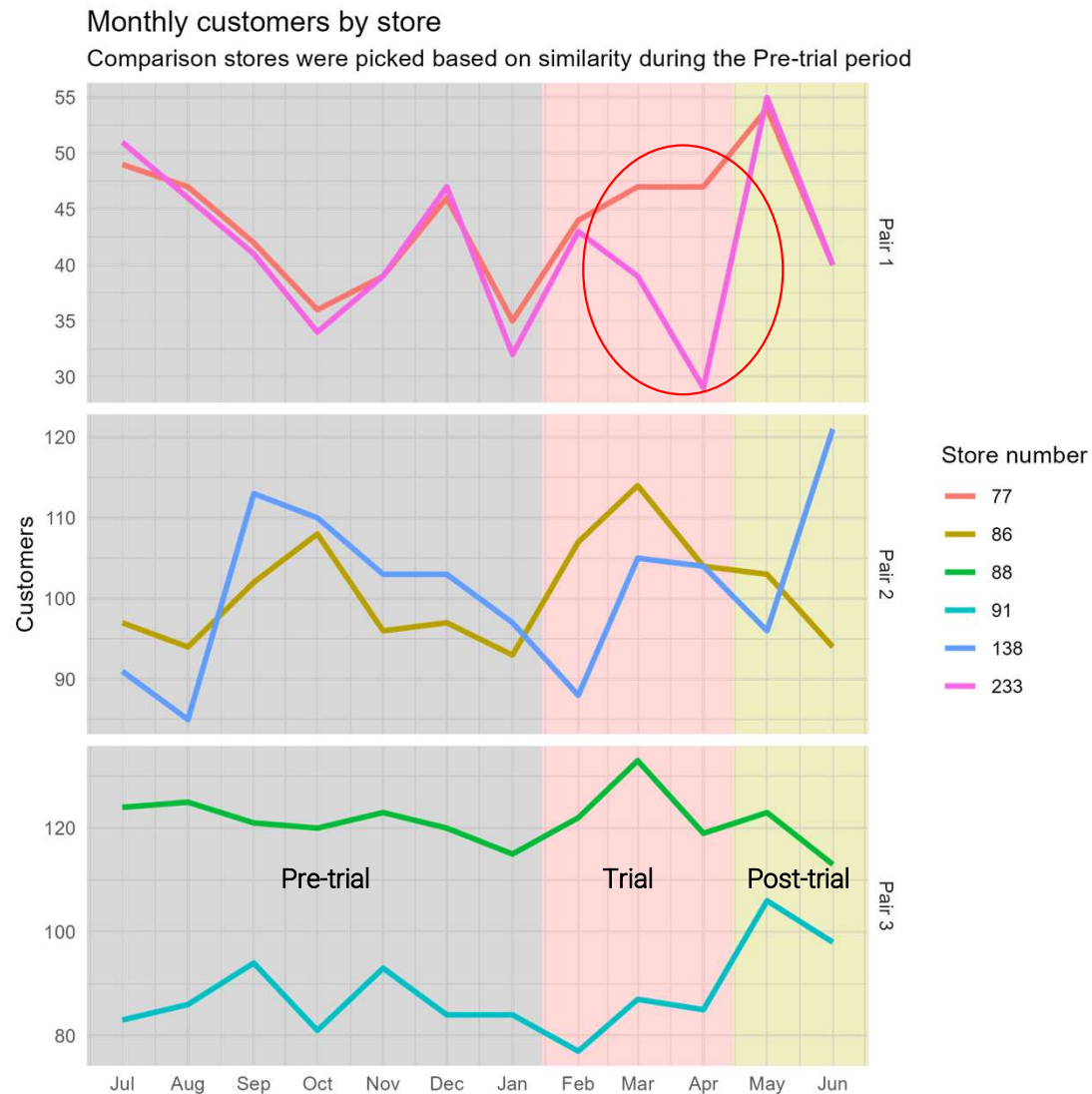


The trial layout proved effective, leading to a rise in customer traffic at the trial stores compared to those without any layout modifications. This significant increase is most evident in the initial pairing, although a positive impact is observed across all three pairings.



Classification: Confidential