# Retail Analytics: What's In Store?

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

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.

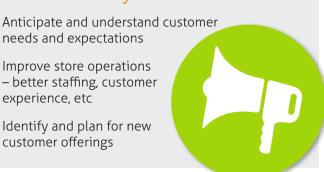


Top 3 Motivations for Adoption of In-store Analytics

Improve store operations - better staffing, customer experience, etc

needs and expectations

Identify and plan for new customer offerings



Top 3 Factors Holding Back Adoption of In-store Analytics

Price

Assurance that the technology works and produces results

Ease of use



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



#### About Brickstream

Brickstream is the in-store analytics market leader, providing retailers with the insights they need to understand the multi-channel shopper and improve store performance, profitability and the customer experience. Brickstream's technology intelligently collects, integrates and analyzes data related to the actions of people as they enter, move through and exit a store, delivering the equivalent of clickstream analytics for the brick-and-mortar world. In addition to retailers, grocery chains, mall operators, hospitals, and entertainment venues also use Brickstream to understand more about their customers and visitors, and draw on the insight gained to enhance customer service, optimize resources, and maximize economic opportunities in real-time.