

## Specialty Retailer Measures Effectiveness of Merchandising Resets

### THE CHALLENGE

A specialty retailer with more than 600 locations is assessing the costs and benefits of changing merchandise and window displays every one to two months. They engaged Euclid to evaluate whether merchandising resets were drawing in more customers and increasing engagement.

### THE SOLUTION

By installing Euclid sensors, the specialty retailer was able to quantify customer attraction and engagement across all stores for five resets. Euclid measured Storefront Conversion, Visitors, Duration, Engagement Rate, and Visit Recency over nine months and highlighted the impact of each reset in the first week.

### KEY FINDINGS

Spring 2 reset was the most successful.

- More visitors were successfully attracted and engaged
- Shoppers came back earlier than expected
- Higher engagement drove higher average dollar sales

vs. 4 week rolling average	Spring 2	Spring 3	Summer 1	Summer 2	Fall 1
Capture Rate	+1.0%	-0.1%	+0.1%	-0.1%	-0.1%
Duration (All Visits)	+18.1%	-2.9%	-18.7%	-14.8%	-12.5%
Engaged Visits (>30 min)	+66.5%	-0.2%	-58.8%	-49.9%	+4.6%
Average Visit Recency	32 days	60 days	50 days	48 days	42 days
Total Sales (YoY)	+4.3%	-0.5%	-0.2%	-7.2%	+1.2%
Average \$ Sales (YoY)	+6.0%	-0.2%	-5.0%	-4.2%	+1.6%

Exhibit 1: Summary of each reset's impact on visitor behavior



### OUTCOMES

The evidence prompted the retailer's operations team to investigate what made the Spring 2 reset successful. They identified the new brand line introduction and expansion of the men's section as key drivers of more frequent visits and higher engagement.

The retailer is continuing to monitor all resets with Euclid and will implement the following changes:

- Sustain customer excitement surrounding the new brand line
- Introduce and promote another new brand line
- Focus promotions on the men's line
- Offer "come back in 30 days" incentives

“Euclid enables us to monitor the performance of all our merchandising resets and quantify the impact on customer behavior. We're now armed with the knowledge of what performed well or poorly and adjust accordingly.”