

# ANALYTICS DEMYSTIFY SHOPPERS

USING IN-STORE ANALYTICS TO UNDERSTAND SHOPPERS AND FACILITATE SHOPPING EXPERIENCE

TRENDAGRAM

## Top in-store analytic KPIs tracked <sup>(1)</sup>



Retailers gather data from in-store mobile devices, video, shopper WiFi, etc. to improve merchandising and store layout <sup>(1)</sup>

28% +

## Top 3 Store System Priorities for 2016: <sup>(2)</sup>

1. Advanced CRM/Loyalty
2. Mobile for Associates
3. BI/Analytics (*Store-level analytics moved up from 9th place in 2014*)

**31%** Retailers that will be using data collected in-store from BLE beacons to improve store performance within 18 months <sup>(1)</sup>

**24%**

Retailers are creating real-time personalized promotions/offers after customer identification <sup>(3)</sup>

**41%**

Retailers plan to increase their spending on some kind of proximity marketing technology in 2016 <sup>(2)</sup>



"For personalization and suggestive selling to be effective, customer context must be instantly and easily accessible to the associate." <sup>(3)</sup>

**40%**

Retailers have the technology or will start a major upgrade in the next year for location-based sensing for marketing/communication;

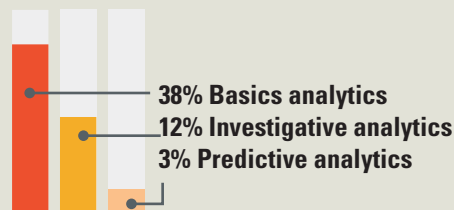
**51%**

will for clienteling/guided selling <sup>(4)</sup>

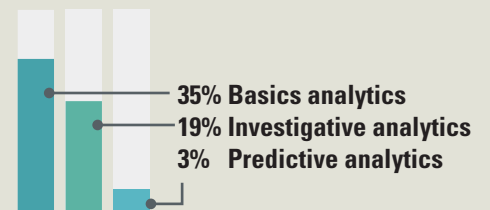
"Enabled by advanced analytics and beacon technologies, retailers will set their sights on communicating with customers through personalized messages including offers for discounts and special services." <sup>(4)</sup>

## Retail Analytics Maturity <sup>(5)</sup>

### Space Planning



### Customer Insights



Sources: 1 – RIS News, "In-Store Firepower;" 2 – RIS News, "13th Annual Store Systems Study 2016;" 3 – Boston Retail Partners, "Real-time Retail – The New Retail Imperative;" 4 – RIS News, "26th Annual Retail Technology Study;" 5 – CGT/RIS News, "Retail and Consumer Goods Analytics Study 2016"

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