



**SHOE
PALACE**

CASE STUDY

Turning Foot Traffic Into a Fleet-Wide Advantage

How Shoe Palace turned its TPLH (traffic per labor hour) ratio into measurable performance, using RetailNext traffic analytics to pinpoint peak hours across 250+ stores and drive a **10% average lift in conversion by year two**.

BRAND BACKGROUND

Founded in San Jose, California, in 1993 by the Mersho family, **Shoe Palace** has grown from a single storefront into one of the country's leading sneaker and streetwear retailers. Today, it operates 250+ stores across the western and southern United States, with deep ties to sneaker culture and long-standing partnerships with brands such as Nike, Jordan, and Adidas.

That growth has meant scaling a store fleet across markedly different environments, from dense mall locations to standalone street stores, each with its own traffic patterns and staffing needs.



THE CHALLENGE: Optimizing On Instinct

For years, Shoe Palace operated its stores without a reliable way to measure performance relative to demand. Sales numbers told the team what happened, but not why, and not whether a slow day was actually slow.

"It's hard to imagine doing this business without having traffic. But the reality is there are a lot of retailers that don't have it. At one time, we were that retailer."

— David Lizak, Platform Manager, Shoe Palace



Without traffic data, conversations about store performance relied on instinct. Management assumptions about peak hours, staffing needs, and store-to-store comparisons had no baseline to check against.

David Lizak, who has spent his career in sneaker retail, put it simply: "Running a store without traffic data is like driving a car with no speedometer. You can feel like you're going fast. You have no way to confirm it."



THE SOLUTION: Building a Data-Driven Culture, Store by Store

Shoe Palace began rolling out RetailNext traffic solutions in 2018, and by the time David joined the team in 2019, the challenge shifted from adoption to education.



Keep it simple

Rather than overwhelm store teams with complex metrics, Shoe Palace translated traffic data into plain, actionable terms.

Instead of asking a part-time associate to calculate conversion percentages, the team reframed targets around what staff already understood: serve one more customer than yesterday.



Build a shared language

Shoe Palace developed a staff-to-traffic ratio, nicknamed 'TPLH', that gives every store manager an intuitive read on whether a shift is appropriately staffed. The ratio turns an abstract number into a question any associate can answer: can you and I handle this many customers in an hour?



Normalize across a diverse fleet

With stores spread across California, Texas, Arizona, Nevada, and Florida, no two locations look alike. TPLH let Shoe Palace compare performance fairly, adjusting for mall versus street locations rather than holding every store to the same standard.

THE RESULTS: From Feelings to Facts

10% average conversion lift YoY, achieved by Shoe Palace's second year of tracking and training to the data. One store moved from 15% to nearly 17% conversion in that window.

Smarter Labor Planning

TPLH gave Shoe Palace's operations team a healthy staffing benchmark that flexes by store type. Showing teams precisely where their peaks fell, and how much those peaks varied store to store, gave managers the specificity to coach to it and aggregate the data for fleet-wide planning.

Fair Store Comparisons

Two stores a few miles apart, like Shoe Palace's original San Jose location and a nearby mall store, can look nothing alike in traffic pattern or demographic. RetailNext data lets Shoe Palace compare similar store types to each other, rather than forcing an apples-to-oranges read on performance.

Better Cross-functional Decisions

Marketing and product teams no longer rely solely on sales-based assumptions about where demand is highest. Traffic and demographic data now inform decisions on inventory allocation and regional strategy.

Challenging Assumptions With Historical Data

When managers assumed they knew their store's rhythm, peak hours, and staffing needs, Shoe Palace started checking those assumptions against historical traffic data. The result: identifying missed opportunities during high-traffic windows that had previously gone unnoticed for years.



THE PRODUCT BEHIND THE RESULTS

Shoe Palace's STAR ratio and fleet-wide labor planning run on **RetailNext Traffic Analytics**, which turns raw foot traffic into staffing recommendations, true conversion rates, and store-to-store benchmarking.



Right-size every shift

AI-powered staffing recommendations match headcount to predicted and actual traffic, the same logic behind Shoe Palace's TPLH ratio.



See true conversion

Traffic data connects to POS to reveal a real conversion rate, not a guess based on sales alone.



Compare stores fairly

Traffic-normalized benchmarking lets a mall store and a street store be measured against realistic, format-appropriate standards.

POWERED BY AURORA®

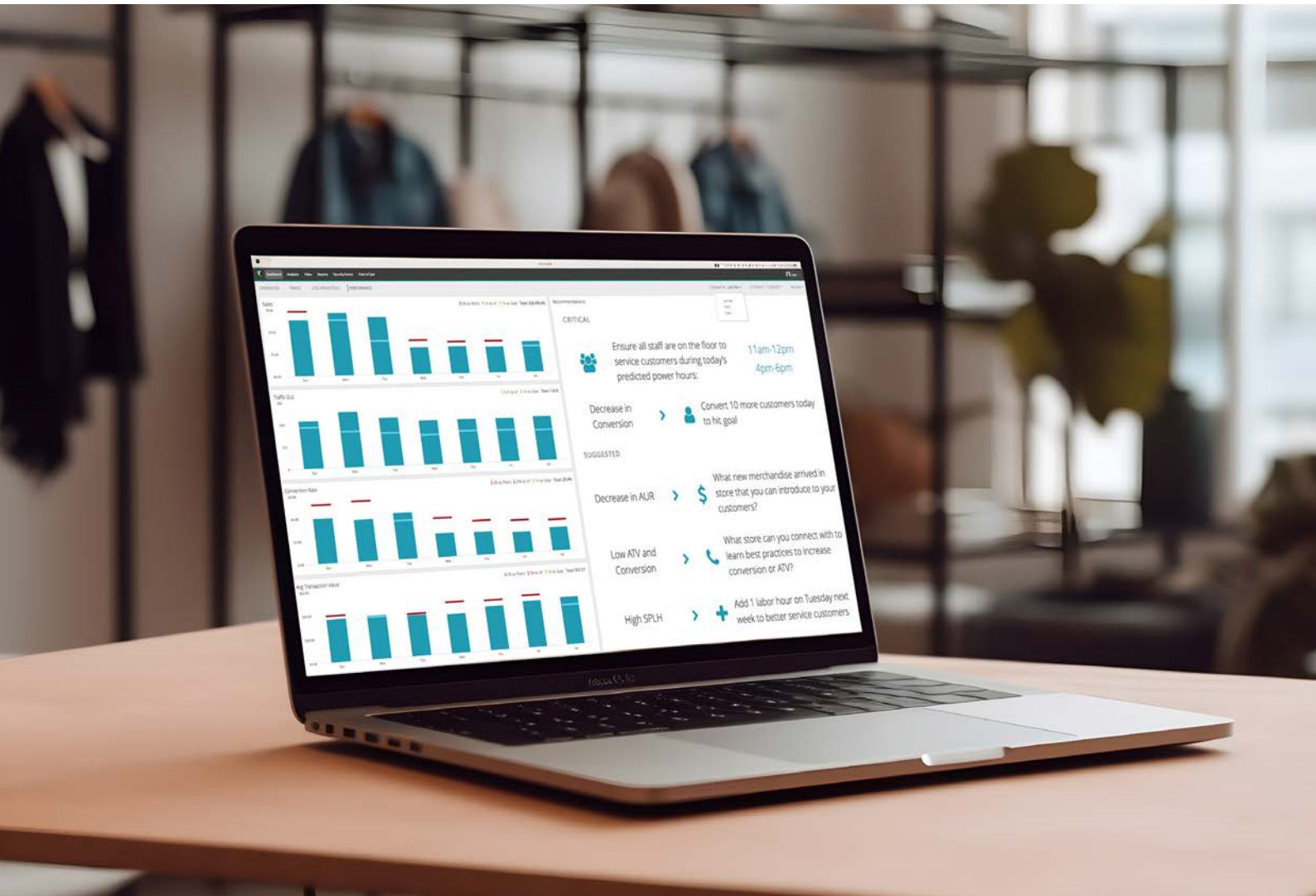
Every number behind Shoe Palace's staffing decisions starts with one device. Aurora® is RetailNext's all-in-one IoT sensor, delivering 95 to 99% accurate people counting, manually audited at every installation, from a single ceiling-mounted unit.

For a fleet spanning multiple states and store formats, that accuracy is what makes labor planning trustworthy at scale. One sensor, one consistent data standard, across every store.



ONE UNIFIED VIEW OF STORE PERFORMANCE

Shoe Palace combines RetailNext traffic data with workforce-planning platforms like StoreForce, bringing STAR, sales per hour, and square footage into a single view. This integration helps the team pinpoint power hours and peak periods at a granular, store-by-store level, something that was invisible before traffic data existed.



ABOUT RETAILNEXT

RetailNext provides industry-leading 95-99% accuracy with AI-powered Aurora sensors, offering complete customer journey visibility from entry to purchase to exit. The platform delivers real-time video and analytics with predictive recommendations powered by test-and-learn methodology. Designed for streamlined IT deployment and management, it is a cloud-native and secure platform that supports a strategic long-term partnership approach with sustained value delivery and proven global scalability across diverse markets and cultures.

600+

brands globally

100+

countries

2007

year founded

