



**Driving Sales and Marketing Success
with Video Analytics**

Welcome & Introductions

- **Your host for today's webinar:**



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Deloitte surveyed more than 100,000 customers on their store experiences key finding include:

- There are significant ***opportunities to convert more sales within every retail category.***
- Most retailers have highly sophisticated data on their buying customers, but almost ***no information on non-buyers.***
- Non-buyers often go on to purchase from competitors and may be ***permanently lost as customers.***

Source: Retail Challenge Framework Series Three, Deloitte & Touche USA LLP



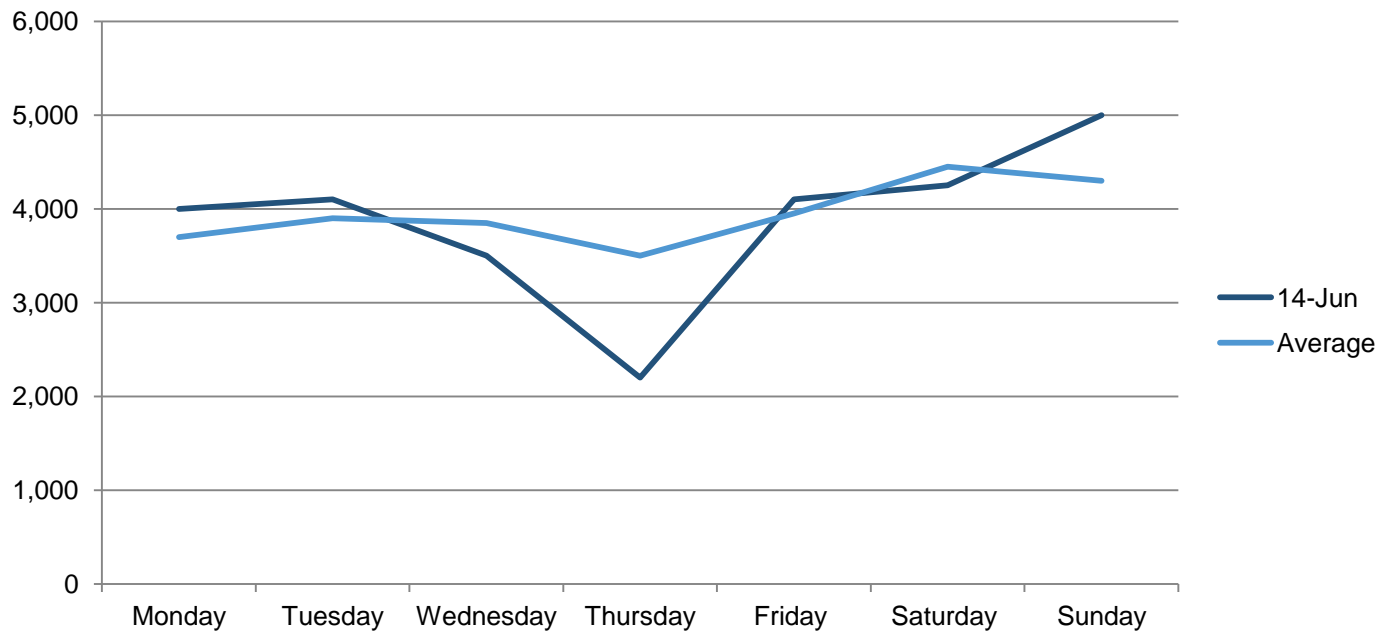
And Yet...

Only **13%** of national retail stores are actually equipped with and using customer counting systems & still fewer using an fully integrated solution

Source: Irisys

Traditional Traffic Counting

- Calculate store traffic
- Data & Solution Silo
- Compare store performance locally, regionally, and nationally



More Than Data: Comprehensive Traffic Counting Solution

Video Analytics + Video-Driven Business Intelligence™

- All in one seamlessly integrated solution
- Calculate conversion rates
- Tying traffic/conversion data to video to understand root cause

Conversion Report (Ranking by Store)

Location	People Count	Rank	Conversion	Rank	Avg Basket	Rank	Total Sales
Store 1	3,697	1	51%	10	\$ 26.55	6	49,782
Store 2	5,550	8	42%	5	\$ 21.88	3	51,182
Store 3	5,000	5	39%	4	\$ 28.75	7	55,714
Store 4	7,594	10	37%	3	\$ 19.77	1	55,983
Store 5	6,093	9	48%	8	\$ 20.14	2	59,024
Store 6	4,951	4	46%	6	\$ 26.11	5	59,064
Store 7	5,342	7	37%	2	\$ 30.26	9	59,131
Store 8	5,002	6	49%	9	\$ 24.41	4	59,671
Store 9	4,557	3	34%	1	\$ 39.81	10	61,340
Store 10	4,448	2	48%	7	\$ 29.49	8	62,615



Calculate Key Performance Indicators

People Count X Conversion Rate X Dollars per Transaction – Shrink = Sales (\$)



People Count

- Customer Traffic in Store



Conversion Rate

- Transaction Count/ People Count



Average Dollar Per Transaction

- How much \$ Customer Spend/Transaction

*Traffic represents the total
OPPORTUNITY present in the store*



People Count

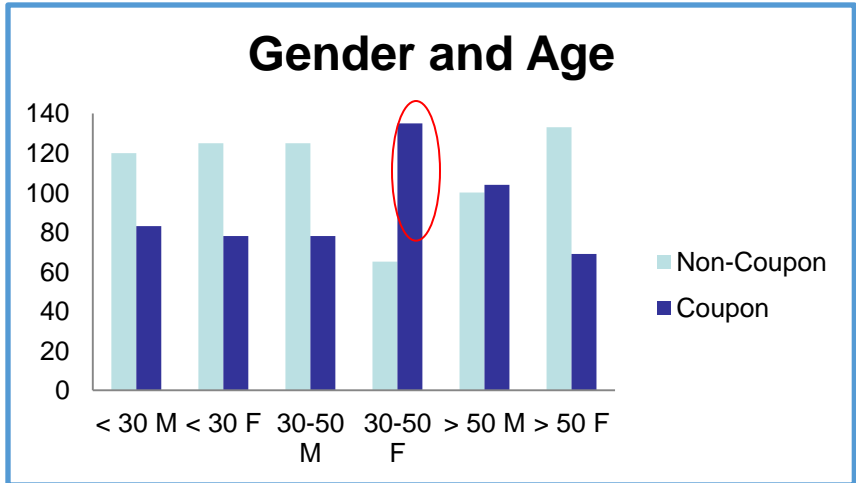
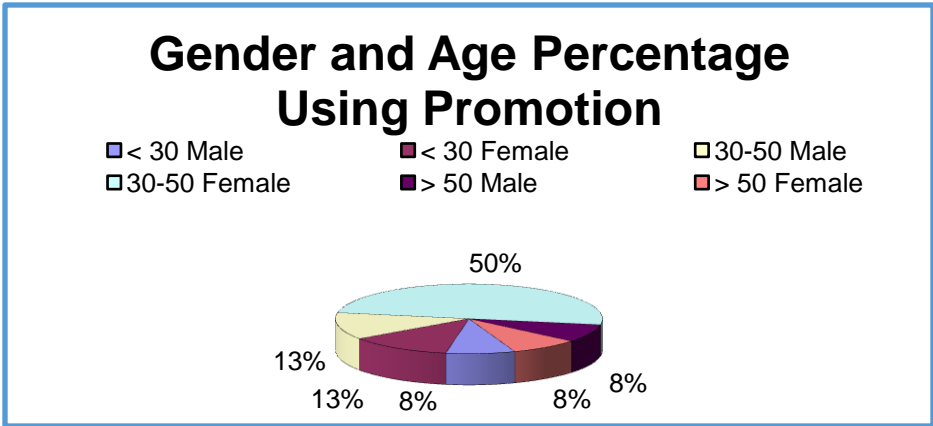
People Count = Customer Traffic in Your Store

- **Measure** changes in traffic following marketing campaigns
- **Tie** traffic increases/declines to marketing effectiveness
- **Determine** the peak traffic times and schedule staff at optimum levels by time and day of week
- **Integrate** video and business intelligence



Envysion[®]

Marketing gets instant and unfiltered visibility into exactly who is buying what product and using what promotion to assess program effectiveness



Use Case: Marketing Promotions

Reports
Clips
Hello acahn@demo.com | Profile | Logout

Admin | Customer Center | Help
Report Problem

Details Edit Delete

Retail Discounts

Group [Envision Marketing](#)

Tags [discounts](#)

HEIRARCHY

[Summary](#) / [Transaction Details](#)

PARENT REPORT DATA

(Start of report) [18-Sep-201...](#) [18-Sep-201...>](#)

REPORT DATES


Date

Last 31 days

Retail Discounts

K - Westminster 1 - Checkstand 572/

18 September 2011 // 02:28:50 PM MDT



Zoom Sync

< 88004 88039 88042 >

Receipt # 88039

EnVR K - Westminster 1

Sunday 09/18 2:29:23 PM MDT

Qty 1 20OZ SODA	1.39
Qty 1 LDS 8.0B GYPSY WD SQ BLK/BLK	79.99
Qty 1 LDS XL 5S BO CROSS PRNT WHT/PNK	39.99
Discount: 25	-10.00
Subtotal	111.37
Tax	9.40
Total	120.77
Cash	120.77
Change	0.00

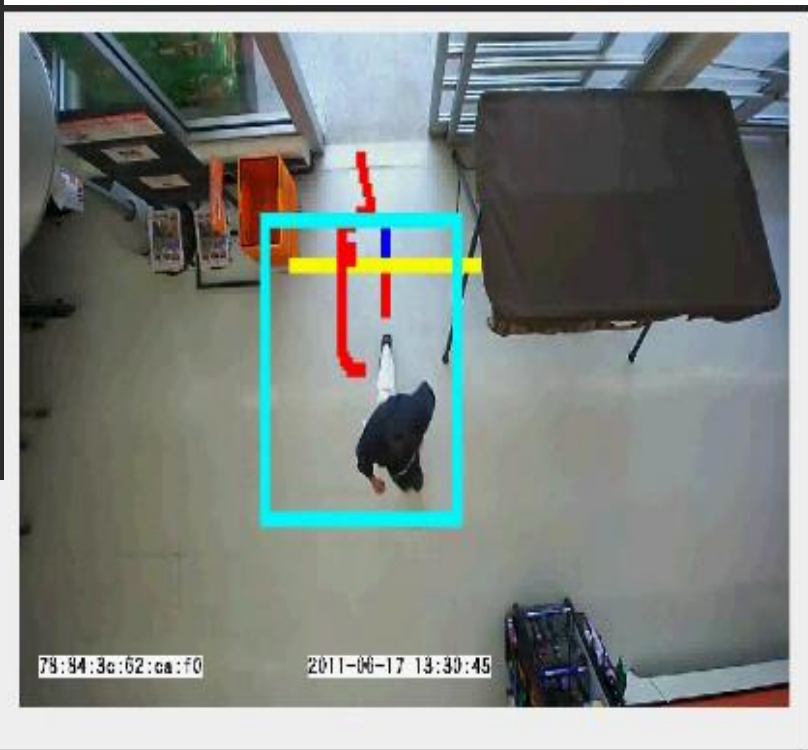
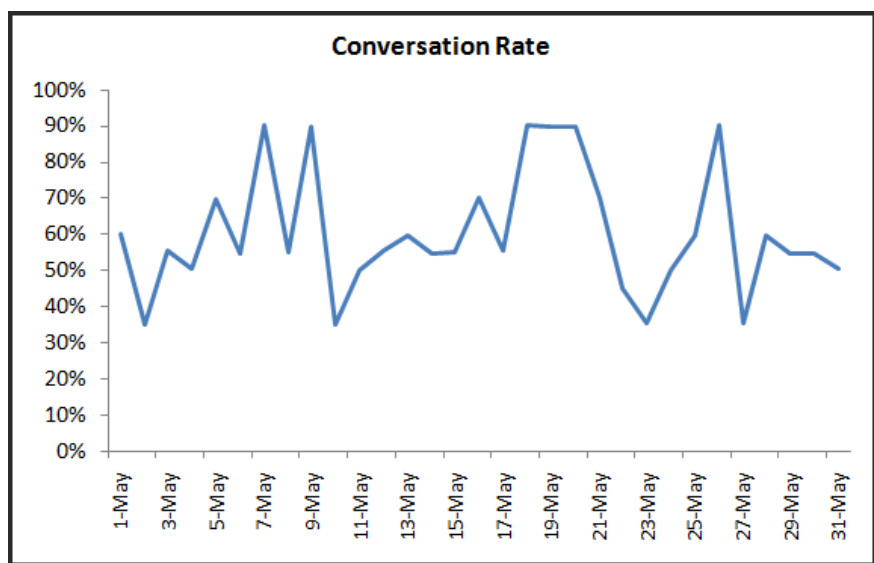
-- Check Closed --

02:31:43
Snapshot Save Clip Motion Search

nts 8 records

Conversion Rates

Tying people counting data to point of sales data enables calculation of conversion rates – providing direct access to video provides the unfiltered context behind the numbers



Proc Height Size Y 21
x1 47 y1 15 x2 28 y2 15
IN=4
OUT=1

Use Case: Conversion Rate

***Conversion Rate = Transaction count to the people count
i.e. converted prospects***

The screenshot displays the Envysion software interface. At the top, there are navigation tabs for 'Locations', 'Reports', and 'Clips'. The user is logged in as 'Hello envysion@biglots.com'. On the left, a 'Browse' panel shows a search for 'louisville' and a list of locations including Warehouse 1, Warehouse 2, Countdown, Aisles 2, Entrance, Cash Office, Entrance (PC), 1928 Louisville CO, Register 3, Register 4, Register 2, Register 1, Restroom Hallway, Exit, Entrance, Furniture Door, Furniture Desk, Dock Door, Cash Office, Count Room, Manager Office, and Sony Entrance 1. Below this is a 'VIDEO SEARCH' section with a 'Specific date' dropdown. The main area shows a video feed from '16 November 2011 // 09:57:21 AM MST'. The video shows a store interior with a red car and a blue car. Overlaid on the video is a green text box that reads 'Total Traffic: 78:84:30:182:ca:1C' and a timestamp '2011-11-16 09:57:22'. At the bottom, there is a playback control bar with a timeline from 09:48:38 to 09:48:38, a 'One-Up' dropdown, and buttons for 'Snapshot', 'Save Clip', and 'Motion Search'. The footer shows '© Copyright 2011 Envysion', 'version 11.10.11 (28760.1195)', and links for 'About', 'Privacy', and 'Email Us'.

Average Dollar/Transaction

Average dollars sold per transaction increases sales

Store	People Count	Conversion Rate	Average Dollars Per Transaction	Sales
44	5,379	62%	\$30.34	\$101,947
57	5,788	38%	➔ \$76.08	\$168,211
88	5,637	45%	\$30.73	\$78,110




Average Dollar/Transaction

Identify missed up sell and cross sell opportunities

Envysion® Locations Reports Clips Messages | envysion@activecommunications | Logout
Admin | Customer Center | Help Report Problem

02 Apr 12 // 02:44:15 PM MDT // Sales Floor 2 Recorded



Receipt # 69314
EnVR 9 - Aspen
Monday 04/02 2:44:42 PM MDT

APL IPHONE 4 SCN GADGETGUARD FULL	-29.95
APL IPHONE 4 SCN GADGETGUARD FULL	29.95
GADGET GUARD REINSTALL FEE	5.00
Subtotal	5.00
Tax	0.00
Total	5.00
Visa	5.00
Change	0.00

-- Check Closed --

02:44:02 02:47:02 Snapshot Save Clip Motion Search

Events 7 records

Time	Employee	Item	Code	Receipt	Amount	Register
02-Apr-2012 14:44:42	CHRISTIAN MARTINEZ	APL IPHONE 4 SCN GADGETG	RF	69314	-29.95	1
02-Apr-2012 14:44:42	CHRISTIAN MARTINEZ	GADGET GUARD REINSTALL F	IT	69314	5.0	1
02-Apr-2012 14:44:42	CHRISTIAN MARTINEZ	Total	TT	69314	5.0	1
02-Apr-2012 14:44:42	CHRISTIAN MARTINEZ	Subtotal	ST	69314	5.0	1
02-Apr-2012 14:44:42	CHRISTIAN MARTINEZ	APL IPHONE 4 SCN GADGETG	IT	69314	29.95	1
02-Apr-2012 14:44:42	CHRISTIAN MARTINEZ	Tax	TX	69314	0.0	1
02-Apr-2012 14:44:42	CHRISTIAN MARTINEZ	Visa	AM	69314	5.0	1

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Calculate Key Performance Indicators

People Count X Conversion Rate X Dollars per Transaction – Shrink = Sales (\$)



People Count

- Customer Traffic in Store



Conversion Rate

- Transaction Count/ People Count



Average Dollar Per Transaction

- How much \$ Customer Spend/Transaction

Functional Stakeholders Across the Organization

	People Count	Conversion	Avg. Dollars/Transaction	Shrink
Marketing & Merchandising	Black	Grey	Grey	White
Operations & Sales	White	Black		Grey
Loss Prevention	White	White	White	Black

- *Please type your answers into the chat window and we'll do our best to answer all of them!*
- *If you would like to ask your question(s) privately please contact Carlos at cperez@envysion.com*



Want to Know More?

- Whitepaper “Using People Counting and Conversion Rates to Increase Sales,”

Email: aschmidt@envysion.com for a copy

- Checkout our blog: <http://www.envysion.com/blog/>

- Request a 1:1 demo or more information

– Carlos Perez; cperez@envysion.com; 303-381-4790

