



TURNING BROWSERS INTO BUYERS TO WIN AT RETAIL

Follow the shopper to maximize basket size, closure rates and overall return on investment.

The average shopper walks **170 meters** inside the store...

... and on average takes **12.3 minutes** for the visit.

The challenge: To buy or not to buy? Shoppers make thousands of buying decisions in stores. How can you measure, understand and act on them to drive sales and improve store performance? Changes to the layout of a shelf or category may help to maximize success, but on which information sources do you base those crucial decisions? Sales figures, panel data, loyalty card metrics, store observations or in-store interviews all have their limitations. The answer is to "follow the shopper" to maximize basket size, closure rates and overall return on investment.

To succeed you need to follow the shopper

Shoppers make claims in surveys that often aren't supported by other data. A statement such as "we always buy fair trade, organically produced and

ethically sourced products", may not be borne out by, for example, point of sale data. Monitoring and measuring shoppers in-store not only reveals their actual behavior, but also provides you with KPIs that can be used to evaluate and improve the shopper journey to drive sales.

With GfK Shopper Conversion, we observe consumer behavior across the entire in-store experience – from shopper paths and retail environment analysis using Real-Time Locating System (RTLS) technologies, to shelf-level analysis using Optical Smart Sensors (OSS) and audits, to point of sale data analysis.

To help you best manage a shelf or category without the problem of self-reported bias, we replicate the shopping process using virtual store layouts.

Driving growth at shelf, category and store level

Shopper Conversion can help you drive growth by revealing how to convert browsers to buyers at:

- **store level** by tracking the complete shopper path from entrance to exit
- **shelf level** by measuring interaction with the category, shelf module and brands
- **single shopper** level by measuring the shopping experience at 360° through personal tags in keyrings

Available in every market, our comprehensive approach is fully flexible. We incorporate additional data sets such as entry and exit interviews, in-store audits and point of sale data to enhance the store performance.

Did you know that:

1. Most shoppers' behaviors are consistent across store formats and categories.
2. Shoppers follow a constant preferred path.
3. They spend in-store a limited amount of time and only few secs are dedicated to buy a single category.
4. The more time they spend in-store, the more they buy.
5. The more time they spend in front of a category shelf, the less they buy.

This is only an extract of the Global Shopper Insights we learned so far. Much more, supported by robust analyses and numbers, is available from our projects around the world.

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Know the shopper



Understand the journey in-store



Manage the category and activate



Do you want to know more?

Contact us!

Patrizia Gabellini

Global Shopper Insight Director

T +39 340 7550058

patrizia.gabellini@gfk.com

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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