

SHOPPER FUNNEL STORE DNA MODEL

KEY INSIGHT:
Are shoppers passing the store without entering and why?

Is external communication having the expected impact on traffic and spend?

KEY INSIGHT:
Are shoppers bouncing out of the store after entering and why?

KEY INSIGHT:
Are shoppers avoiding certain zones or only browsing without engaging and why?

KEY INSIGHT:
Are shoppers engaging too little with select fixtures or not engaging optimally with select skus and why?

Are shoppers engaging as expected with promos and what's the impact on spend?

Are shoppers being properly serviced by staffs?

Are shoppers trying products at the expected rate?

KEY INSIGHT:
Are shoppers using trial experiences as expected and is the impact satisfactory?

KEY INSIGHT:
Are shoppers checking out as expected or is hangtime becoming a friction?