link

CASES

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SPORT WARE

CASE

SHOPPER FLOW

& DWELL TIME

How are shoppers moving around in the store? Where do they stop? What are the most attractive places in store and which places are doing pretty bad?

CASE SUMMARY

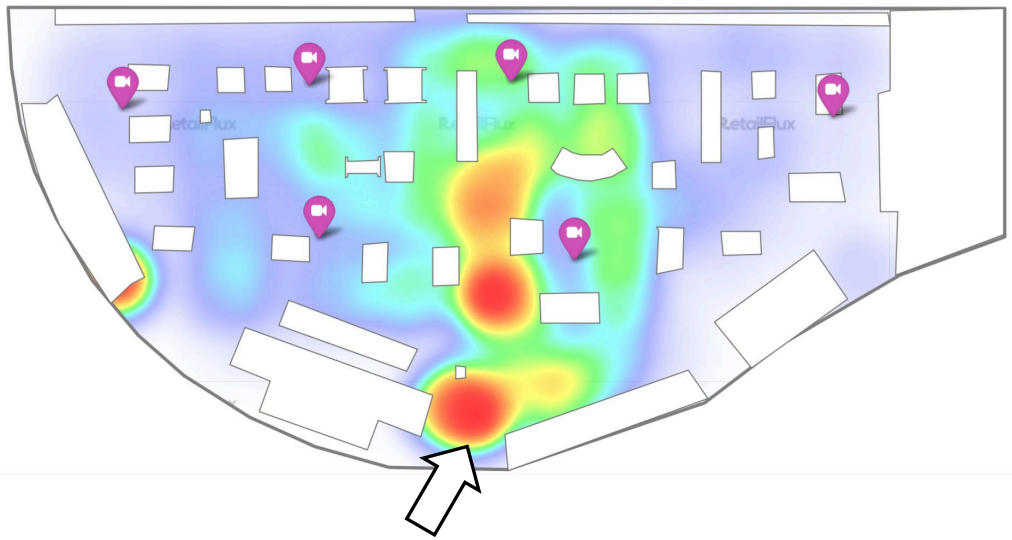
SHOPPER FLOW & DWELL TIME

Which part of the store is visited most frequently and which is not? Where do shoppers stop and in front of which products? Where do they not stop? Where in the store are we doing well – and can we build on these successes for the entire store?

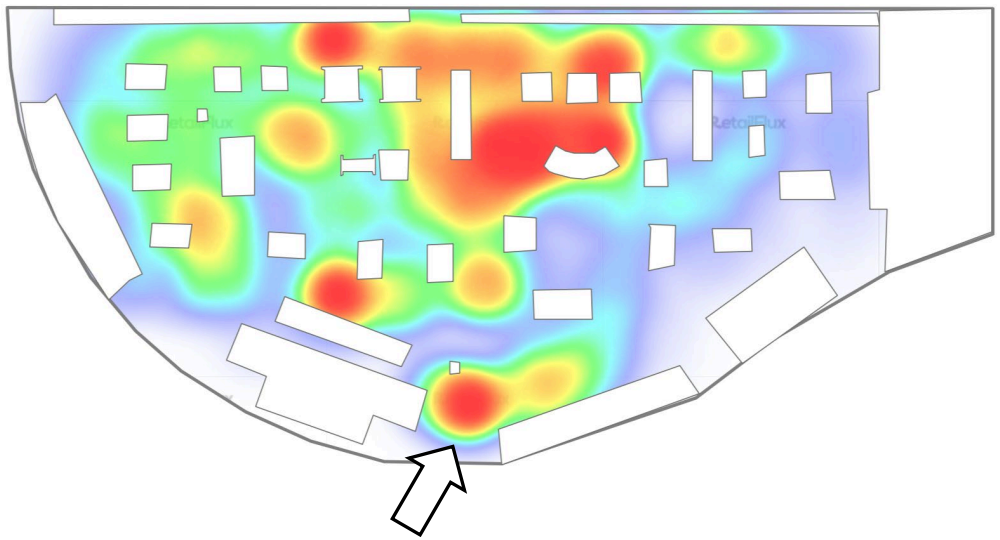
For this store the where basically one section that created more traffic than any other area and product sections – namely the SNEAKERS department. Everything in this store was centred around this department. Link Video Analytics enables you to do detailed analysis of every part of the store – and improve based on insights.

FLOW & DWELL TIME

SHOPPER FLOW

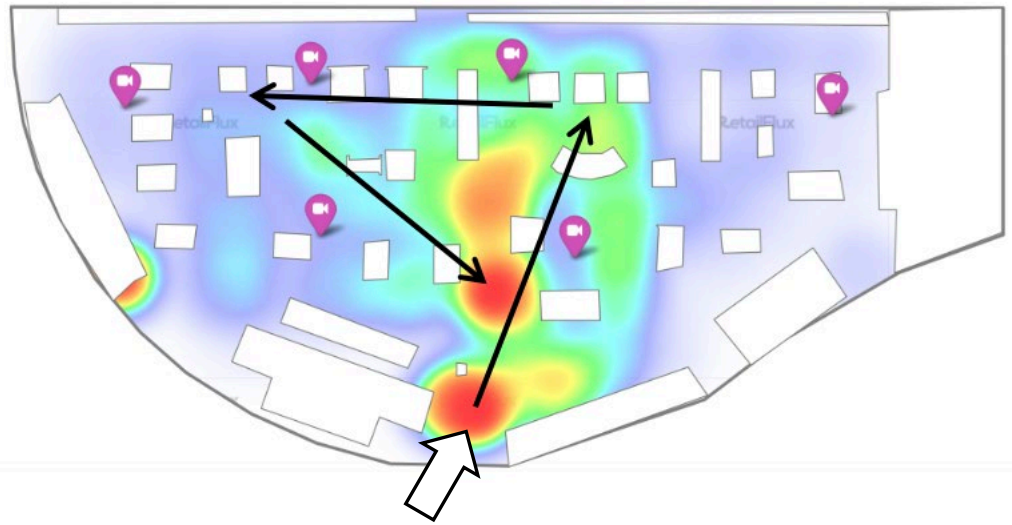


DWELL TIME / STOP & SHOP

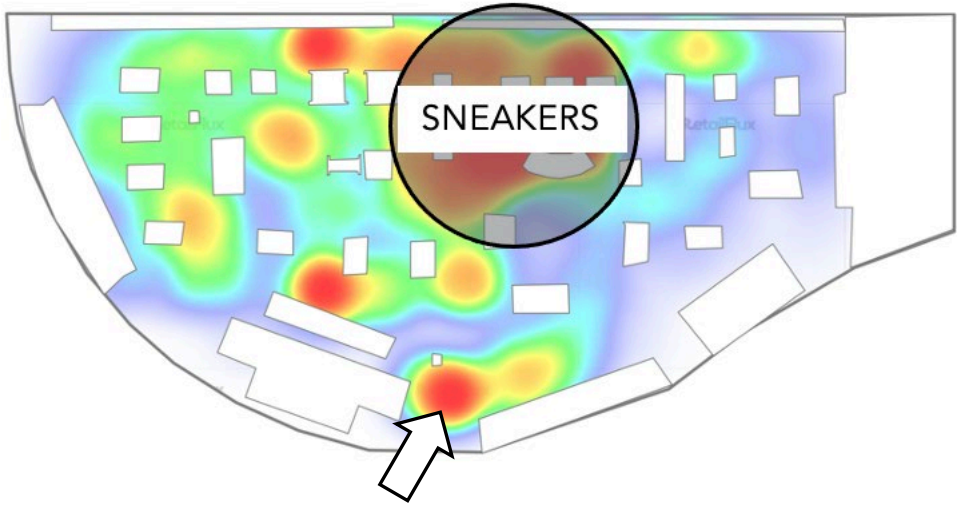


FLOW & DWELL TIME

SHOPPER FLOW



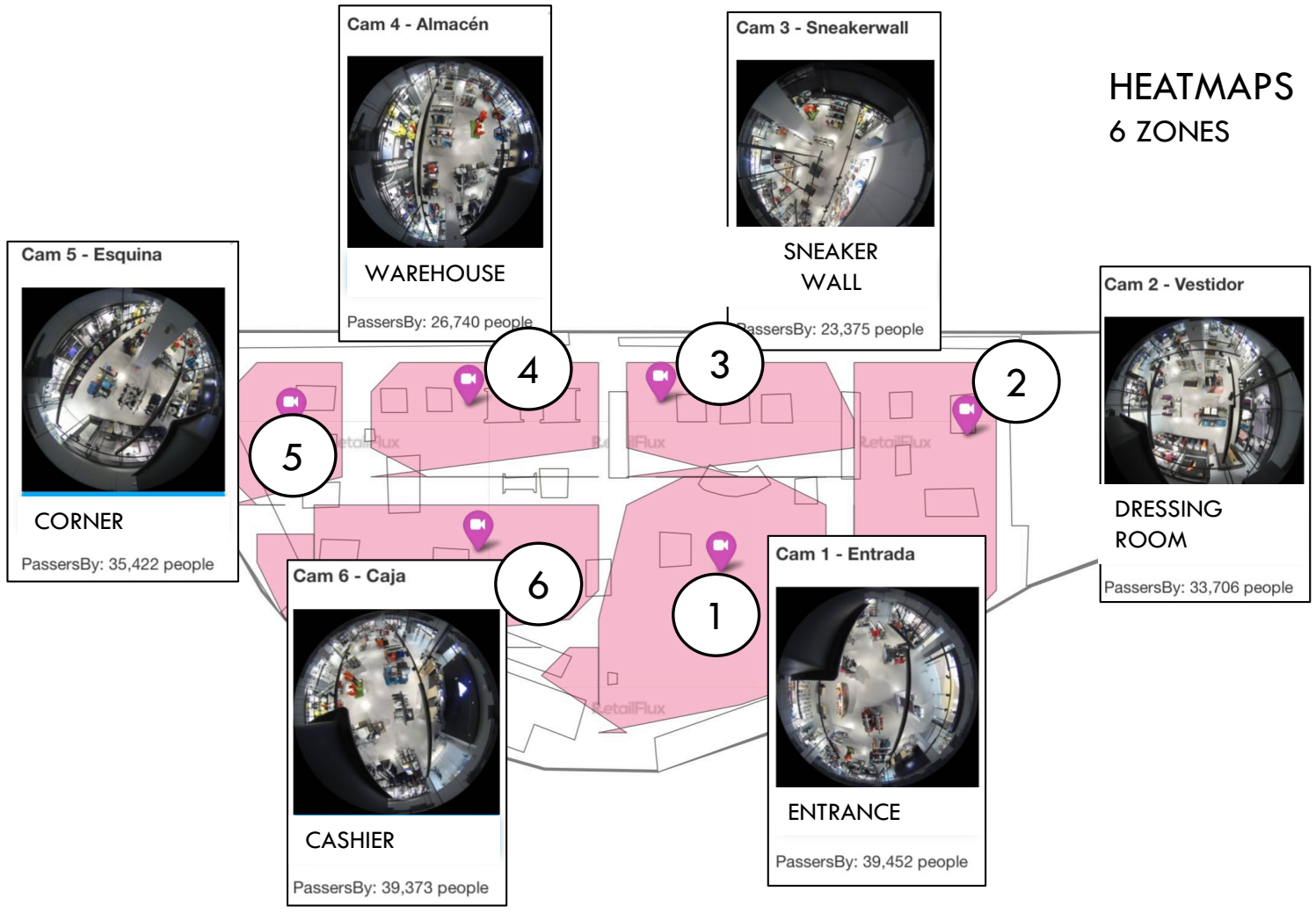
DWELL TIME / STOP & SHOP



Shoppers are basically entering and visiting the middle of the store – and moving towards the most attractive place & products, namely SNEAKERS.
For those who are visiting more of the store – they move to the right, along the wall into the corner and then directly to the exit area.

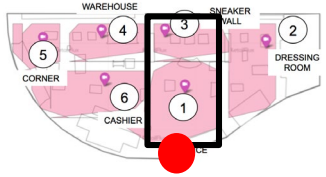
link
VIDEO
ANALYTICS

HEATMAPS
6 ZONES



CAMERA 1 – ENTRANCE

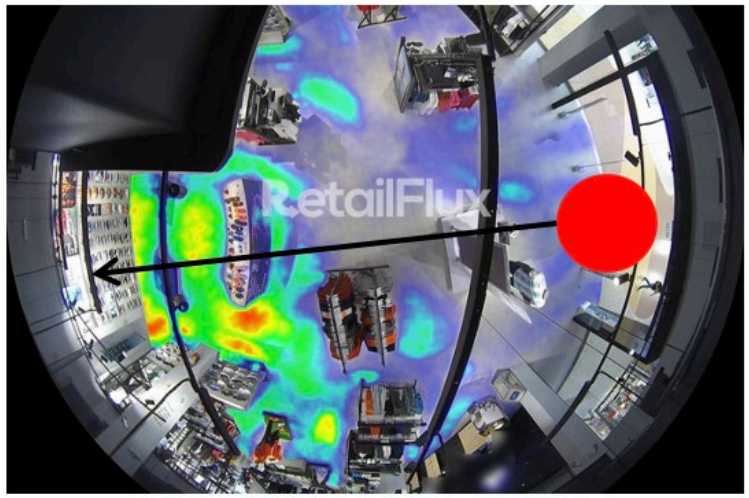
SHOPPERS DO NOT STOP IN THE ENTRANCE. THEY MOVE INTO THE STORE TOWARDS SNEAKERS IN THE BACK.



SHOPPER FLOW

People are entering the store here but they do not stop. They are moving thru clothing in the middle of the store OR mostly -directly to the Sneakers wall.

DWELL TIME / STOP & SHOP



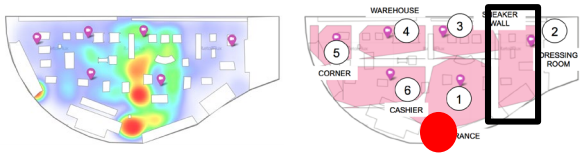
The Sneakers wall / area is obviously very popular. Most shoppers stops here (for the first time) – and spend most of their time here as well.

DIRECTIONS

Directions is showing that everybody entering the store are moving in the right direction – and towards the back of the store.

CAMERA 2 – DRESSING ROOM

THIS IS A "DEAD" ZONE IN THE LEFT BACK OF THE STORE



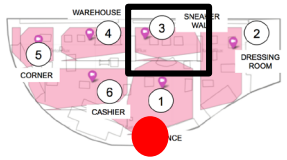
SHOPPER FLOW

This part of the store is hardly visited at all
There are also few people entering the dressing rooms
Entrance = Red dot

DWELL TIME / STOP & SHOP

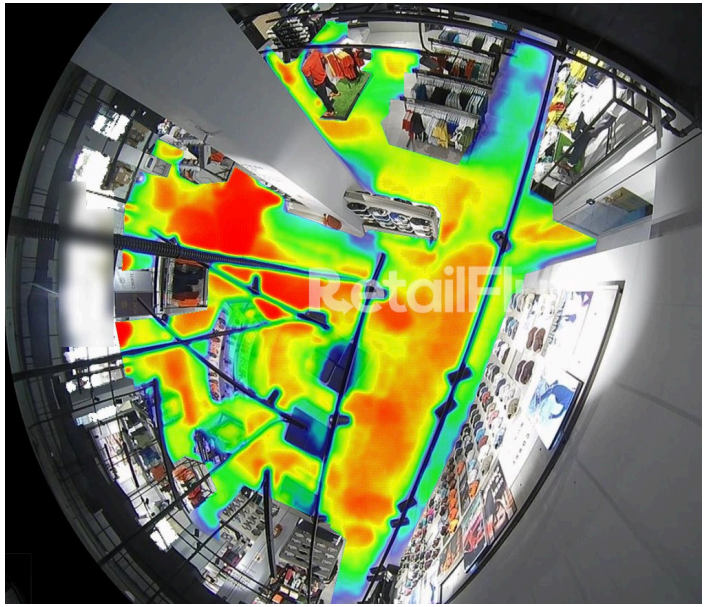
CAMERA 3 – SNEAKER WALL

BY FAR, THE HOTTEST PLACE IN THE STORE

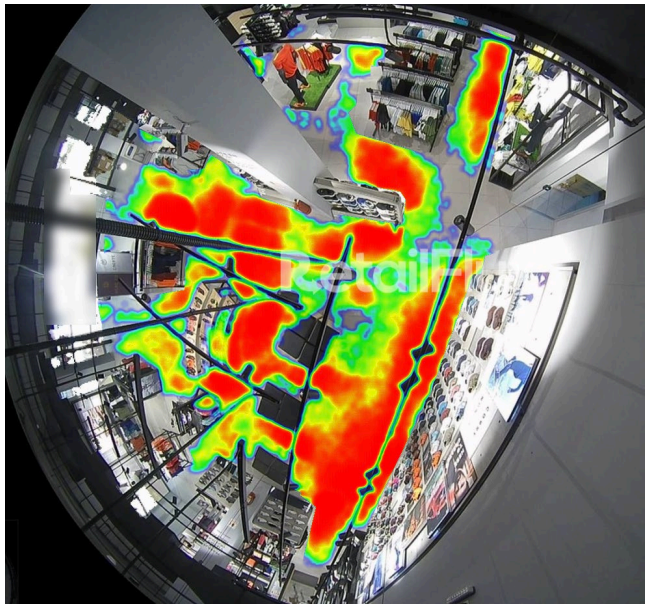


SNEAKER AREA

SHOPPER FLOW



DWELL TIME / STOP & SHOP



THE SNEAKER SECTION of the store is the destination for most shoppers visiting the store. This is the area where most shoppers visit and also where most shopper stop – and spend most of their time. Entrance = Red dot

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