

# The Shopper Journey

## *In-Store and Beyond*

### *Shopper Mobility*

- Historical and forecasted traffic for a shopping center / benchmark performance vs a group of shopping centers
- Locate targeted psychographics by zone to determine which area suits best for a new store
- Explore the saturation of competitors in a target area to find the optimal spot for a business



### *Vehicle Counting*

- Uncover parking behaviors to improve property amenities and align parking development plan
- Access site parking trends to strategize vehicle movement patterns and optimize flow
- Evaluate parking patterns to optimize labor for zone maintenance and security



### *Shopper Engagement*



### *Shopper Engagement*

- Access precise shopper demographic data to learn more about who is in your store
- Define power hours by gender and age to help improve customer service
- Know the portion of shoppers who provide feedback versus total traffic of the store
- Quantify the relationship between key performance indicators and customer satisfaction scores
- Deliver a better experience by aligning labor hours with customer satisfaction

### *Shopper Behavior*

- Deliver consistent customer experience across all sites
- Optimize new store layouts
- Evaluate effectiveness of marketing campaigns
- Assess ROI of experiential initiatives