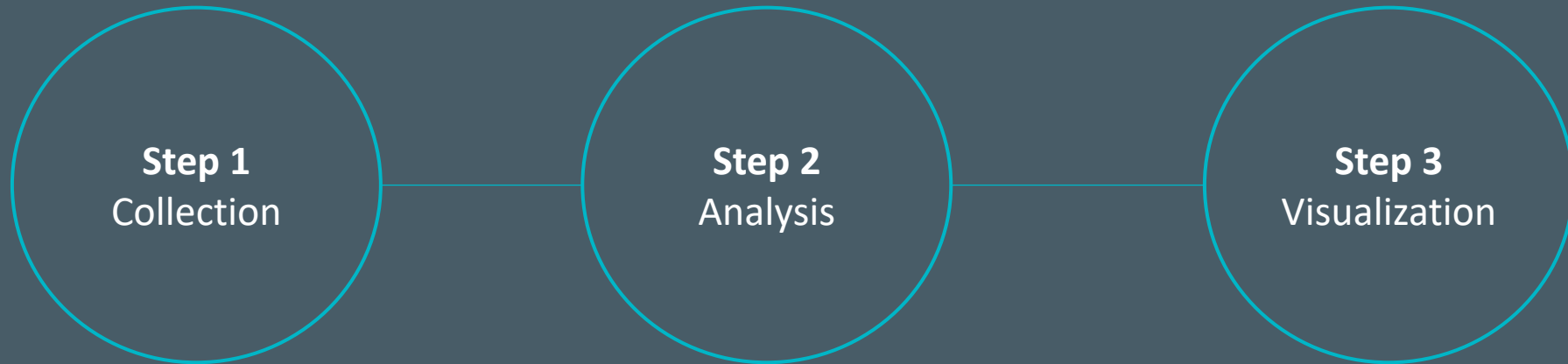


“[Brookstone’s] format will combine advanced store traffic analytics with feedback from and reporting from in-store customer interactions to help makers quickly gain insights into their products. The smart store analytics platform, from RetailNext, will analyze customer traffic patterns, dwell time and conversion rates.”

- [chainstoreage.com](https://chainstoreage.com)

# Interior Analytics - How It Works

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## Step 1: Collection

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- Data is collected from every store product display through the RetailNext Aurora sensor, an all-in-one IoT device that fuses stereo video analytics, Bluetooth, a beacon, and Wi-Fi technologies to simplify shopper behavior measurement.

## Step 2: Analysis

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The RetailNext solution is then used to organize and analyze shopper data from each display and each store to measure key performance metrics. During the analysis period, store and product manufacturers are able to observe and measure:

- The number of store shoppers who stop and shop at specific in-store zones, as well as the duration of each engagement
- The level of shopper engagement with individual product manufacturers' fixtures, displays or signage
- Conversion rates for shoppers exposed to new products and displays



## Step 3: Visualization

RetailNext shopper analytics are made available in both real-time and in scheduled reports to store managers and product manufacturers to help:

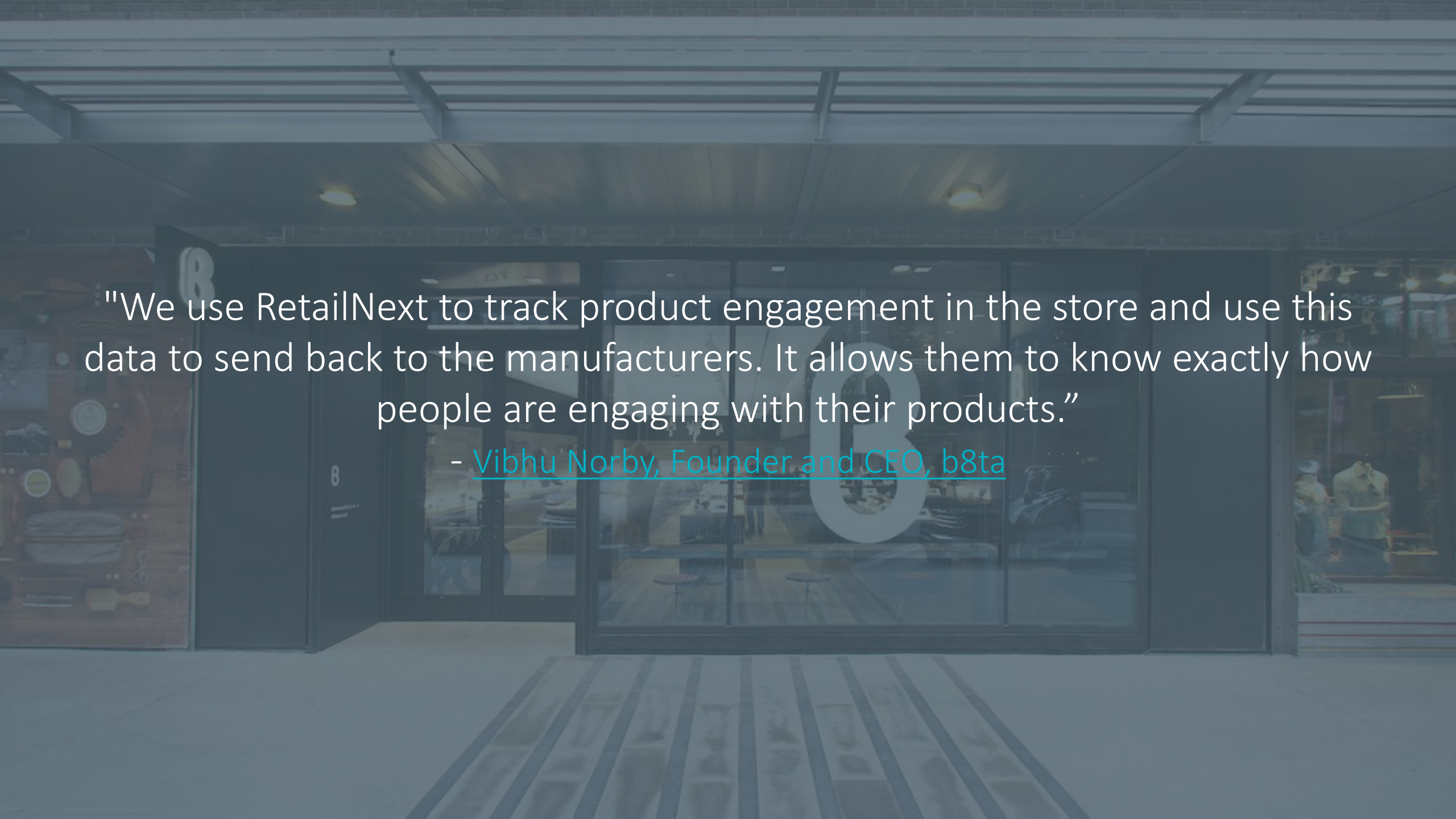
- Understand the ROI of displaying products in-store
- Provide insights on product development to improve user and shopper experiences
- Guide go-to-market and pricing strategies
- Maximize product and brand awareness



### **Beyond sales data**

Traditionally, a product's performance is assessed by its sales using POS data. However, sales paint only part of the picture. It's crucial to get deeper insights on whether shoppers are stopping by the product fixture and engaging with the product, and for how long. For example, if shoppers are walking by and engaging with the product, we know that shoppers are attracted to the product. However, if it is not converting, there may be an issue with the product's style, features, price or other variables.

With additional problem-solving data, retailers can run tests on various strategies and measure in real-time their effectiveness on shopper engagement, the first step on the path to conversion.



"We use RetailNext to track product engagement in the store and use this data to send back to the manufacturers. It allows them to know exactly how people are engaging with their products."

- [Vibhu Norby, Founder and CEO, b8ta](#)

# The Results

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## Real-time data available to product manufacturers.

- Immediate insights delivered by RetailNext empowers brands at b8ta, Brookstone and other stores to monitor product performance and take action on pricing, promotional material and more.
- Product and marketing managers use shopper insights to improve products and user experiences.



## Time saved with decisions.

- Retailers routinely spend countless hours and resources deciding which brands and/or products to showcase in their stores and where. By leveraging the RetailNext platform, retailers like b8ta and Brookstone improve store operations by making quicker business decisions.
- Brands use feedback on their products based on shopper engagement data to inform decisions on various go-to-market strategies.



## High demand from brands to rent space.

- RetailNext enables retailers to profitably drive this new business model. For b8ta and its stores, all of which operate profitably, brands lineup for the opportunity to understand shopper engagement with their products.

## What It Means For You

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Interior analytics empowers the new business models of multi-brand product showrooms like b8ta and Brookstone. Without interior analytics, the business models simply couldn't succeed.

That same technology empowering b8ta and Brookstone also empowers retailers of all sizes across all segments to gain insights into what's happening in the store. With RetailNext's interior analytics solutions, understand:

- ✓ The shopper traffic to individual departments, sections, aisles or product categories within the store.
  - ✓ The percentage of shoppers who stop and shop at specific zones or displays.
  - ✓ The shopper engagement rate for specific products, displays, and signs.
  - ✓ The conversion rate for shoppers exposed to new products and/or displays.

[Download the Interior Analytics Datasheet](#)

# 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

**75+**  
countries

**500+**  
new sites per month

**200%**  
YOY growth

**2007**  
year founded



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