

What are the top 10 in-store metrics used by retailers today?

RETAILERS SAY...

1	How many customers enter the store	6	Where a specific type of customer goes in the store
2	How many customers enter the store buy something	7	How many times a specific customer enters a specific store
3	Which promotions attract customers	8	Service times
4	Where the customers go in the store	9	Out of stock items
5	Times customers pick up own brand products instead of national brand	10	Track demographics of private level credit card holders

Technologies Count for Retailers

When asked which technologies they use or plan to use, global retailers listed the following.



People counting
71%



Wifi in the store
68%



Loyalty system
68%



Mobile payment or wireless POS
52%



Queue management
52%



Bluetooth Low Energy
33%

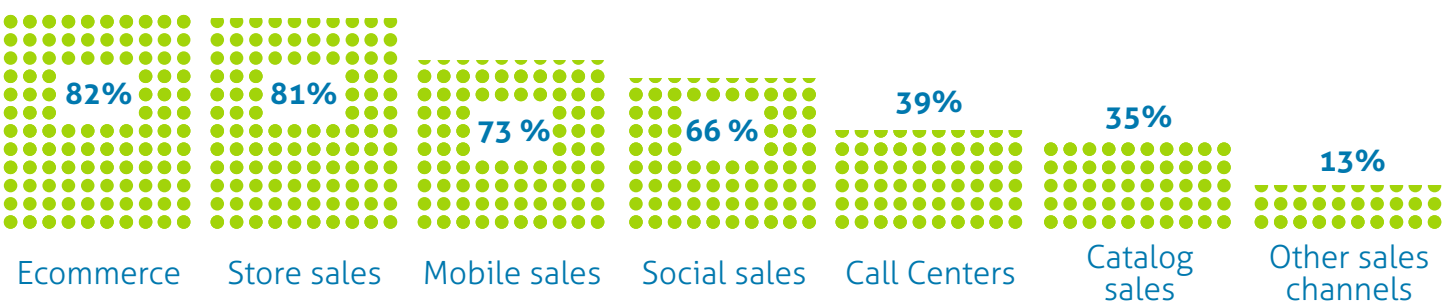
In-Store Analytics Yield Enterprise Benefits

Who benefits from in-store analytics? Lots of different departments, but the big four are:



More Channels = More Happiness 😊

Retailers feel strongly that multi-channel efforts result in more sales. When asked to rate the anticipated impact on sales by channel inside a multi-channel organization the positive impact was overwhelming.



Top 3 Motivations for Adoption of In-store Analytics

- 1 Anticipate and understand customer needs and expectations
- 2 Improve store operations – better staffing, customer experience, etc
- 3 Identify and plan for new customer offerings



Top 3 Factors Holding Back Adoption of In-store Analytics

- 1 Price
- 2 Assurance that the technology works and produces results
- 3 Ease of use



For more information, visit www.brickstream.com or call us at **866-274-2578**.