Weekly report

13 Dec'22 — 18 Dec '22

Sales results

Kazakhstan

3 407 -17%
Traffic
1 place

286 -20% (8%)
Leads (engaged traffic)
1 place

2 846 -0.8% (81%)
Bounced
2 place*
*among countries in CIS, Eastern Europe, Baltic

Heatmap of all traffic

Who are my leads?

Who bounced?

Age and gender

35% of leads were smiling

Age and gender

There is good traffic in the stores of Kazakhstan – men from 30-45 years old is the most solvent audience.
However, most of the traffic passes by without paying attention to the brand area of the product. Only small percent of audience's attention is captured.

1. We recommend testing various hypotheses for attracting attention through content on screens that is interesting specifically to this audience (men aged 30-45) who observing the dynamics of operations.
2. Pay attention to the time period of 4:00-6:00 PM on Fridays and Saturdays - it's the most popular time. Make sure that during this time, experienced PM's are on duty and the screens are displaying content
3. Also, we recommend comparing the most popular time of visits with sales. If sales during the 4:00-6:00 PM time slot on Fridays and Saturdays are low, it's a reason to pay attention to the work of PM's. Also, compare the conversion to leads with the conversion to sales

МЕЧТА

2949 -10%
Traffic
1 place*

189 -5.5% (6%)
Leads (engaged traffic)
1 place*

2519 +19.6% (85%)
Bounced
2 place*
*among countries in Kazakhstan

Who are my leads?

Who bounced?

Age and gender

Age and gender

The partner stores have good traffic, with a targeted and paying audience.
Most of the traffic passes by without paying attention to the brand area of the product.
The most traffic is observed from 14:00-18:00, but the most conversion time (ratio of traffic to leads) is on Tuesday and Wednesday from 8:00-10:00.

1. We recommend testing various hypotheses of attracting attention through content on screens that is interesting for this particular audience (men aged 30-45) who observe the dynamics of basketball. Try to add bright engaging videos with further involvement and engagement into visitor communication.
2. Pay attention to the time period from 14:00-18:00 - this is the most visited time. Make sure that the most experienced PMs are working at this time, and the screens are displaying content.
3. Based on the fact that the audience is predominantly male, we suggest trying rational call-to-actions in the content (with an emphasis on graphics, numbers, etc.)

How my employees work?

Employee presence near the brand zone heatmap

Traffic to lead conversion heatmap

Employees are at the brand module mainly from 12:00-14:00, despite the fact that the most active time for visits falls on 14:00-18:00.
We can assume, that most of the conversions from traffic to leads this week were without the active participation of the staff.

1. We recommend comparing the time of maximum traffic with the number of sales - in the period from 14:00-18:00, an increase in sales should be observed.
2. It might be worth revising employee schedules so that more PMs work during popular visiting hours.

	Traffic	Leads	Conversion	Bounced	Lead type
МЕСНТА ALMATY	2573	170	7%	2182	Men aged 30-45
МЕСНТА KYZYLORDA	376	19	5%	308	Men aged 20-29

Sulpak

408 -10%
Traffic
1 place*

79 -3% (19%)
Leads (engaged traffic)
1 place*

279 (68%)
Bounced
1 place*
*among countries in Kazakhstan

Who are my leads?

Who bounced?

Age and gender

Age and gender

1. Pay attention to the work of screens and cameras in the store – this week the equipment was connected only for 5 days. It is advisable not to interrupt the operation of the equipment so that you can get full-fledged analytics.
2. Traffic in the store is evenly distributed by gender – we recommend using campaigns with gender-targeted content (highlight different products for men and women or use a different approach in conveying the values of the product.

*Due to my language operations of the equipment, a few mix possible is notably collect data on the work of employees.

TechnoDom.kg

49 -18%
Traffic
1 place*

7 -25% (15%)
Leads (engaged traffic)
1 place*

36 +10% (73%)
Bounced
1 place*
*among countries in Kazakhstan

Who are my leads?

Who bounced?

Age and gender

Age and gender

The equipment on the brand module worked only on December 15, so it was not possible to collect enough data. We recommend you to contact the technical support service to ensure the smooth daily operation of the equipment.

Marketing results

Marketing content on screens

Mechta Kyzylorda KZ

Key metrics

97 Screens | **176k** Contacts | **2.8** m. contact frequency | **10** s. dwell time

Engaged visitors

A.B.M Mechta KZ

Key metrics

1k Traffic | **3.4k** Contacts | **2.2** m. contact frequency | **10** s. dwell time

Engaged visitors

A.B.M Mechta KZ campaign has more views than A.B.M Mechta Kyzylorda KZ, but the number of engaged visitors is lower - 15% versus 20%.
The most converting content among those played in the campaign:

A.B.M Mechta KZ

A.B.M Mechta Kyzylorda KZ

1. We recommend paying attention to the A.B.M Mechta Kyzylorda KZ campaign. Most likely, it is more effective than A.B.M Mechta KZ. However, before making a decision, be sure that the number of contacts per day in the A.B.M Mechta Kyzylorda KZ campaign **reaches approximately 1000 people**. The samples must be the same, so the conclusions will be reliable.
2. Use no more than 3 out media files in one campaign. It is better to create more complex scenarios, such as targeting by gender or age (ages 20-29 and 30-45), and distribute content there.
3. We recommend testing media content for different products separately. Effective campaign with several test videos, Mechtok campaign, so it will be easier to understand the effectiveness of the content and get reliable results.

A.B.M Sulpak KZ

Key metrics

122 Traffic | **1k** Contacts | **8.3** m. contact frequency | **85** s. dwell time

Engaged visitors

A.B.M Technodom KZ

Key metrics

19 Traffic | **49** Contacts | **3.6** m. contact frequency | **19** s. dwell time

Engaged visitors

The A.B.M Sulpak KZ campaign has a good conversion to views, including repeat ones. In addition, a very good viewing time.

1. We recommend scaling the A.B.M Sulpak KZ campaign - it has good conversions and efficiency.
2. We recommend you to continue testing the A.B.M Technodom KZ campaign, as there is not enough data to make a decision.

Another marketing activities

X-Mas media mix

Marketing campaigns ended on November 27 (Black Friday) and started again on December 12 - X-Mas campaigns.
Traffic **decreased by 21%** since last week

1. Perhaps the decrease in traffic is due to the lack of advertising campaigns during the first 2 weeks of December - we recommend you to observe this correlation for several months.
2. We advise you to see how traffic and sales have changed a week or two after the launch of campaigns. Whether the profile of visitors has changed in line with ones targeting and whether sales of the iPhone (which was the main product of the three campaigns) have increased.

Terminology

Traffic – the total number of visitors collected using Displayforce cameras on Apple Brand Modules (visitors who were in the camera radius for more than 2 seconds). Staff excluded.

Leads – engaged visitors who showed interest in the brand (the visitor was in front of the camera for more than 15 seconds)

Bounced – visitors who did not show interest in the brand (the visitor was in front of the camera for less than 6 seconds)

Heatmaps of visits – show at what time the most people/employees were in front of the camera

Contacts – number of content views (one visitor can view the content more than once)

Average contact frequency – average number of times one visitor viewed the content

Average view time – the average amount of time visitors viewed content

Engaged visitors and engage time – visitors who viewed the content and their viewing time