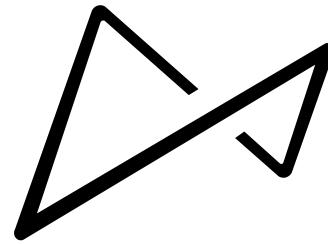




STORE DNA

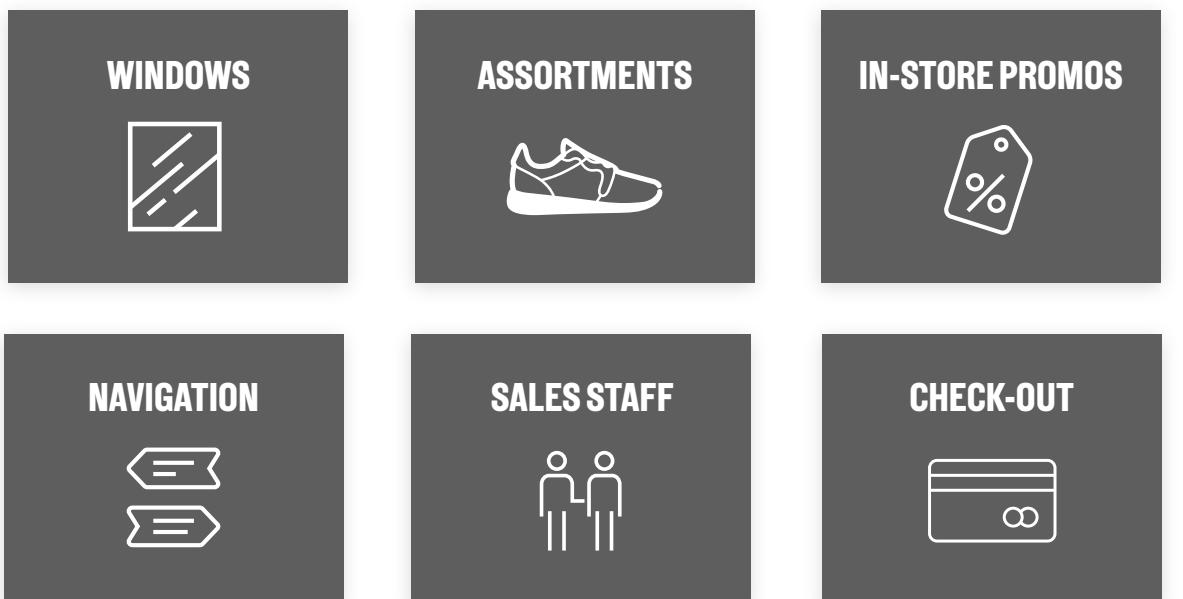
SHOPABILITY FOR PROFITABILITY.

TURNING VIDEO FEEDS AND POS TO ACTIONABLE INSIGHTS APPLICABLE ACROSS THE FLEET

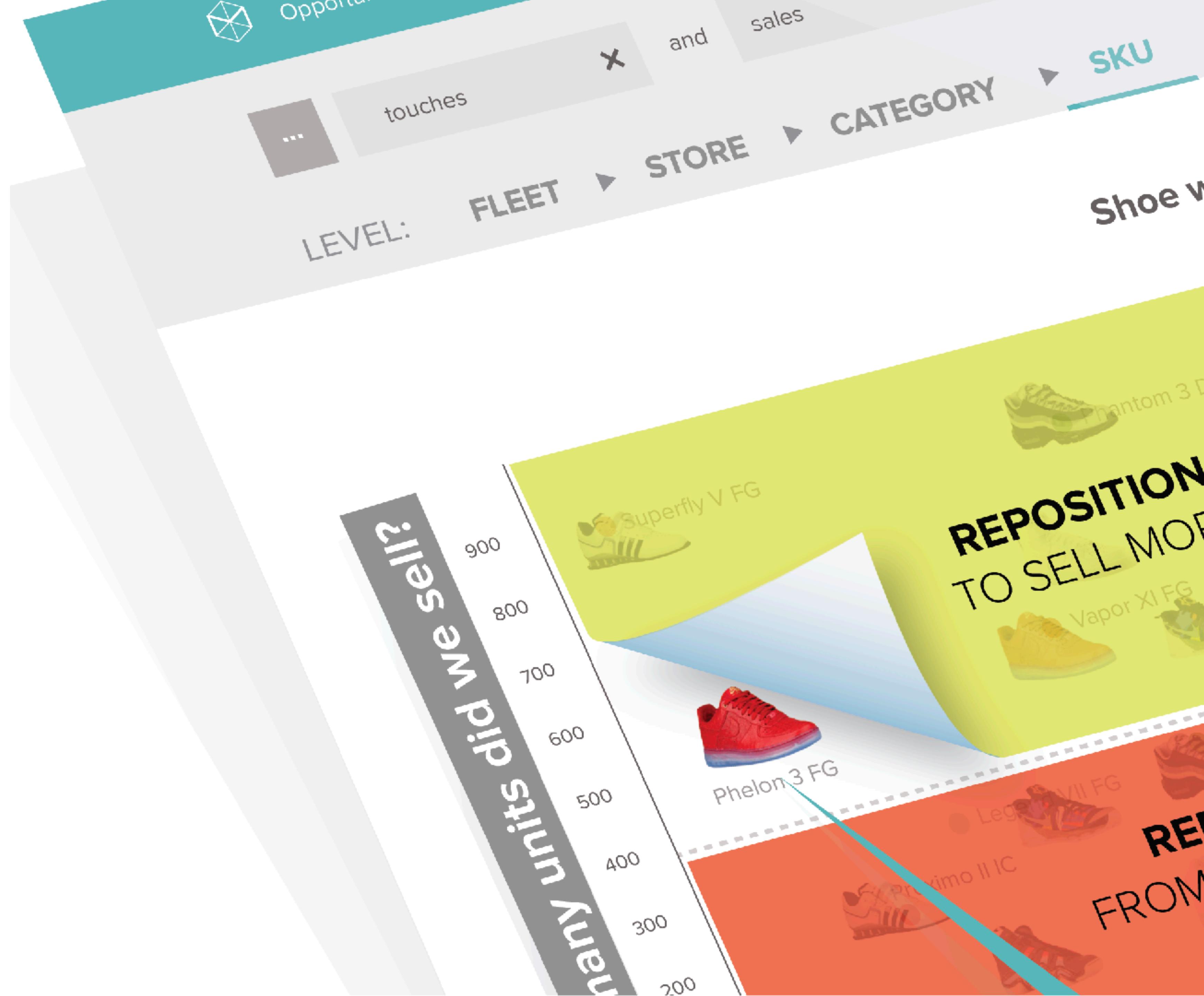


STORE DNA

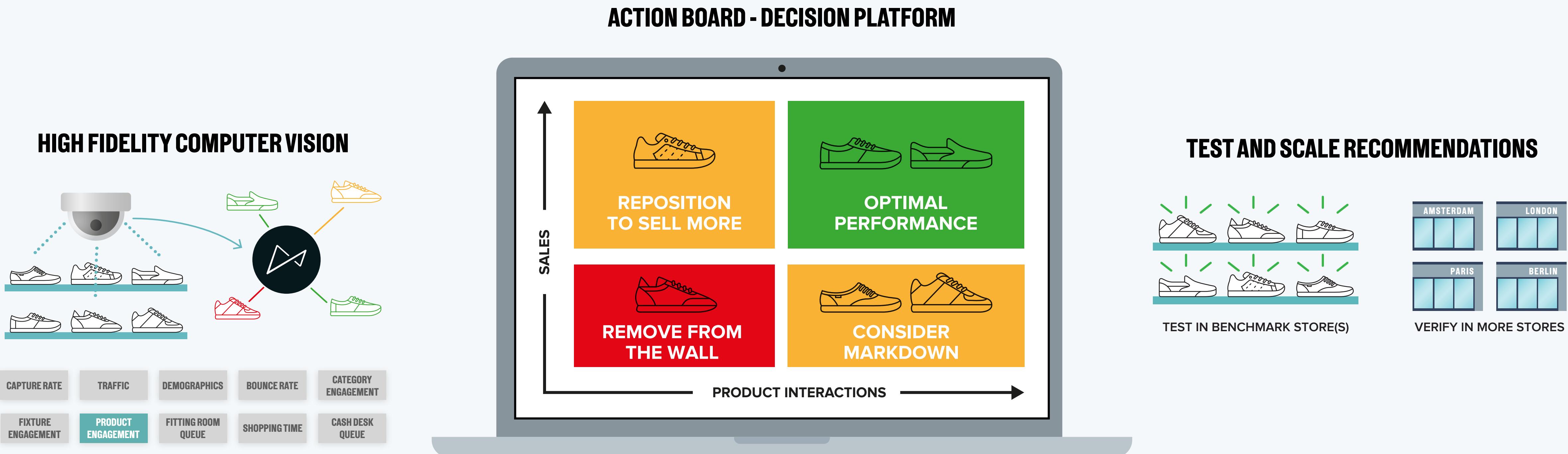
The **decision-making platform** that delivers improved performance through better:



SHOPABILITY FOR PROFITABILITY

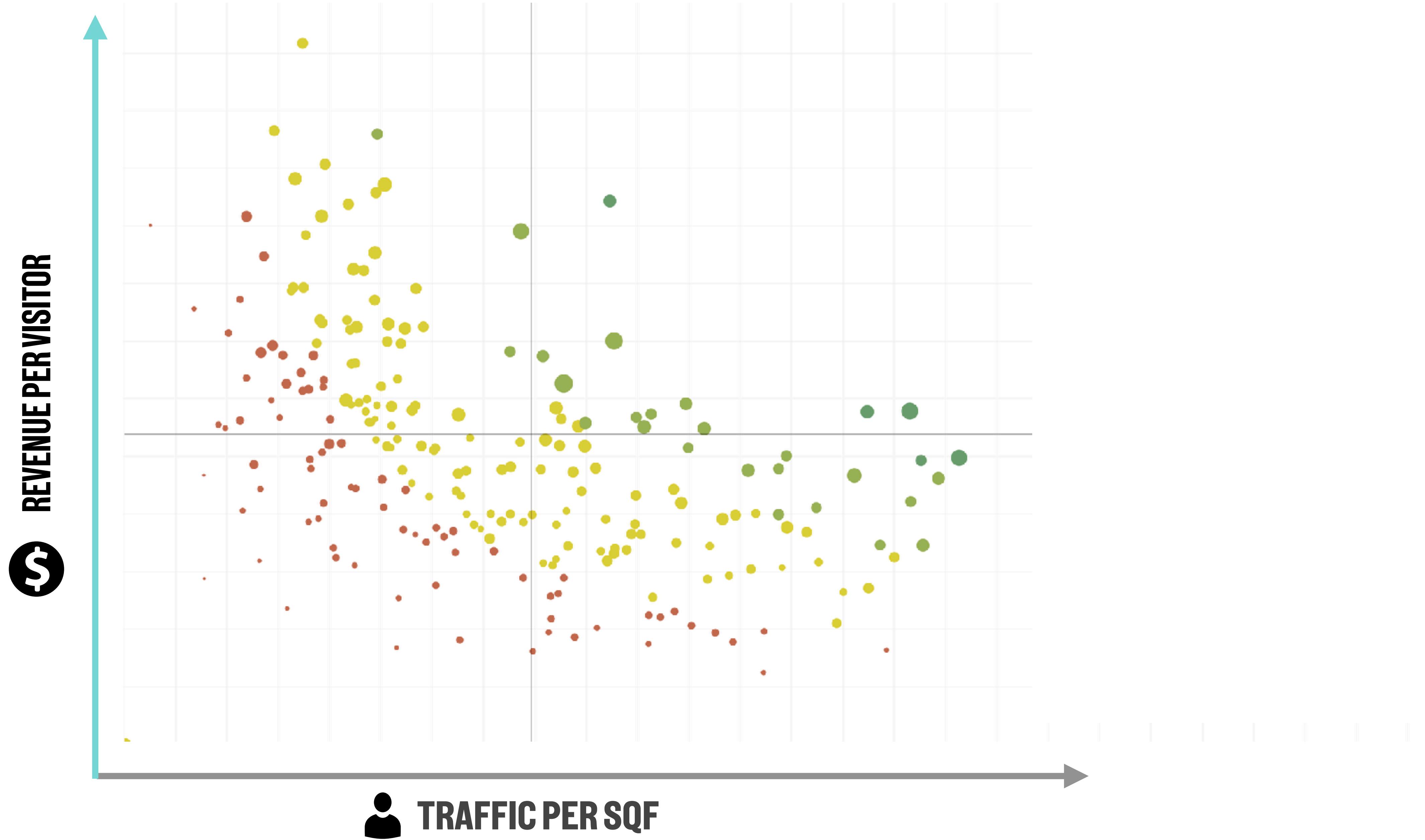


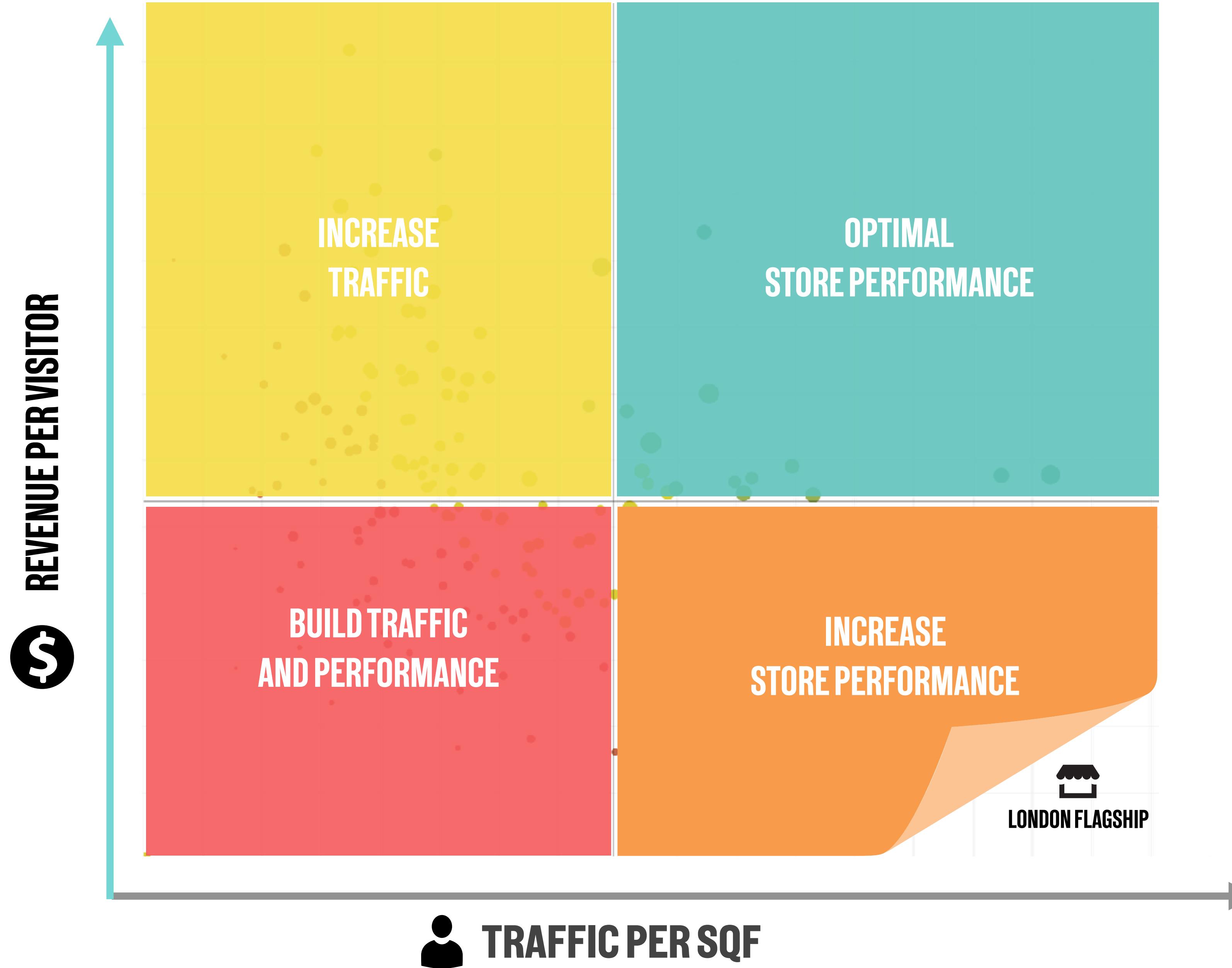
FROM SHOPPER BEHAVIORS TO SHOPPER INSIGHTS

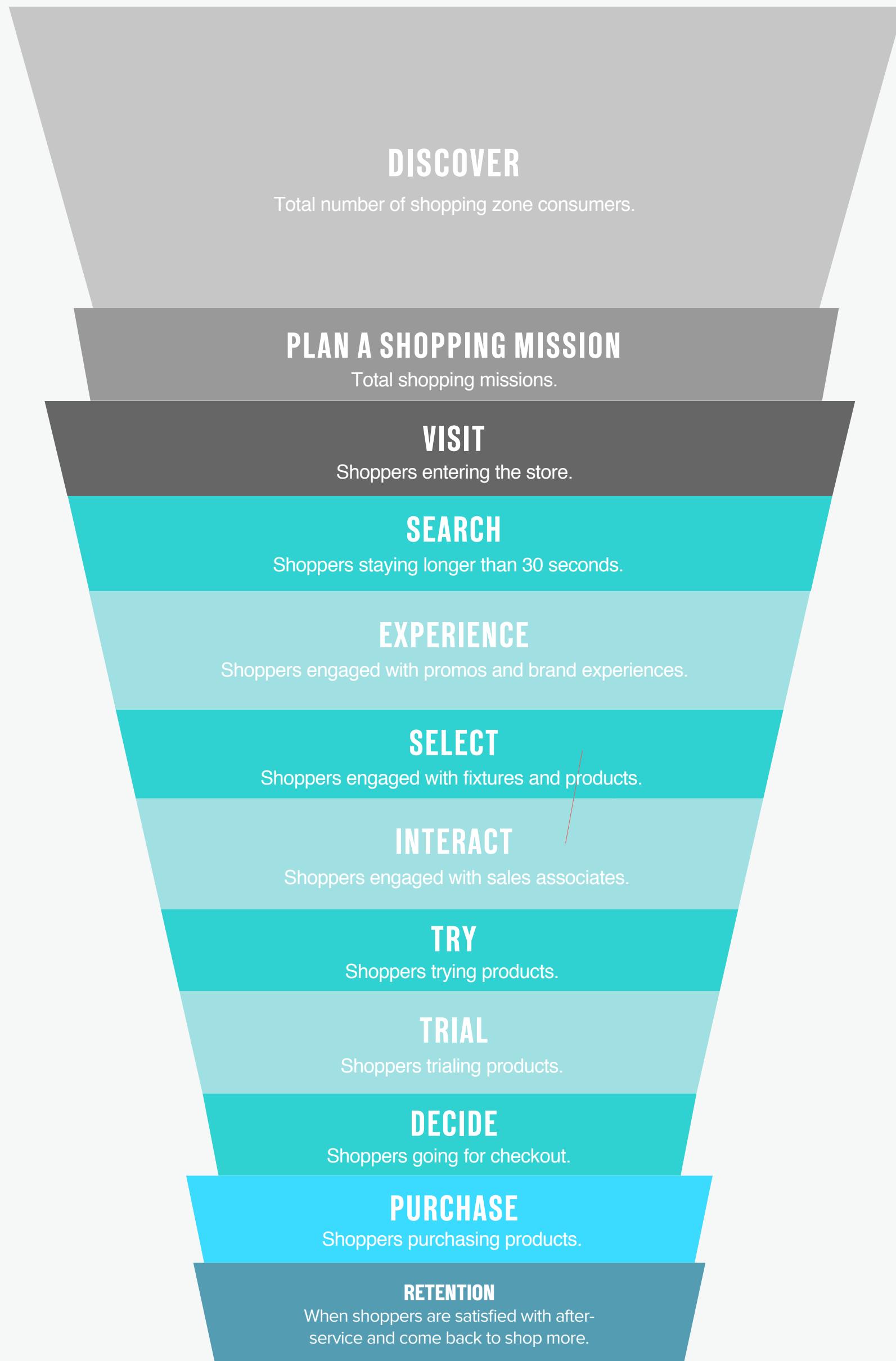


FROM SHOPPER INSIGHTS TO INCREASED PRODUCTIVITY

PRODUCTIVITY = TRAFFIC PER SQF x REVENUE PER VISITOR









DISCOVER SHOPPING ZONE CONSUMERS



CRITICAL MOMENT

When shopper processes all inspiration and assess her shopping options for added value versus time and money spent.

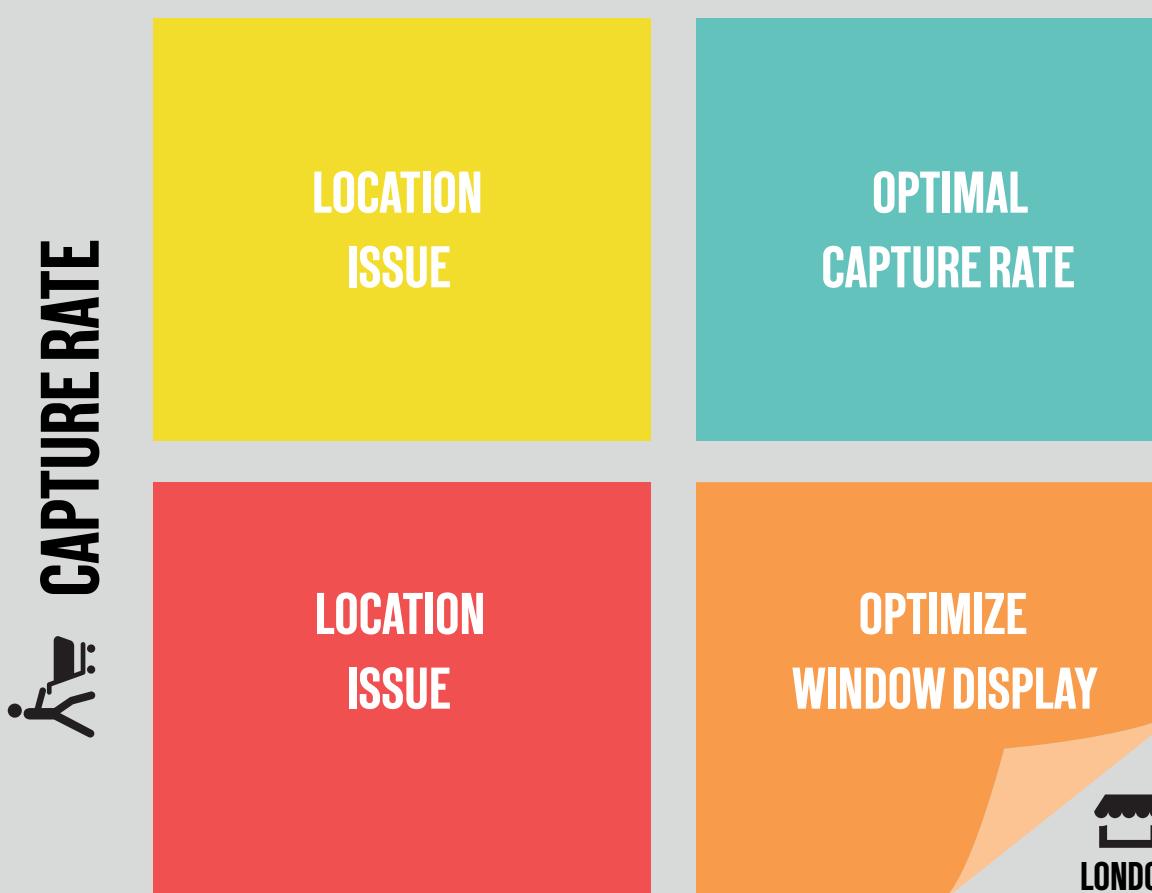
SHOPPING TRIPS

TRAFFIC BASELINE AND UPLIFT



A KEY INSIGHT

Why are shoppers passing the store without entering ?



STREET/MALL TRAFFIC

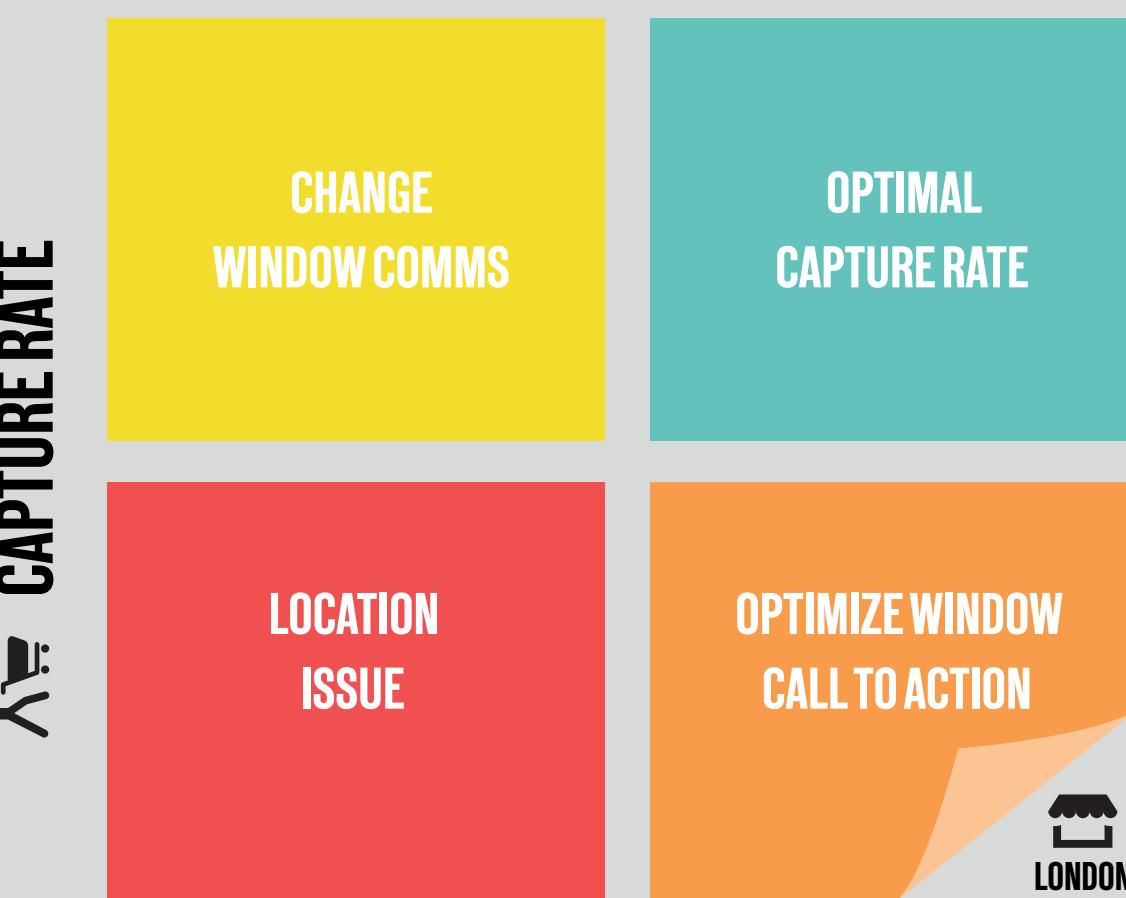
SHOPPING TRIPS

TRAFFIC BASELINE AND UPLIFT



B KEY INSIGHT

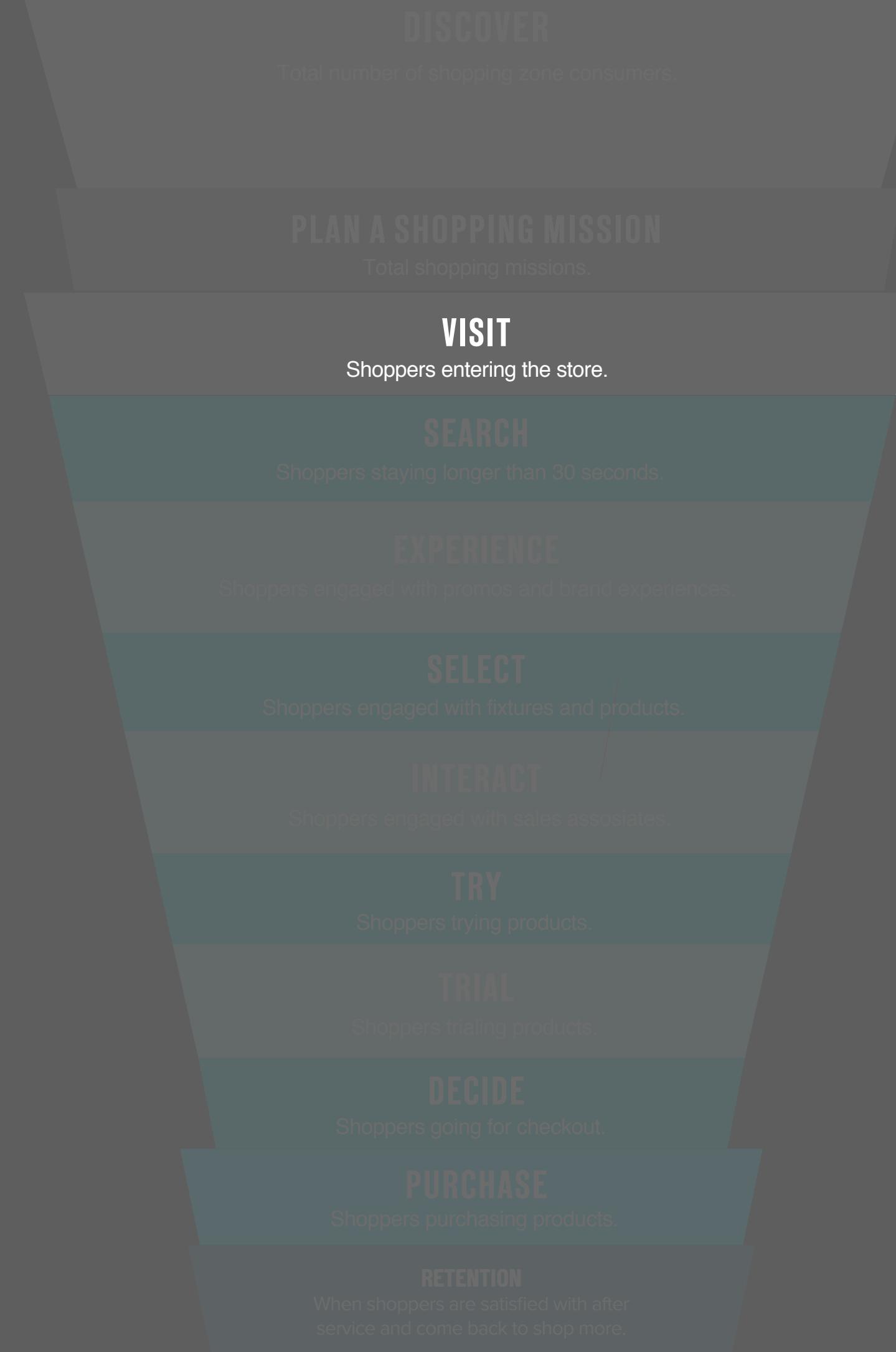
Are shoppers engaging with the windows and how does it influence capture rate?



WINDOW ENGAGEMENT

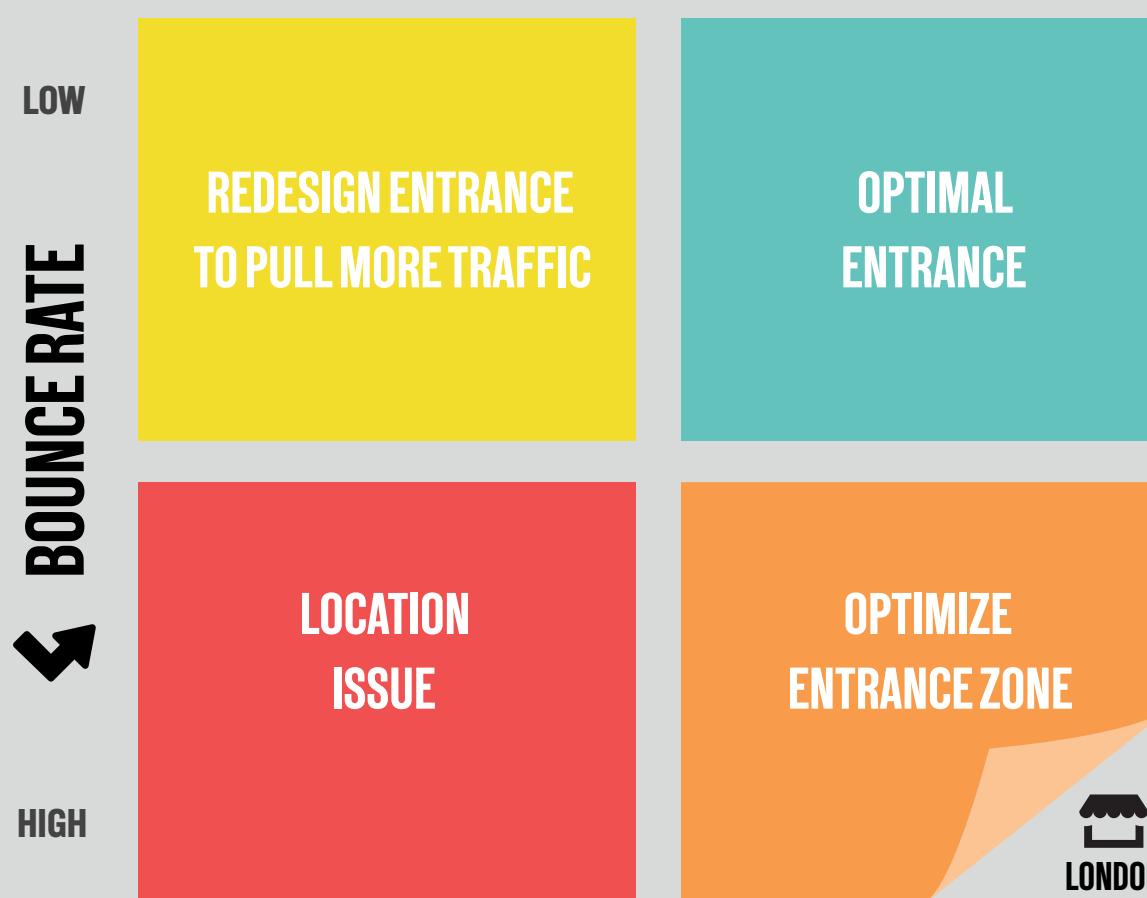
VISIT

SHOPPERS ENTERING THE STORE



A KEY INSIGHT

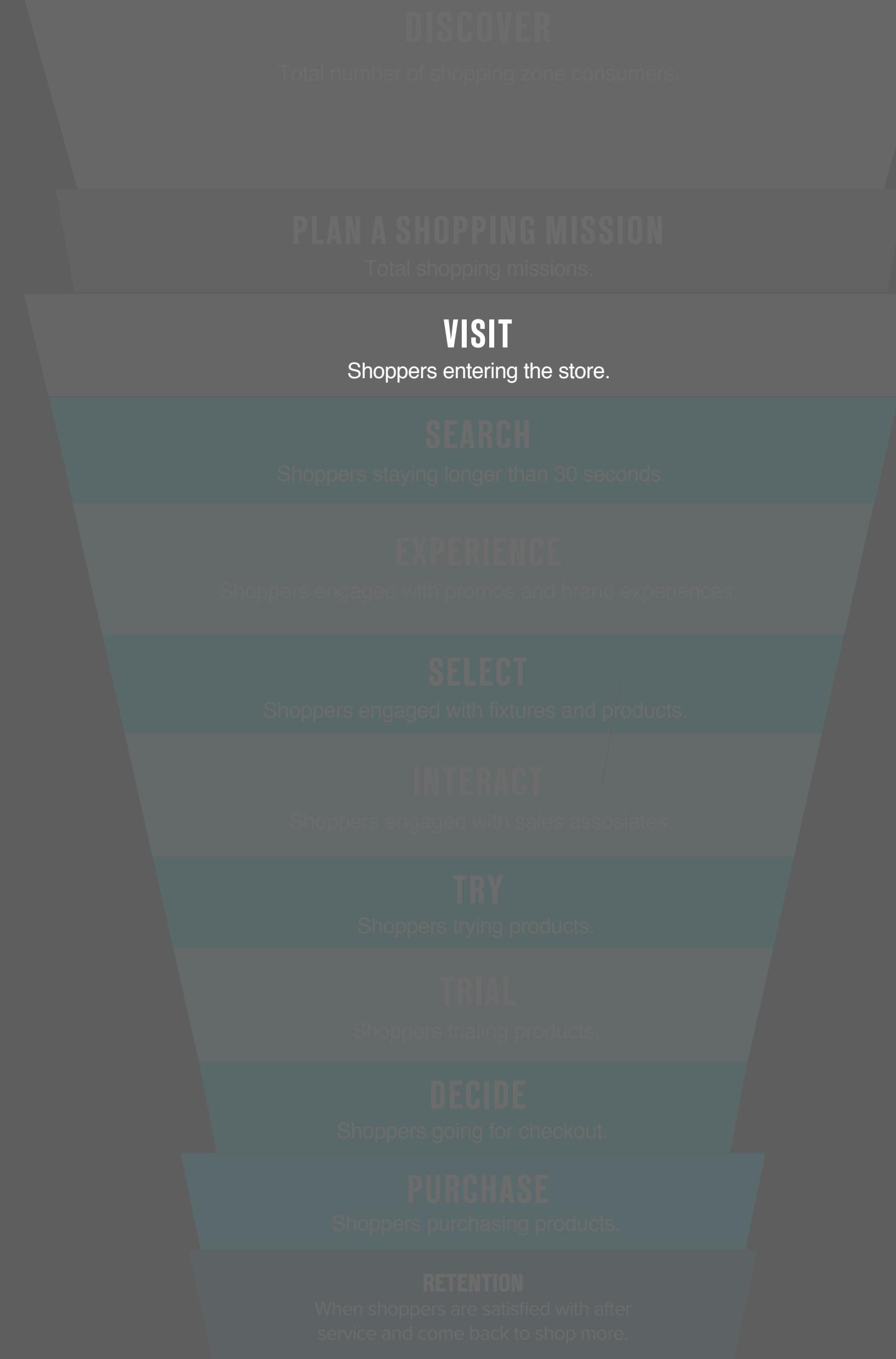
Why are shoppers bouncing out of the store in less than 30 seconds?



TRAFFIC PER SQF

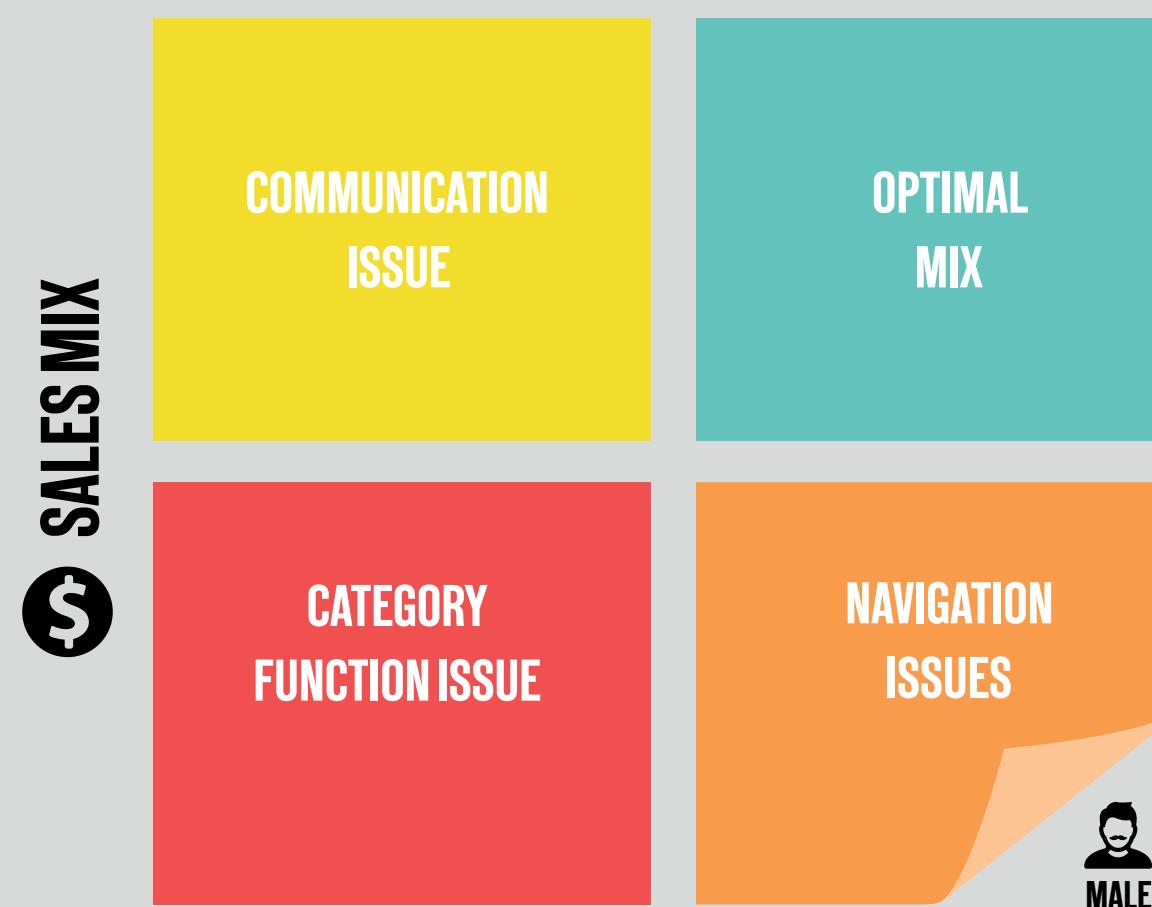
VISIT

SHOPPERS ENTERING THE STORE



B KEY INSIGHT

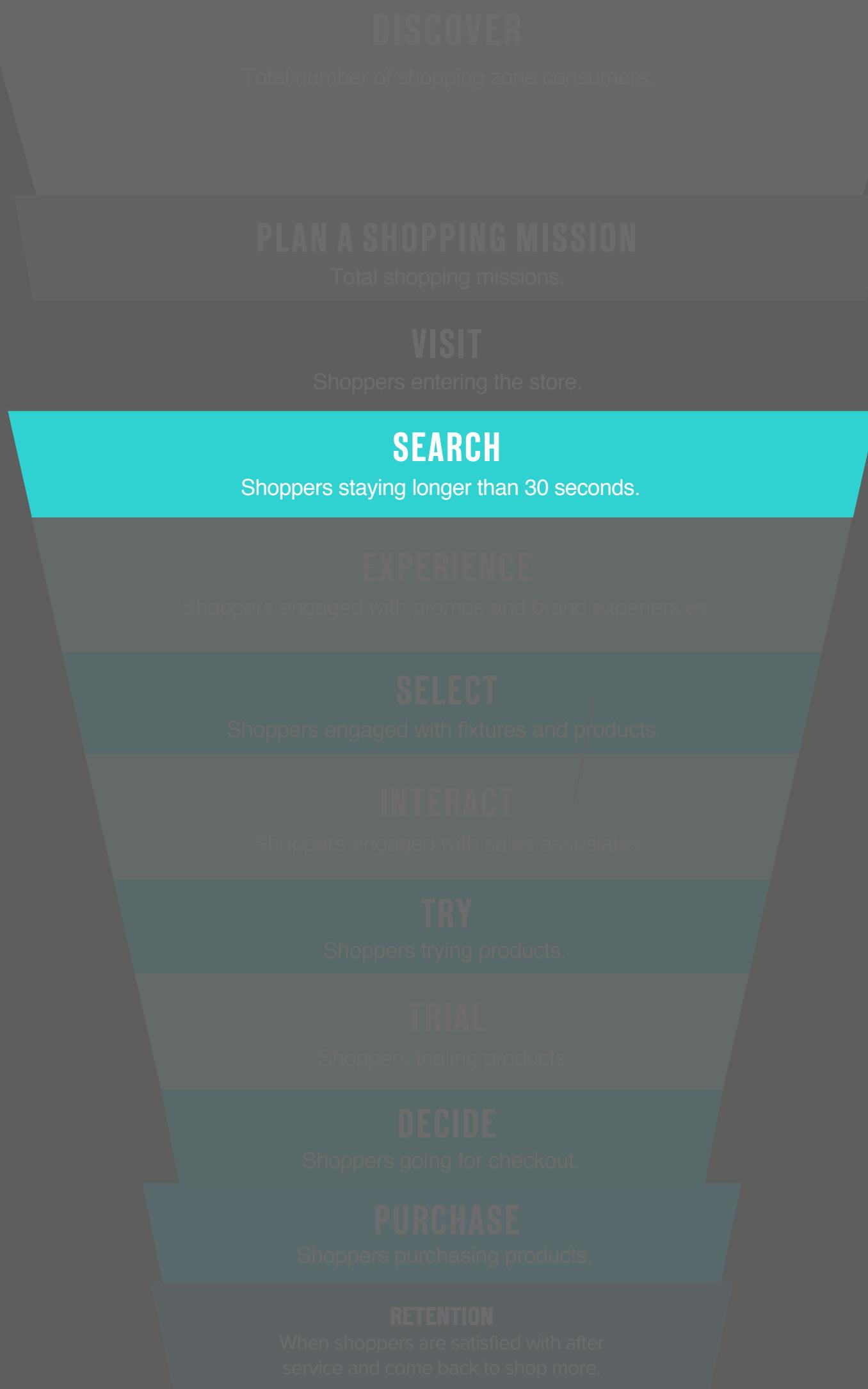
How do shopper demographics influence sales mix?



MALE/FEMALE/KIDS TRAFFIC

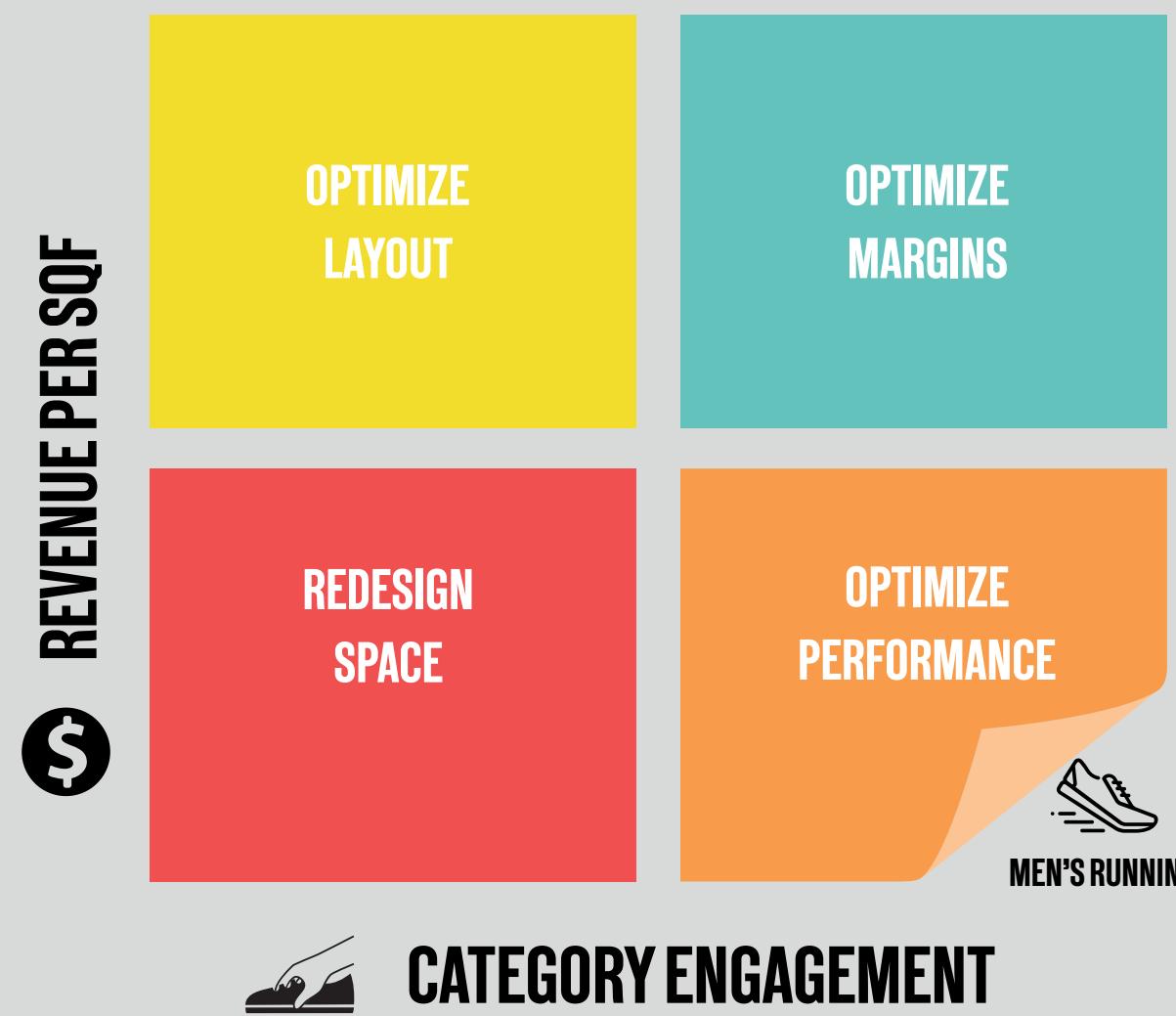
SEARCH

SHOPPERS STAYING MORE THAN 30 SEC



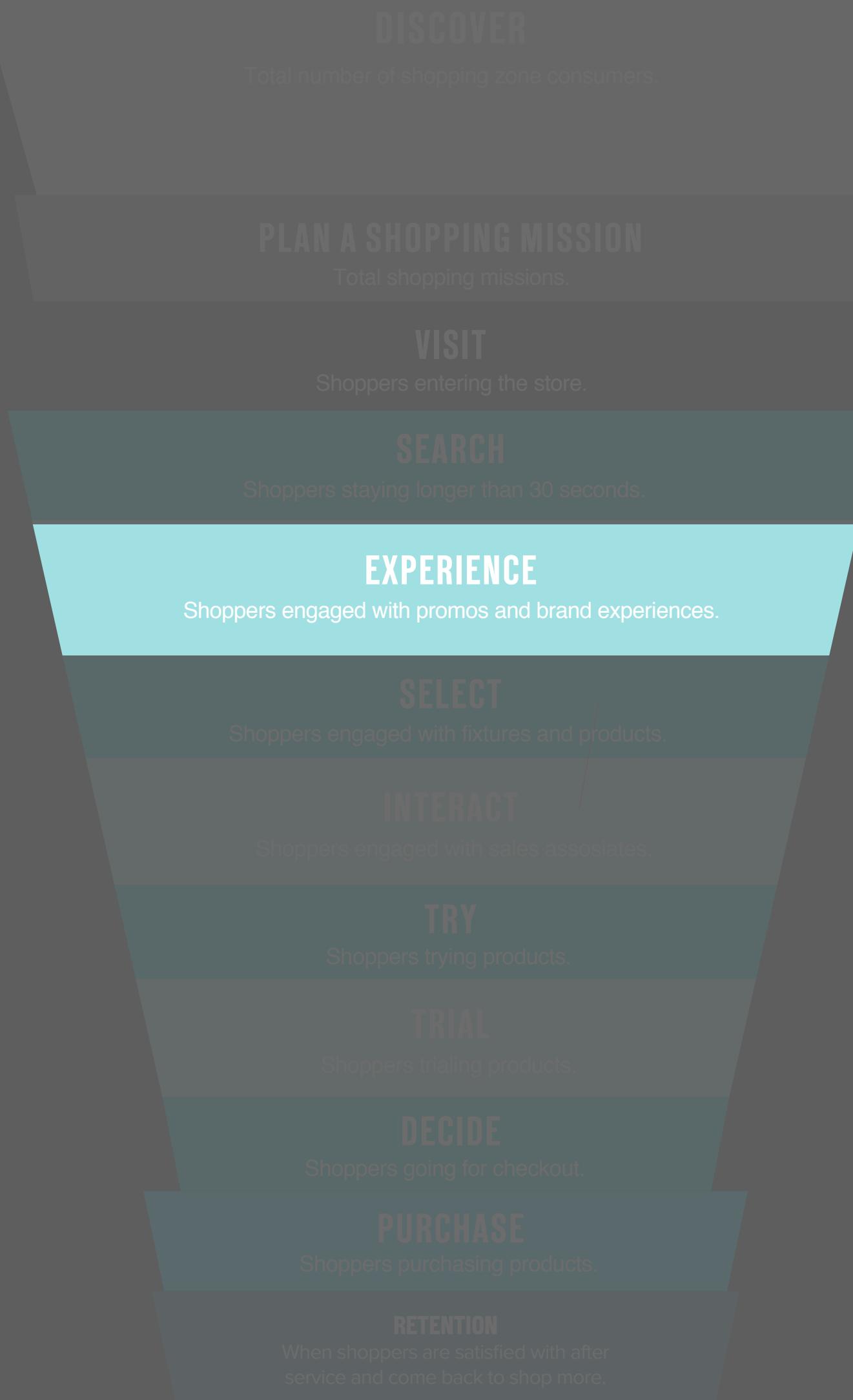
KEY INSIGHT

Why are shoppers avoiding certain zones or only browsing without engaging?



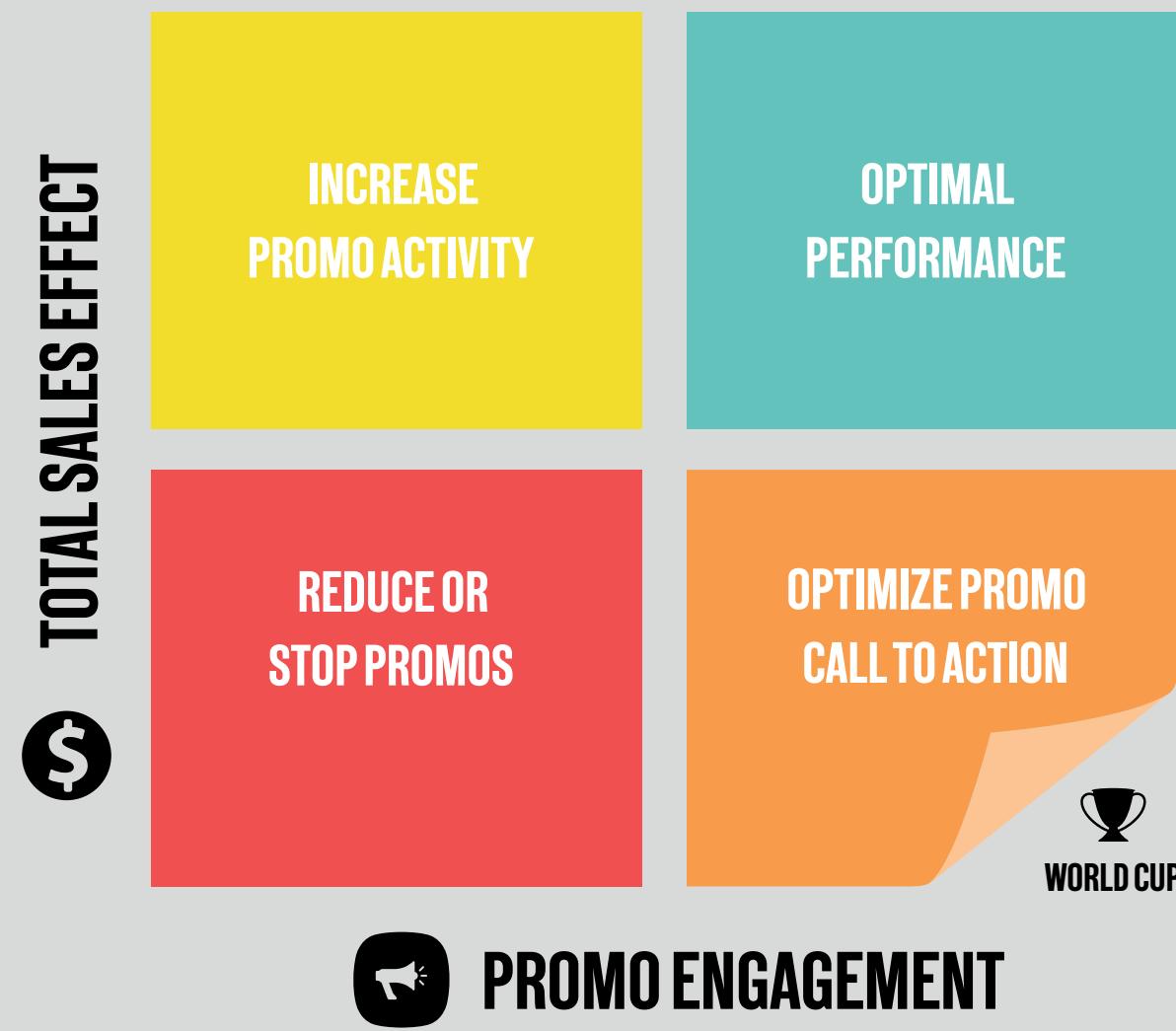
EXPERIENCE

TRAFFIC TO PROMOS AND BRAND EXPERIENCES



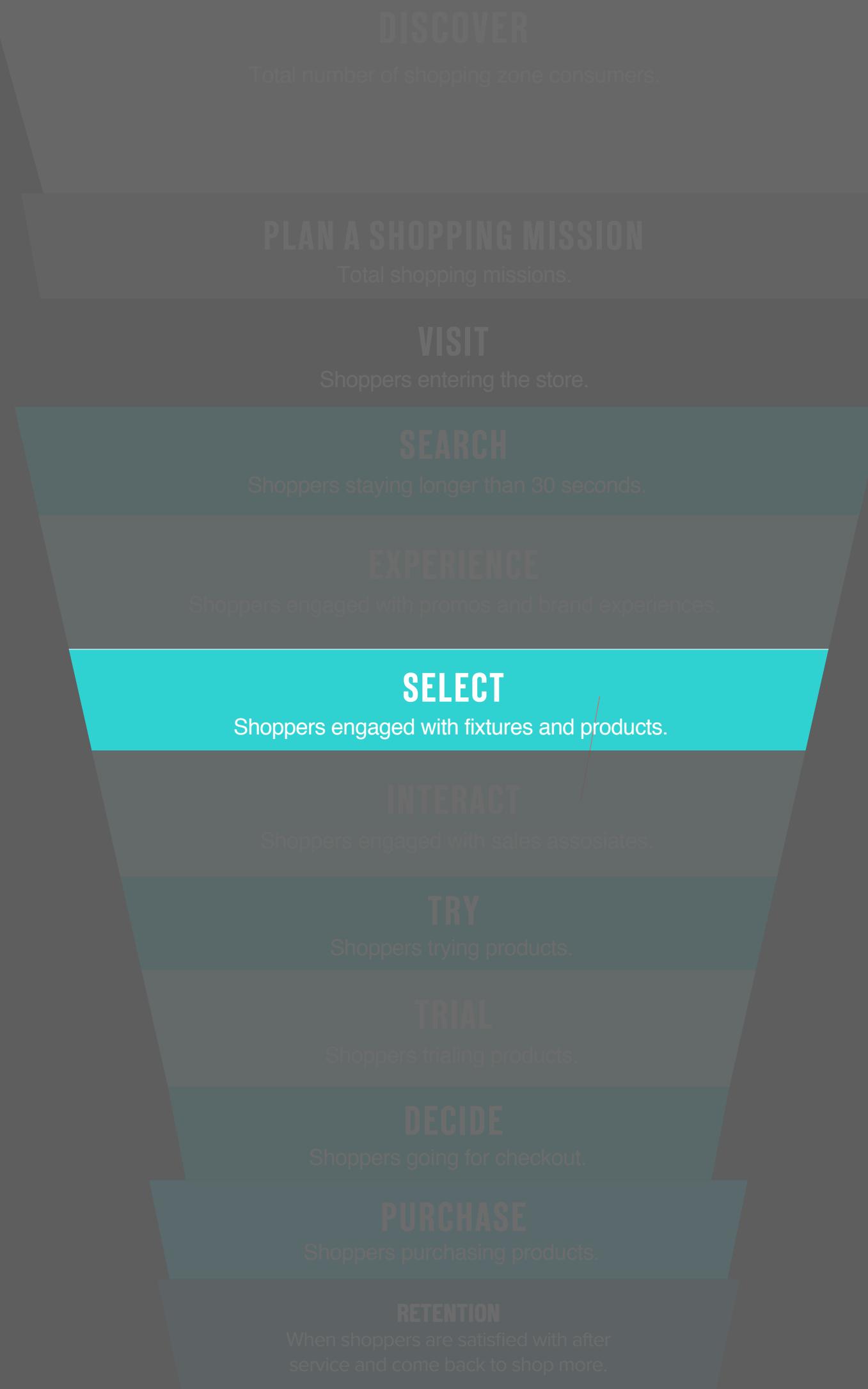
KEY INSIGHT

Are shoppers engaging with promotions and what is the impact on revenue?



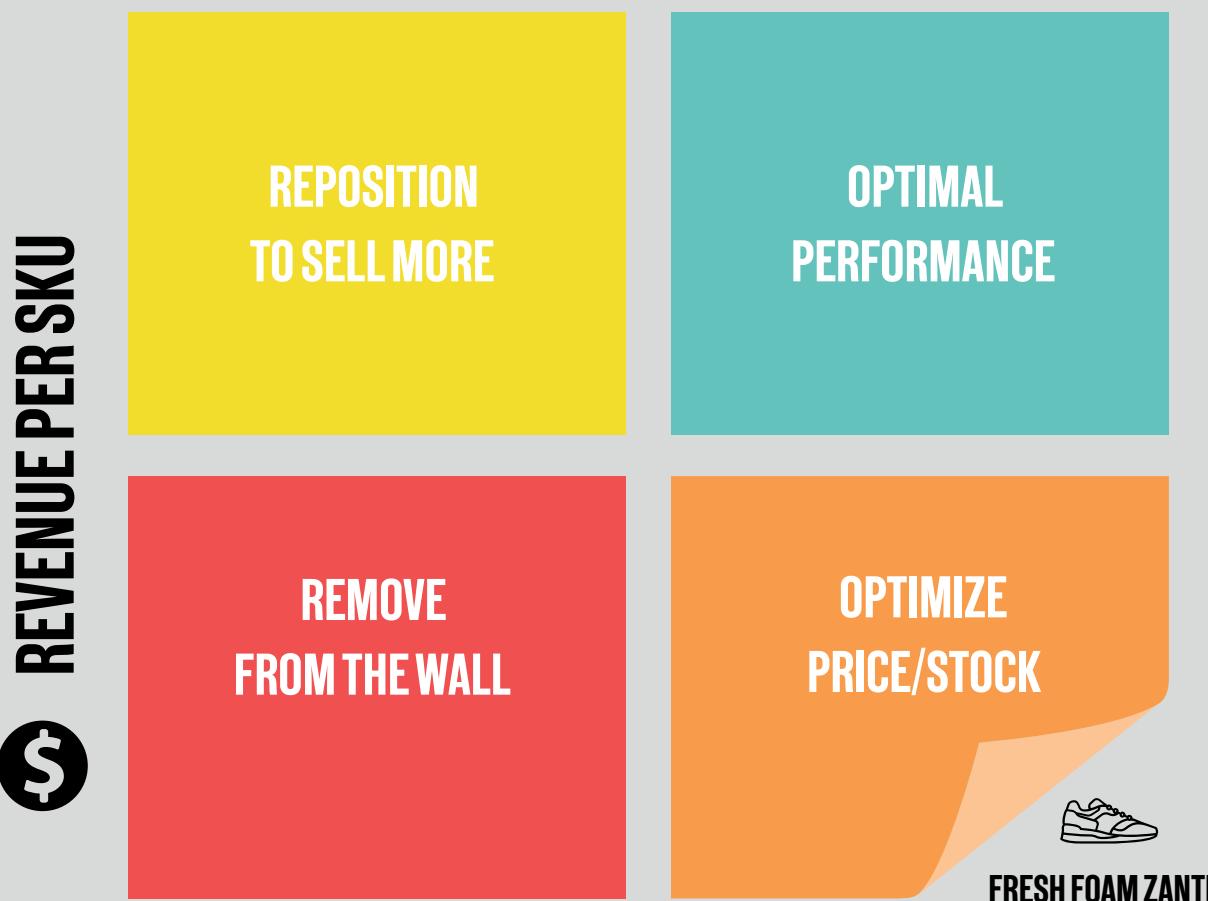
SELECT

SHOPPERS ENGAGED WITH FIXTURES AND SKUS



KEY INSIGHT

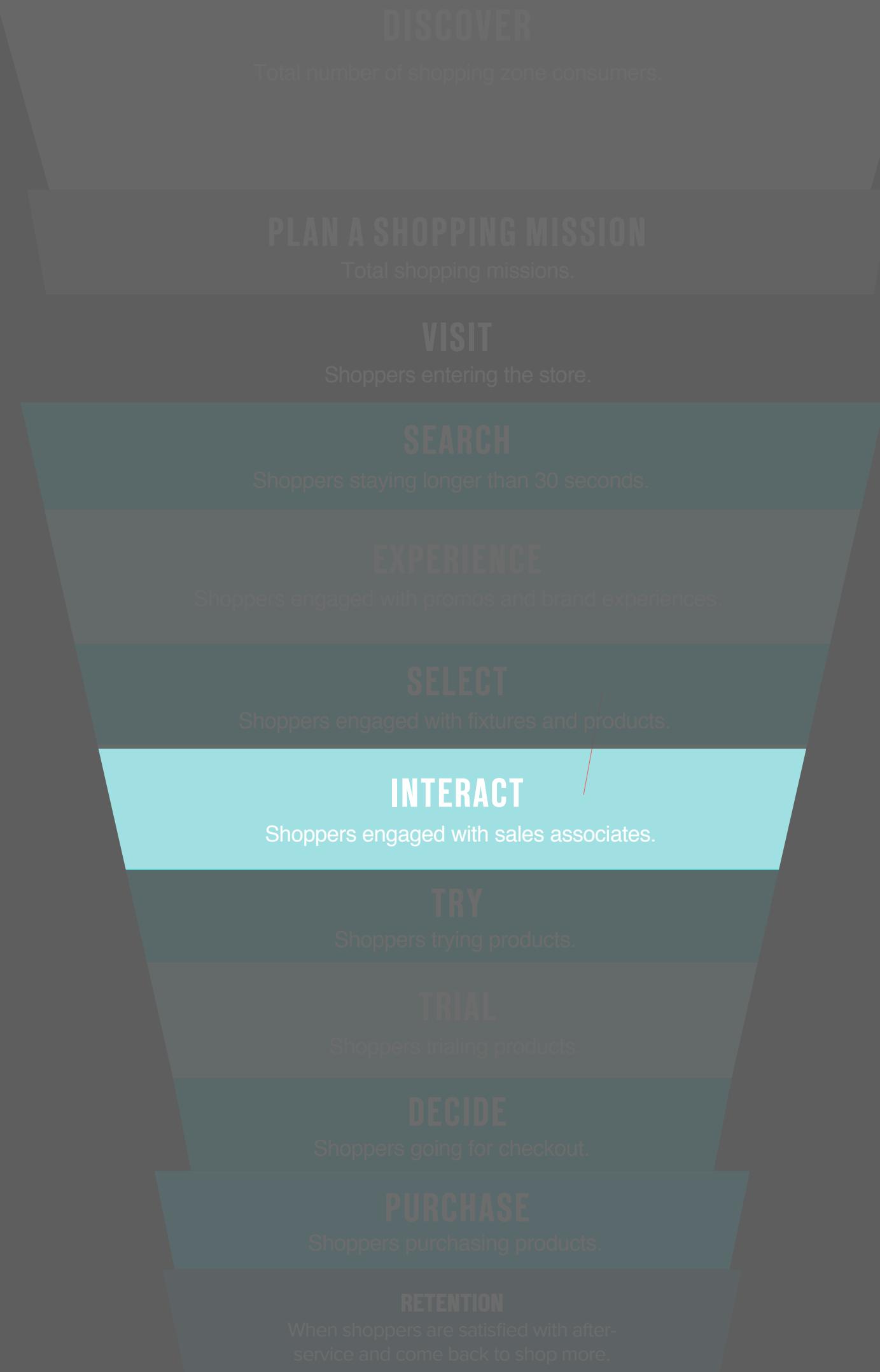
Are shoppers engaging with fixtures and SKUs?



FIXTURE/ SKU ENGAGEMENT

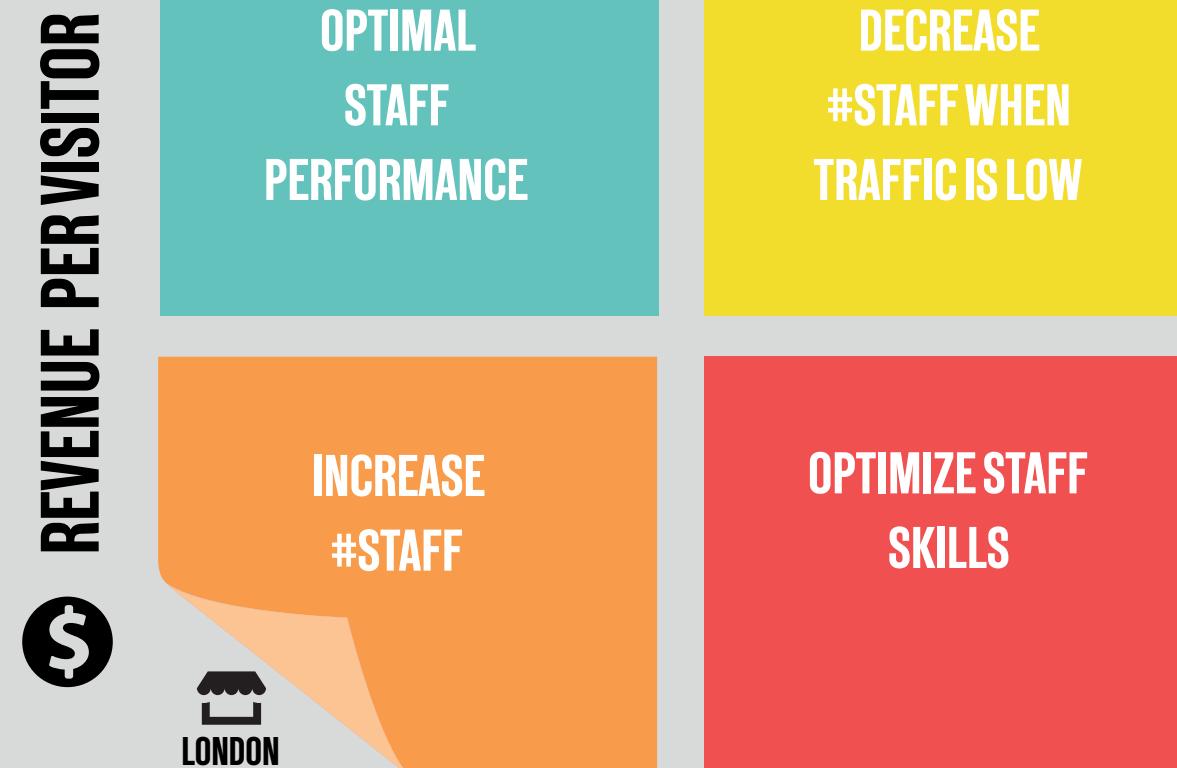
INTERACT

STAFF INTERACTIONS



A KEY INSIGHT

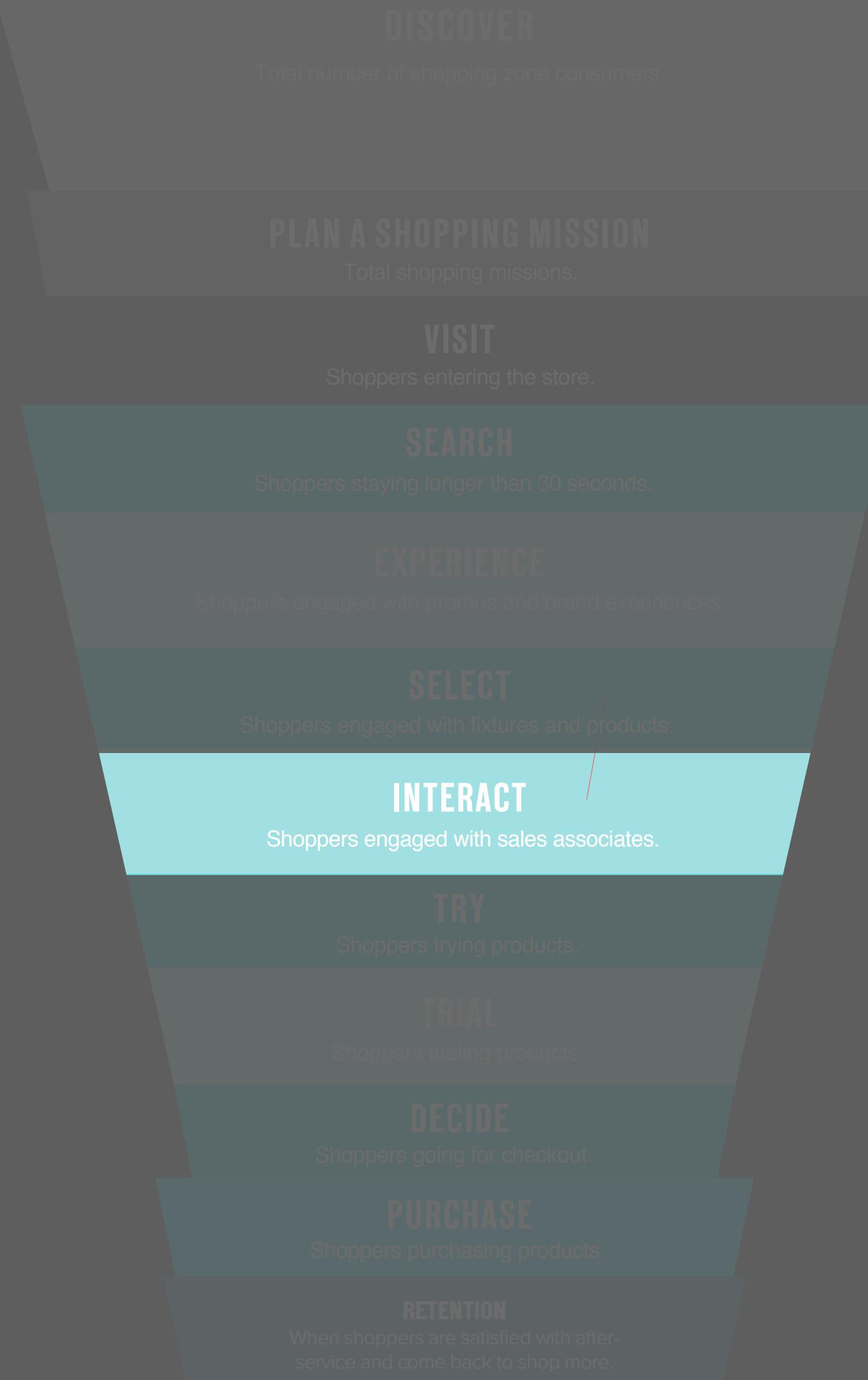
Do we have enough staffers
to serve visitors?



✓ STAFF MINUTES PER VISITOR

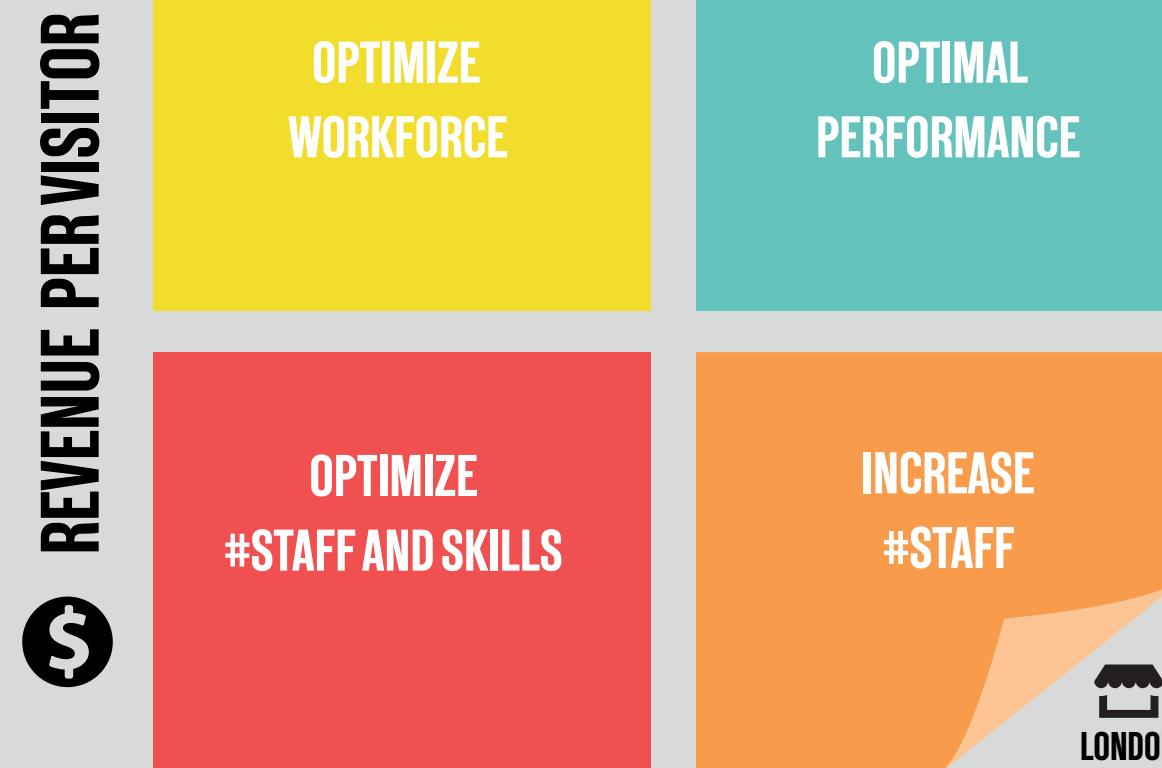
INTERACT

STAFF INTERACTIONS



B KEY INSIGHT

Are shoppers being properly services by staffers?

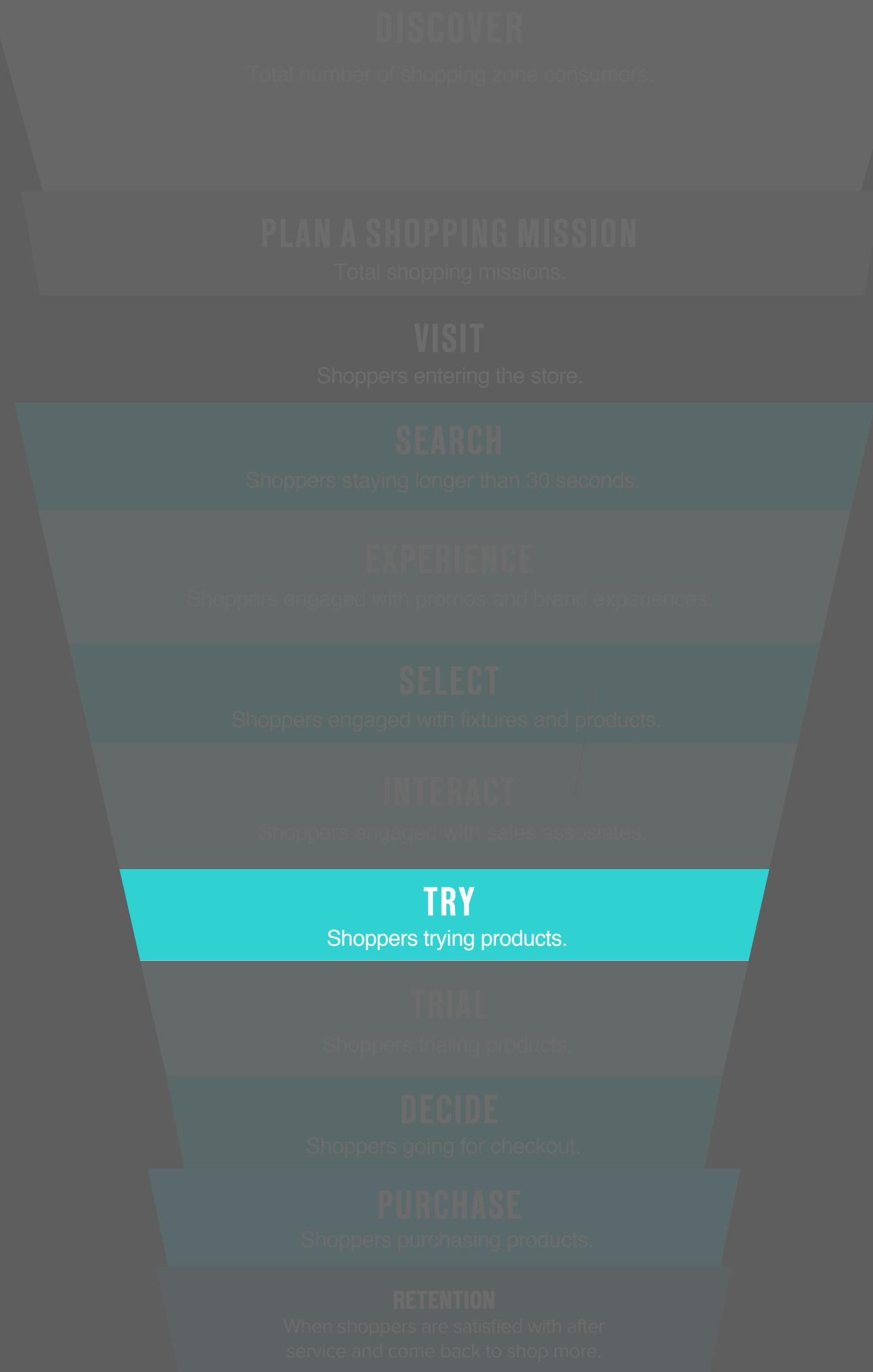


✓ **TOTAL SHOPPING TIME PER STAFFER**



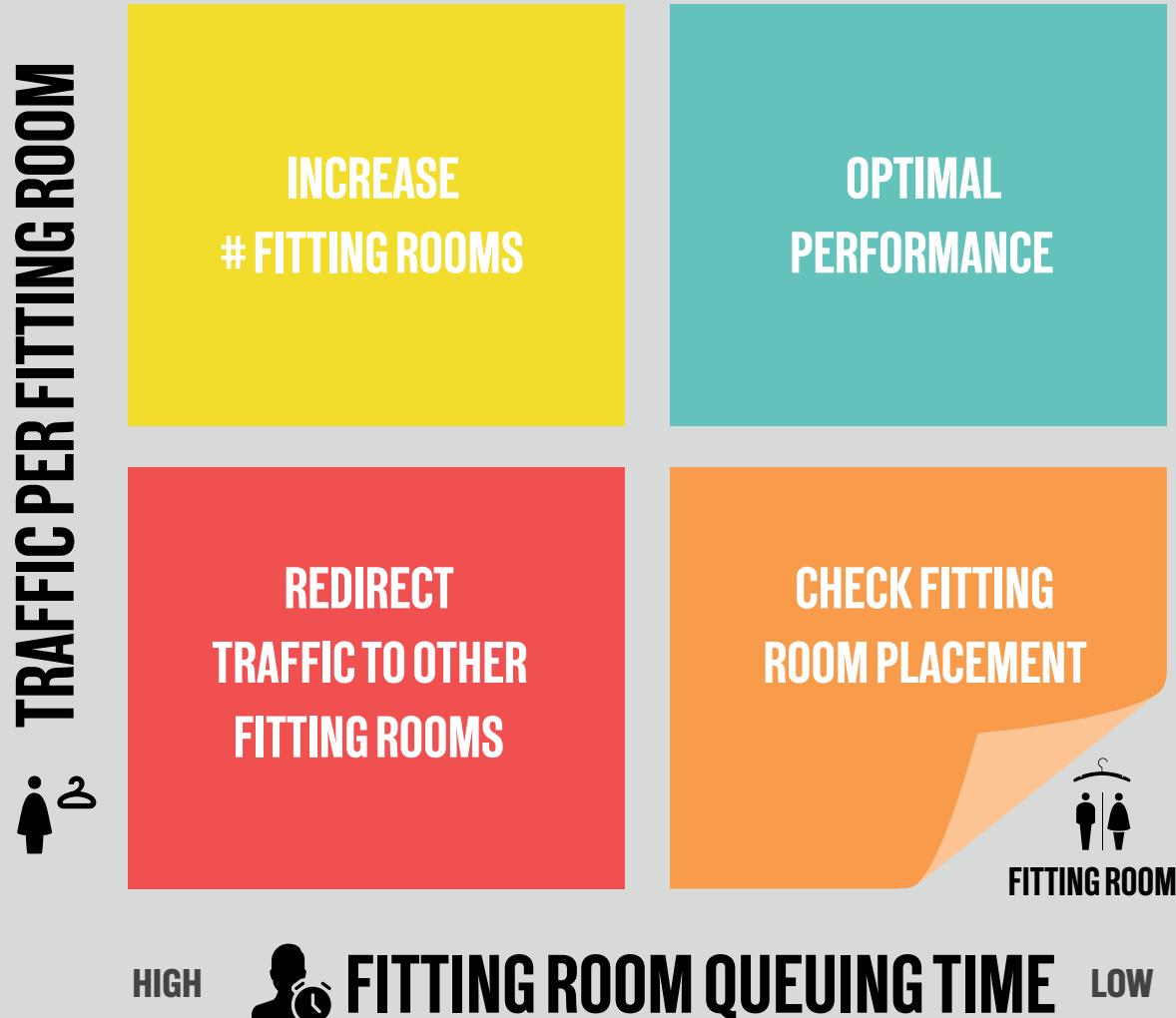
TRY

SHOPPERS TRYING PRODUCTS



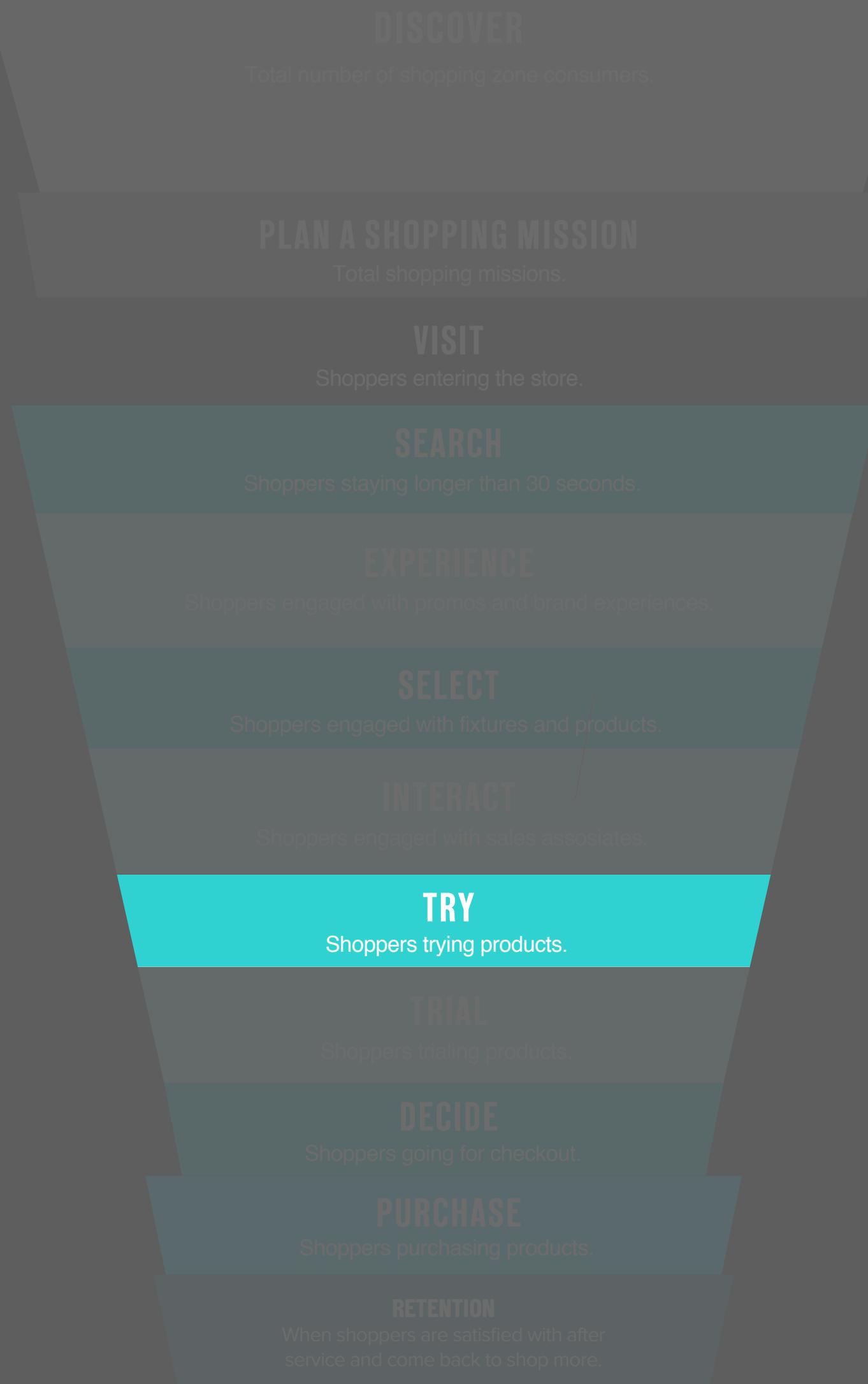
A KEY INSIGHT

Are shoppers satisfied with wait times
for the fitting rooms?



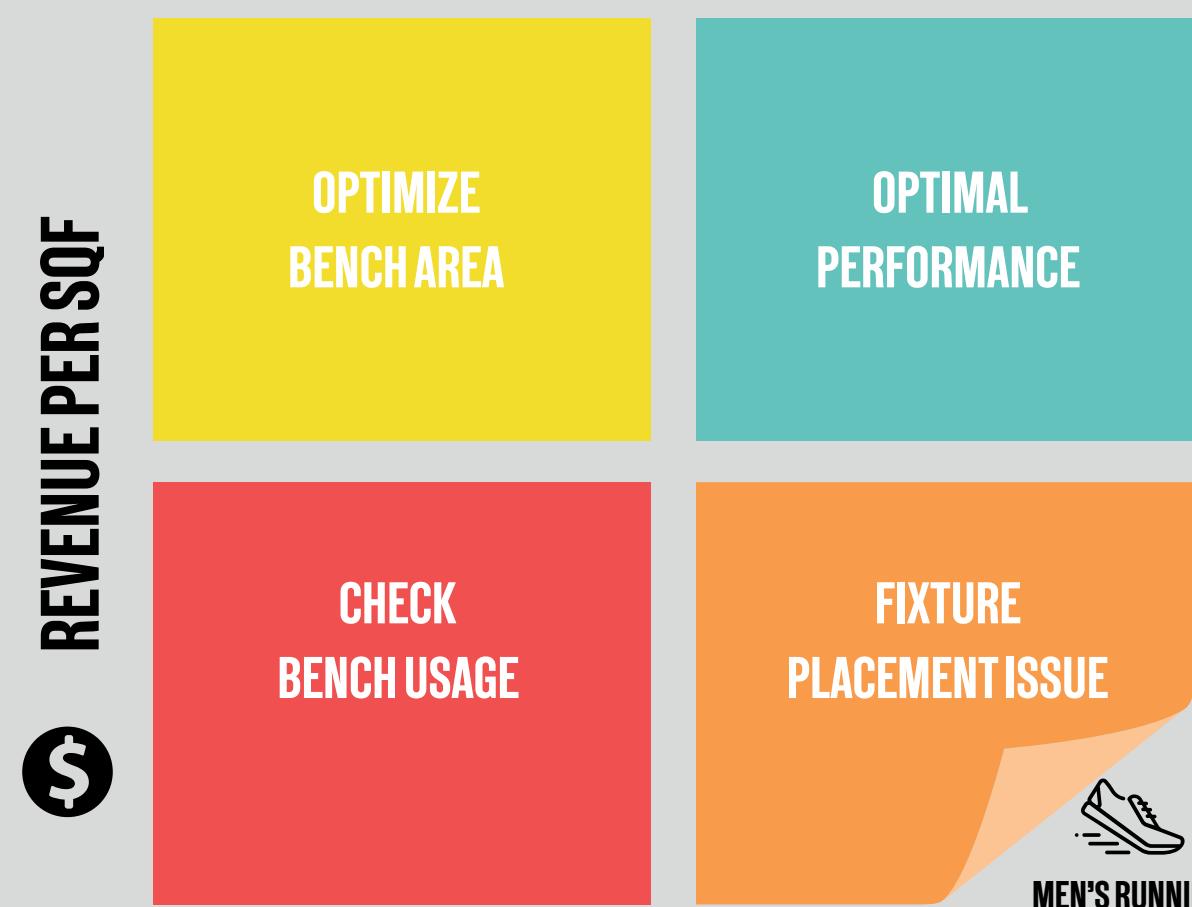
TRY

SHOPPERS TRYING PRODUCTS



B KEY INSIGHT

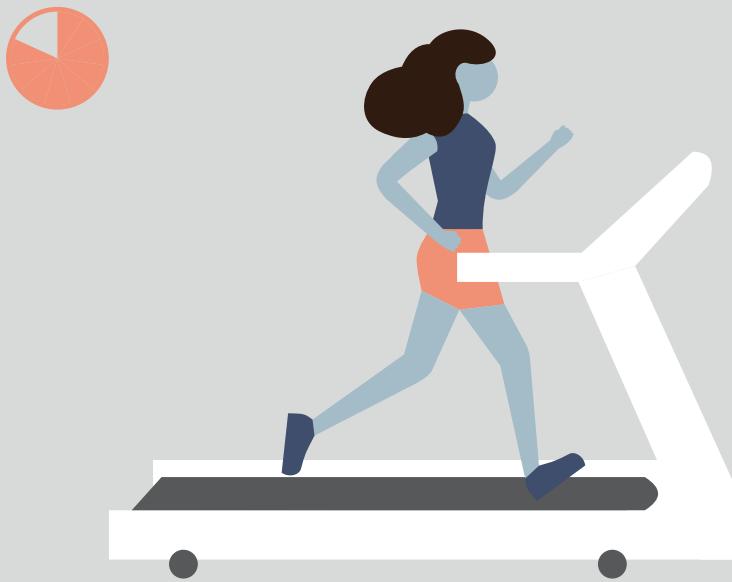
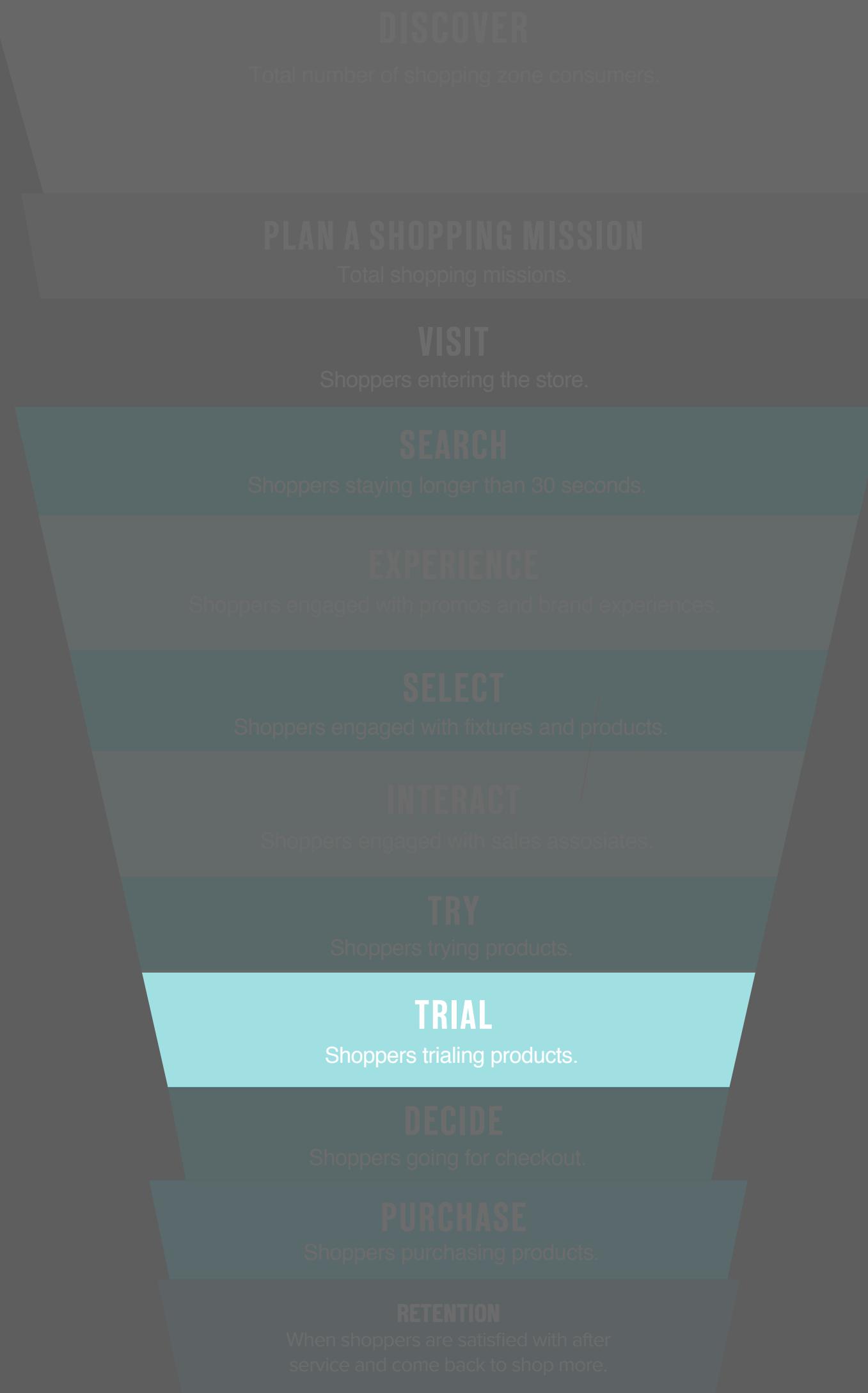
Are shoppers trying products at the expected rate at the benches?



BENCH ENGAGEMENT

TRIAL

SHOPPERS TRIALING PRODUCTS



KEY INSIGHT

Are shoppers using trial experiences as expected?

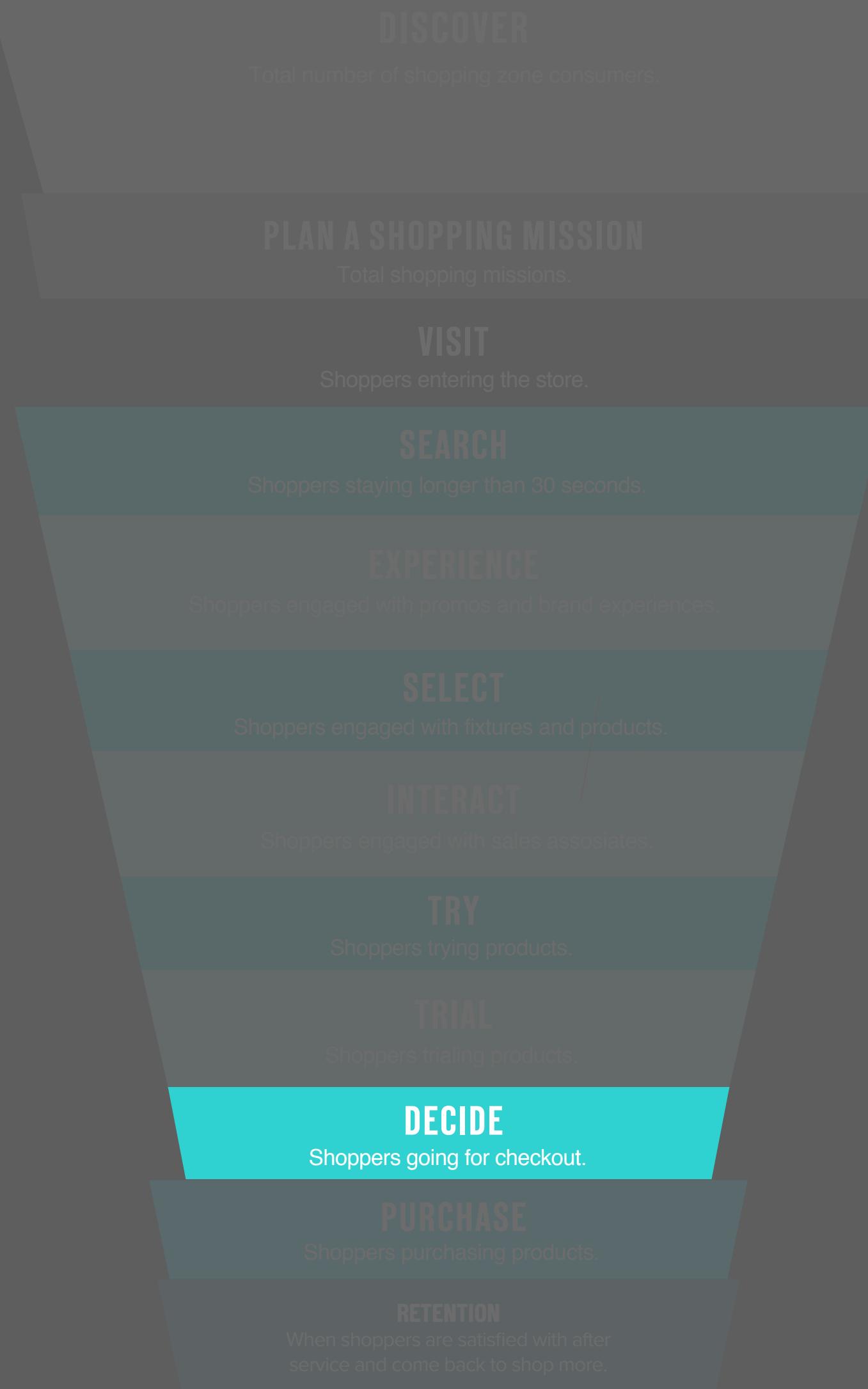
\$ RUNNING SHOE SALES



trial engagement

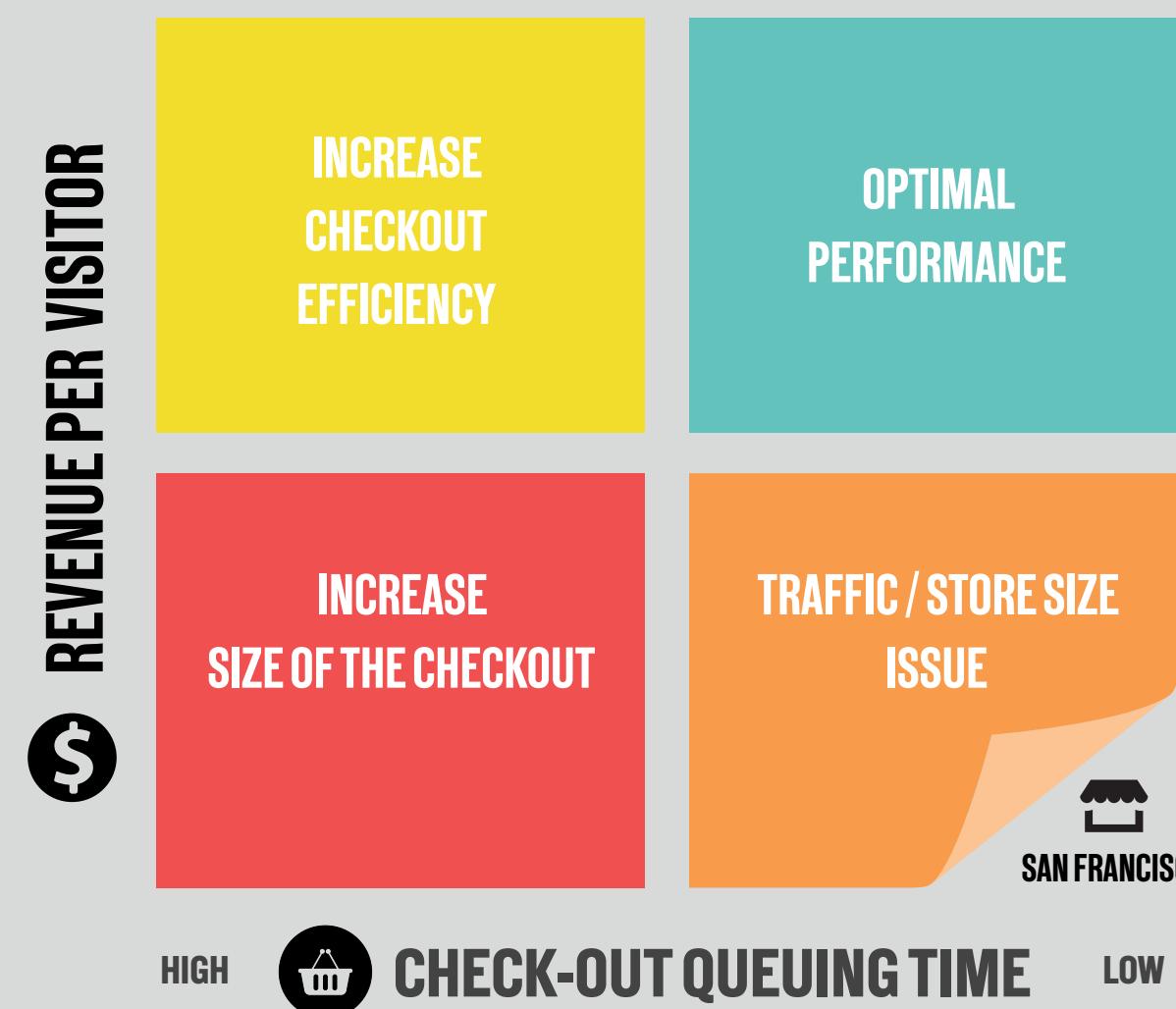
DECIDE

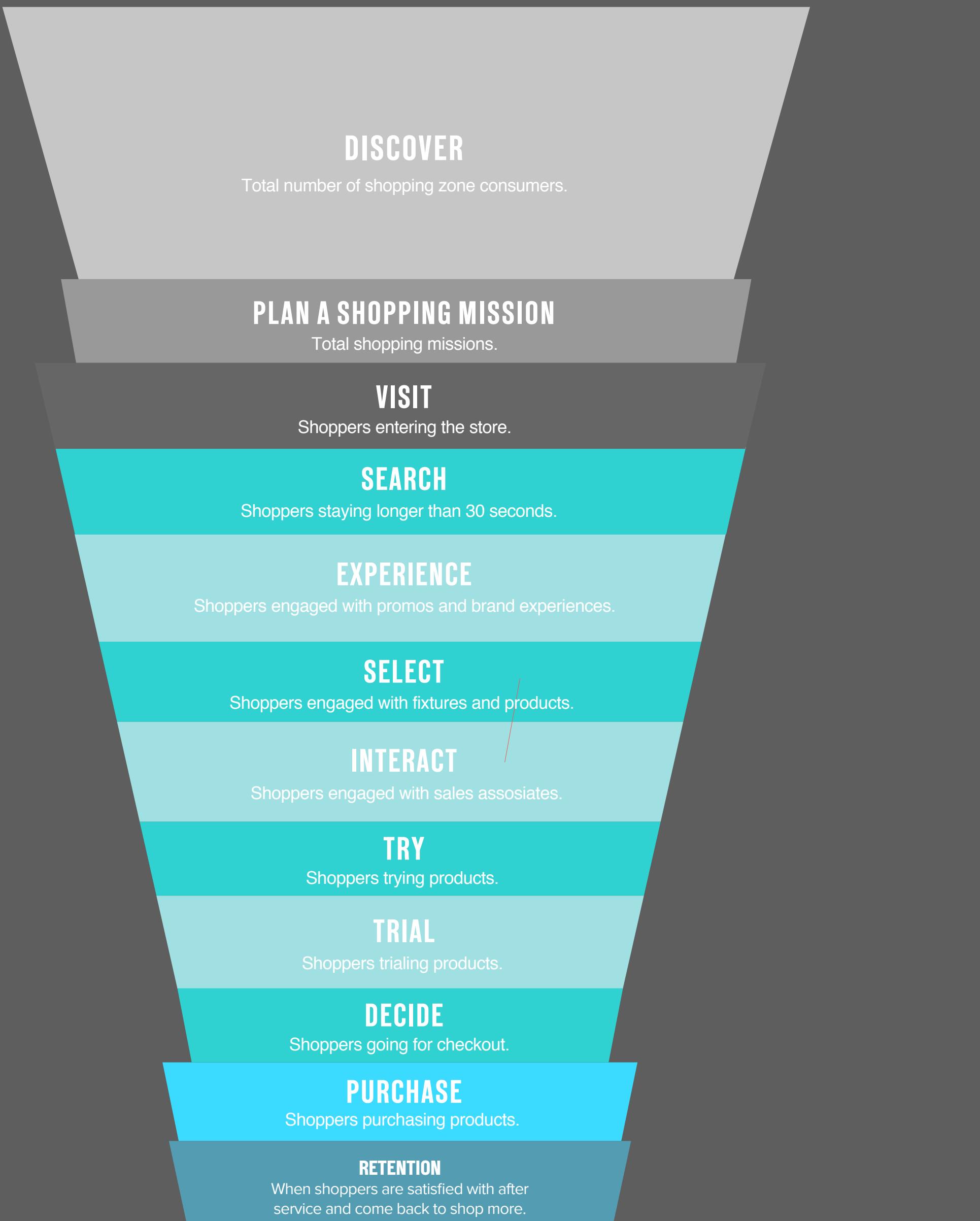
SHOPPERS GOING FOR CHECK-OUT



KEY INSIGHT

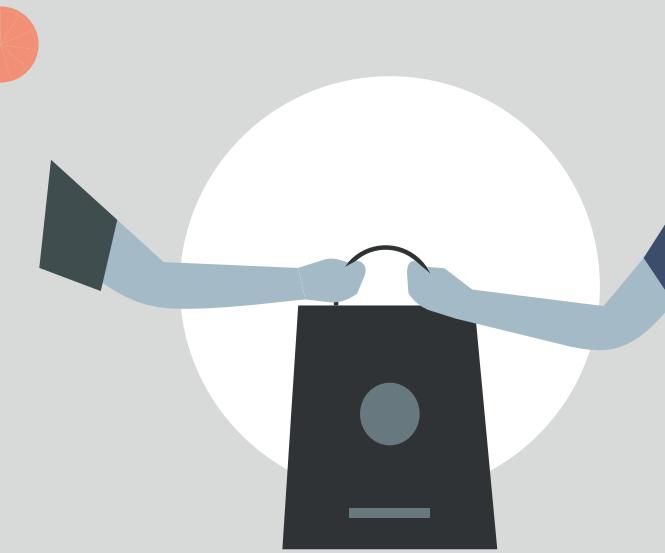
Are shoppers checking out as expected and is there a drop-off rate at the cash desk?





PURCHASE

SHOPPERS PURCHASING PRODUCTS



KEY INSIGHT

Are shoppers happy with post-buy services and coming back to stores?

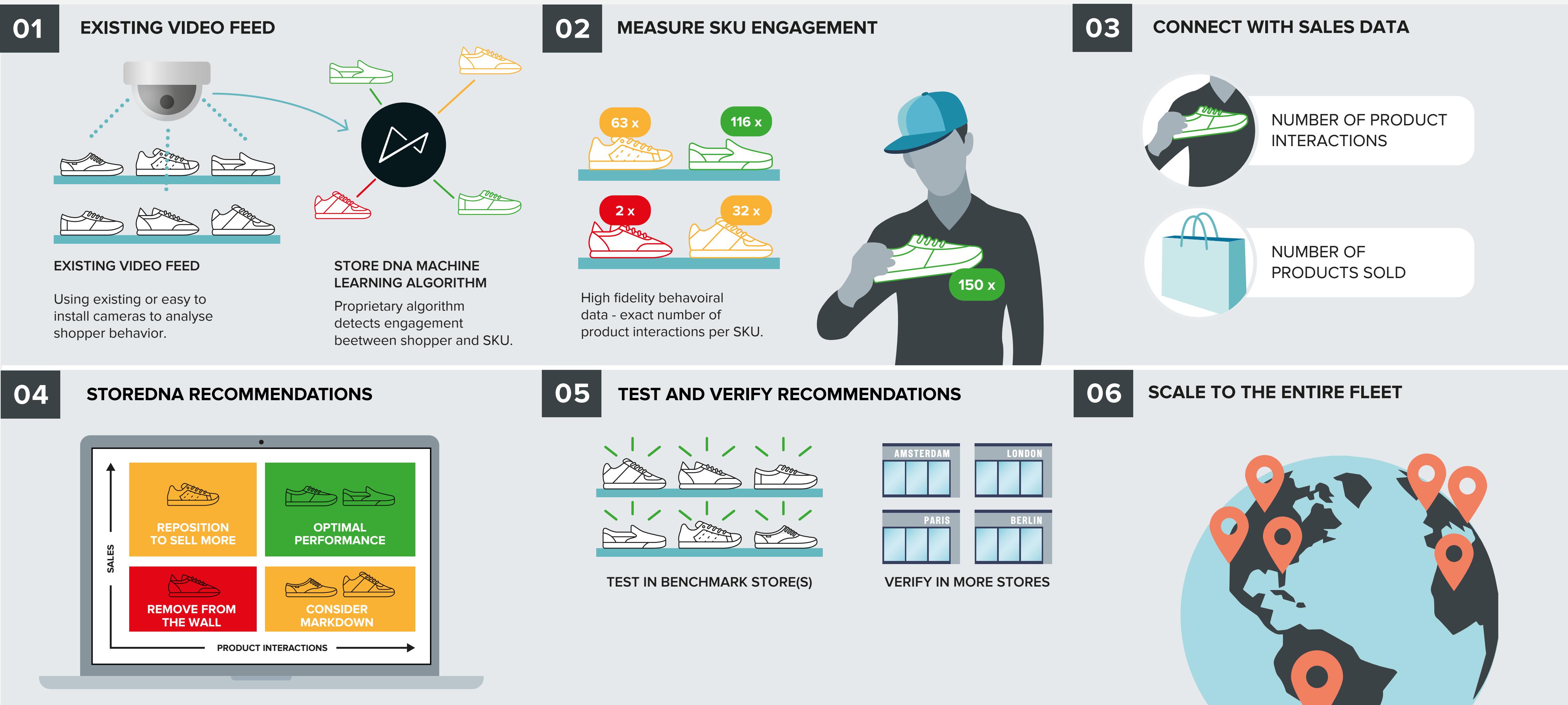


SHOPPER FUNNEL STORE DNA MODEL

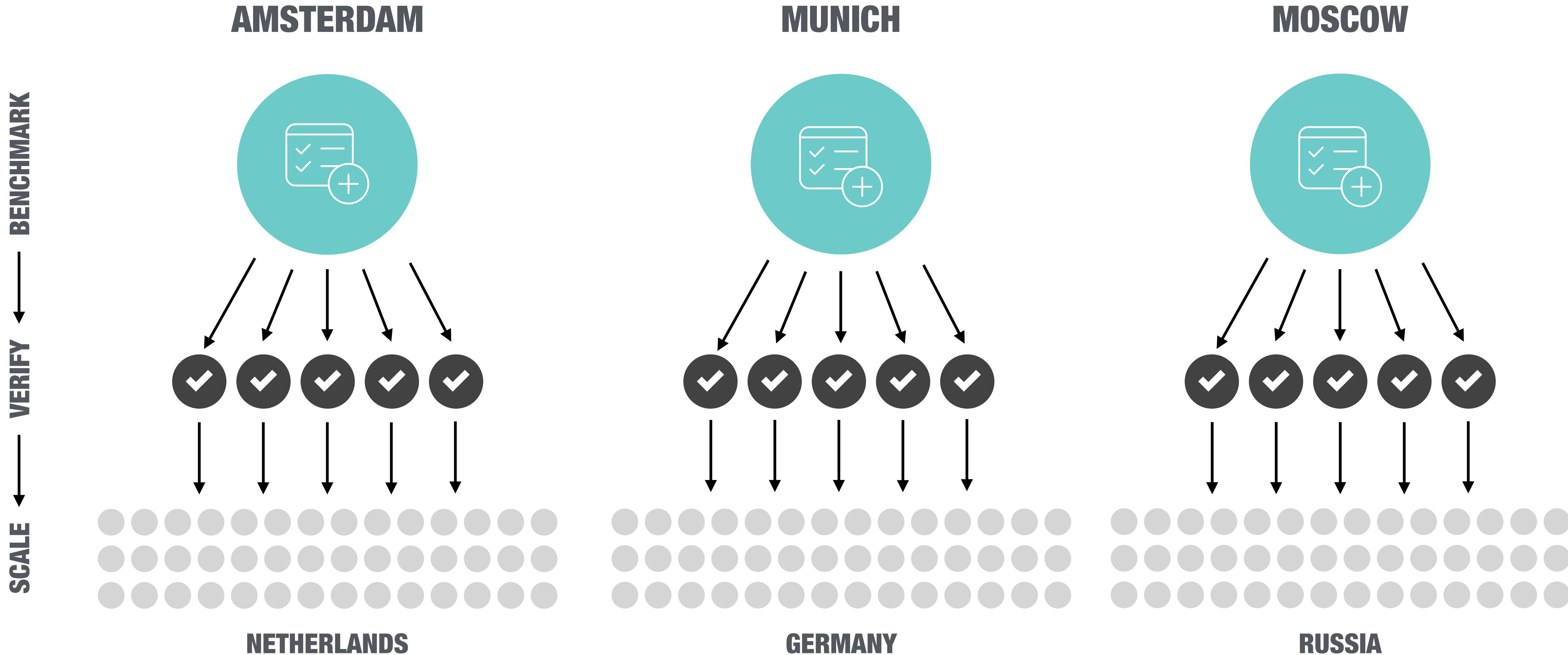
This model describes critical moments in the shopper funnel and suggests how to remove friction in every step to increase customer satisfaction and store P&Ls.



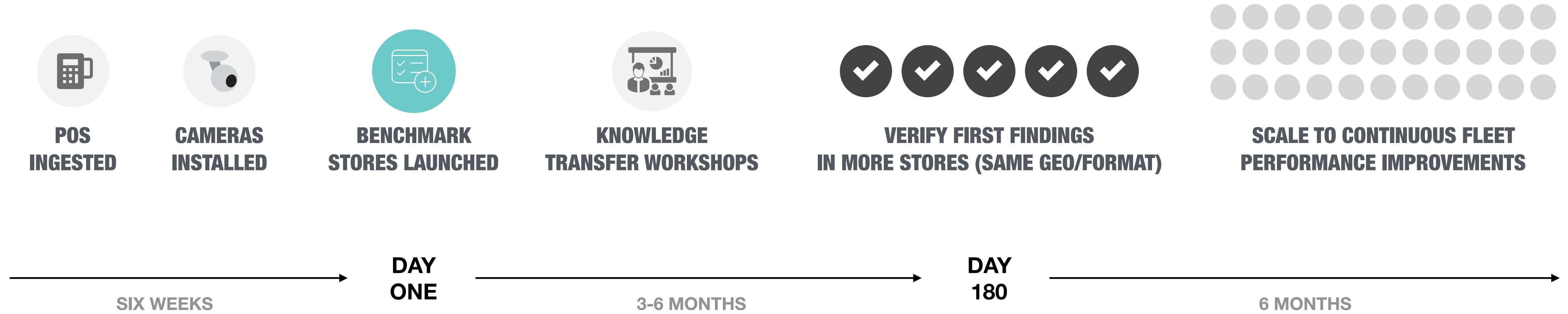
STORE DNA FLEET TRANSFORMATION MODEL



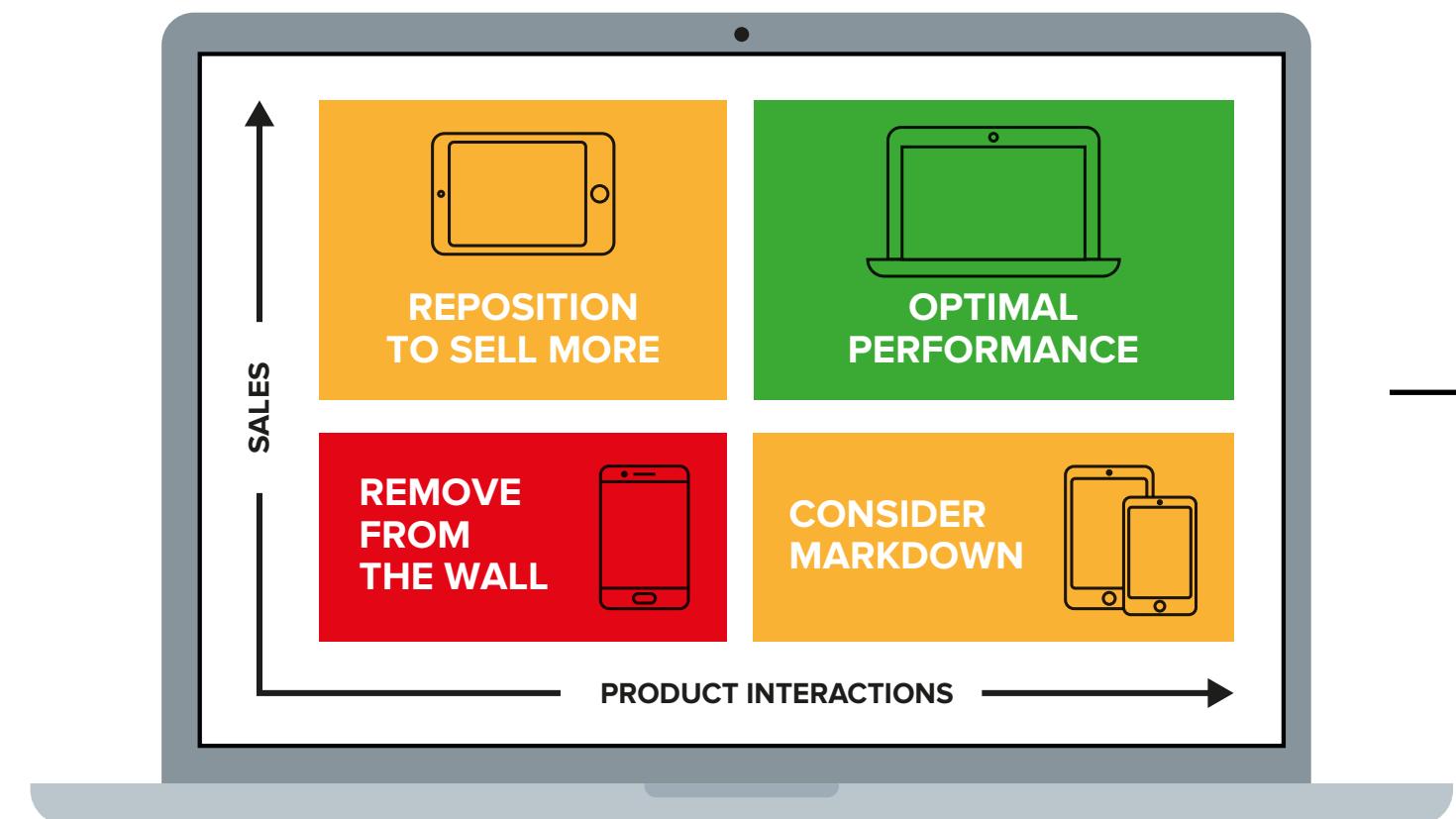
SCALING INSIGHTS ACROSS THE FLEET



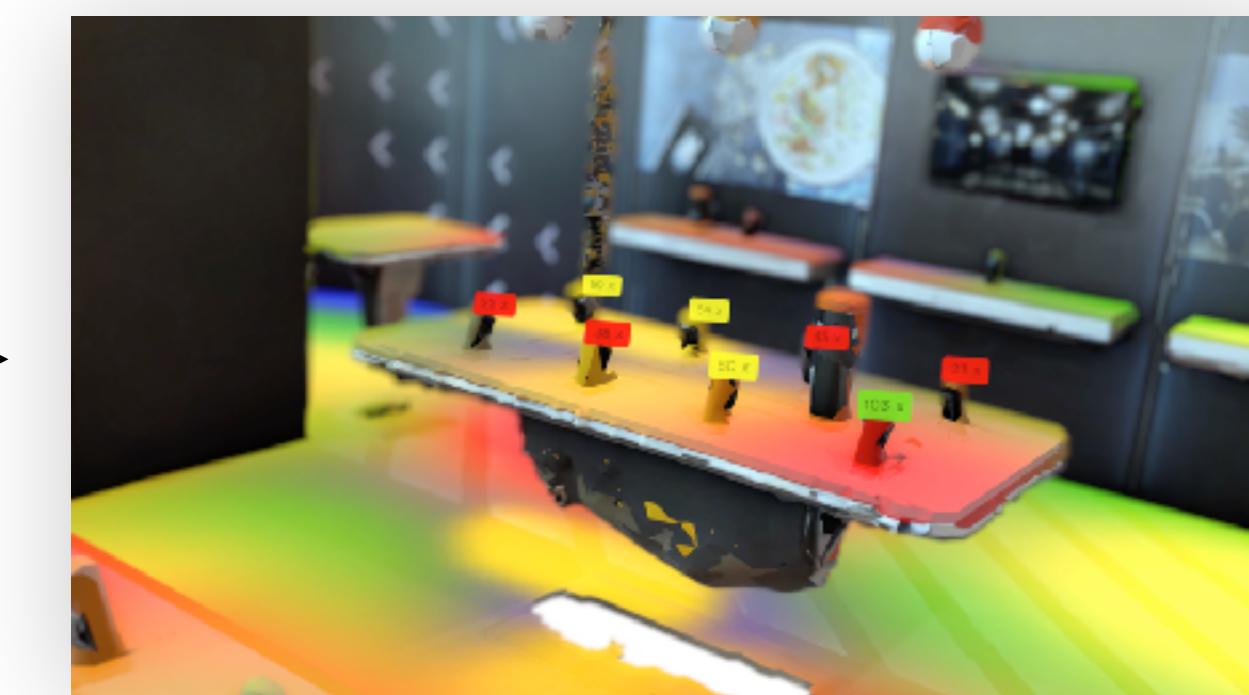
TIMELINE



ACTIONBOARD INSTALLED

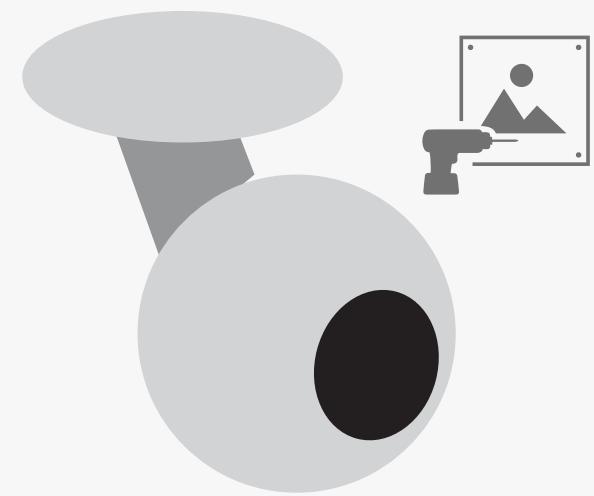


3D ACTION IMPACT MAP



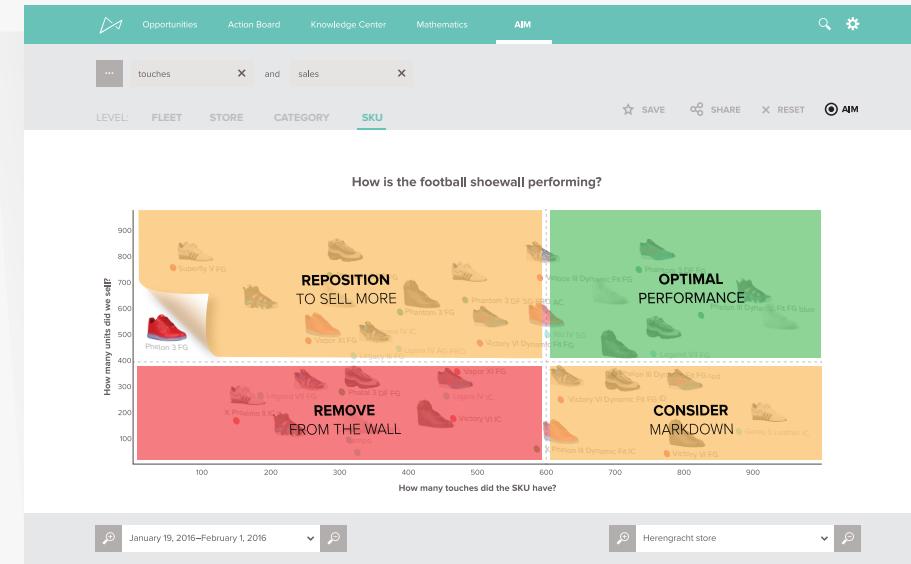
INVESTMENT MODEL

ONE-TIME IMPLEMENTATION



Video acquisition configuration
audit & action plan
Platform configuration.

ACTIONBOARD ANNUAL SUBSCRIPTION



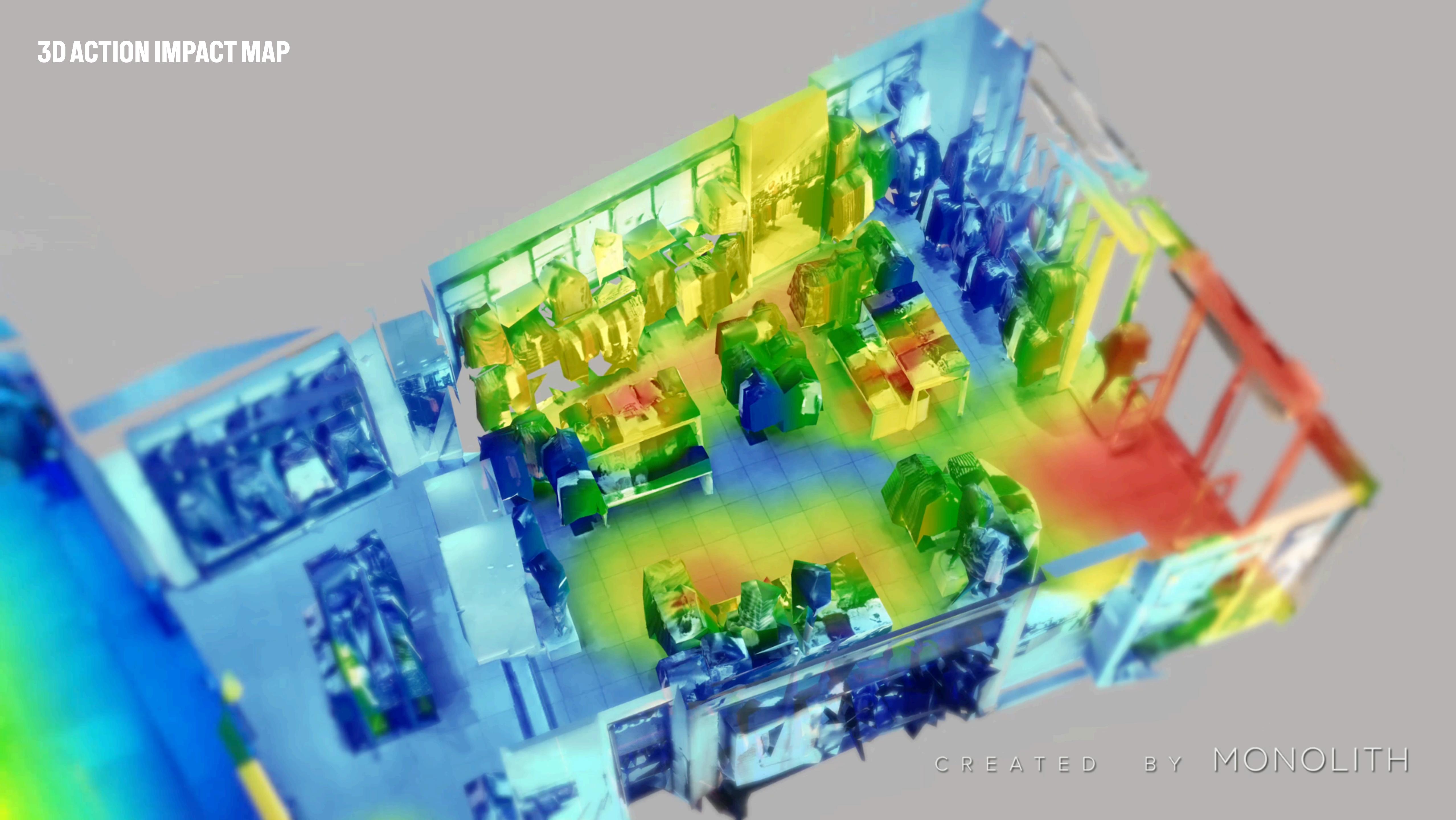
Benchmark Stores.
Verify Stores.

CURATED WORKSHOP PROGRAM



Bi-weekly knowledge
transfer workshops.
(6 month duration)

3D ACTION IMPACT MAP



CREATED BY MONOLITH



STORE DNA

SHOPABILITY FOR PROFITABILITY.

TURNING VIDEO FEEDS AND POS TO ACTIONABLE INSIGHTS APPLICABLE ACROSS THE FLEET