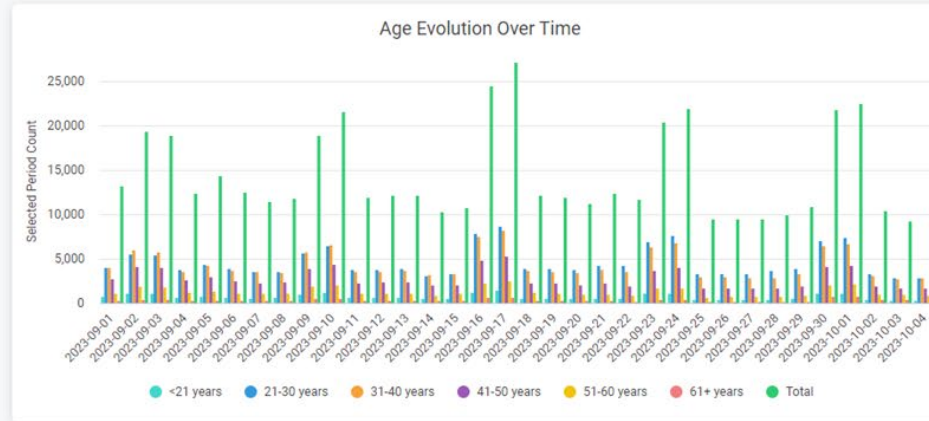


- Ad Exposure Time By Asset
- Age Evolution Over Time
- Age Profile
- Audience Evolution
- Audience Evolution by Asset
- Audience Evolution By Display
- Behavioral Coaching Tool
- Brand Visits
- Category Benchmarking
- Cross Visits

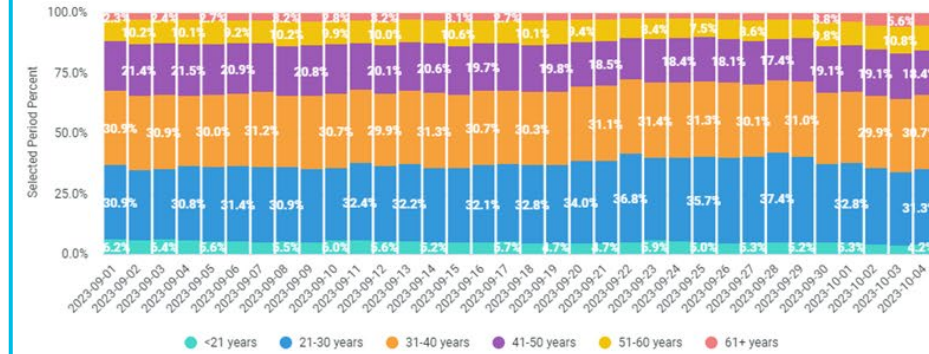
Age Evolution Over Time

Date * 2023/09/01 - 2023/10/10 Compare Date * Previous Month Gender * All Age Group Type * Classic Generational Age Group Value is any value Site Name is any value Zone/Entrance Name is any value Time Display By Day



Age Evolution Comparison Table

Age Group (in year)	Selected Period Count	Compare Period Count	Percent Change
<21	26,317	23,928	10.0%
21-30	158,019	141,489	11.7%
31-40	149,394	133,867	11.6%
41-50	95,811	85,937	11.5%
51-60	46,120	40,931	12.7%
61+	14,033	11,750	19.4%
Totals	489,694	437,902	11.8%



Age Group (in year)	Selected Period Percentage	Compared Period Percentage	Percentage Change
<21	5.4%	5.5%	-0.1%
21-30	32.3%	32.3%	-0.0%
31-40	30.5%	30.6%	-0.1%
41-50	19.6%	19.6%	-0.1%
51-60	9.4%	9.3%	0.1%
61+	2.9%	2.7%	0.2%



Shopper Demographics

Shopper Demographics provides relevant analytics about gender, age range, and sentiment of shoppers at the store

- Provide the demographic profile of visitors by store
- Define the power hours by gender and age to provide relevant insights to shopper assistants
- Evaluate the impact of marketing campaigns to drive store traffic to the Stores

Ad Exposure Time By Asset

Age Evolution Over Time

Age Profile

Audience Evolution

Audience Evolution by Asset

Audience Evolution By Display

Behavioral Coaching Tool

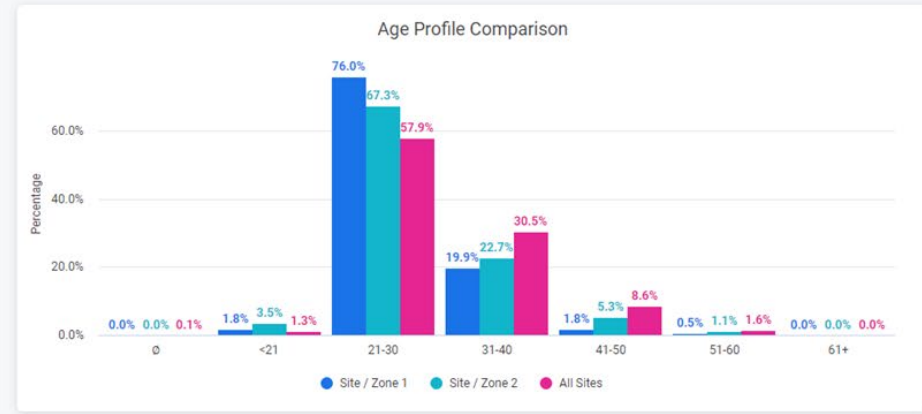
Brand Visits

Category Benchmarking

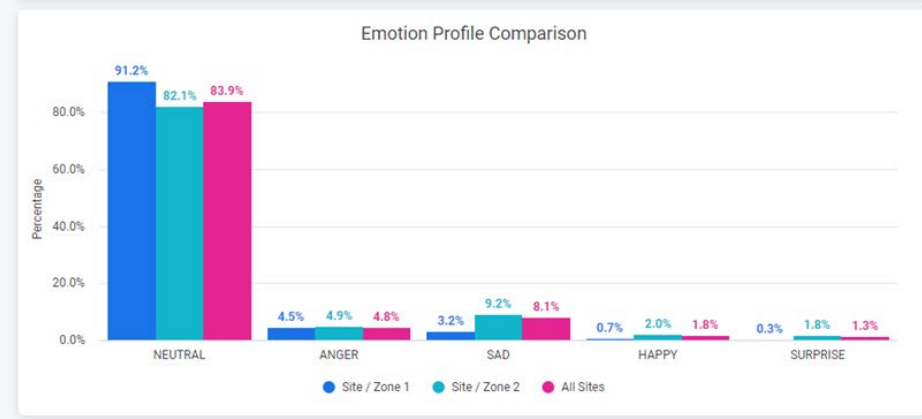
Cross Visits

Demographics Comparison

Date * This Month Gender * All Age Type * Classic Generational Age Value * is any value Site 1 * is any value Site 2 * is any value Zone 1 * is any value Zone 2 * is any value just now



Age Group	Site / Zone 1	Site / Zone 2	All Sites
1 0	0.0%	0.0%	0.1%
2 <21	1.8%	3.5%	1.3%
3 21-30	76.0%	67.3%	57.9%
4 31-40	19.9%	22.7%	30.5%
5 41-50	1.8%	5.3%	8.6%
6 51-60	0.5%	1.1%	1.6%
7 61+	0.0%	0.0%	0.0%



Emotion	Site / Zone 1	Site / Zone 2	All Sites
1 NEUTRAL	91.2%	82.1%	83.9%
2 ANGER	4.5%	4.9%	4.8%
3 SAD	3.2%	9.2%	8.1%
4 HAPPY	0.7%	2.0%	1.8%
5 SURPRISE	0.3%	1.8%	1.3%



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Ad Exposure Time By Asset

Age Evolution Over Time

Age Profile

Audience Evolution

Audience Evolution by Asset

Audience Evolution By Display

Behavioral Coaching Tool

Brand Visits

Category Benchmarking

Cross Visits

Dwell Time Evolution By Gender

just now

Date *

2023/08/01 - 2023/08/31

Compare Date *

2023/07/01 - 2023/07/31

Age Group Type *

Classic Generational

Age Group Value

is any value

Site Name

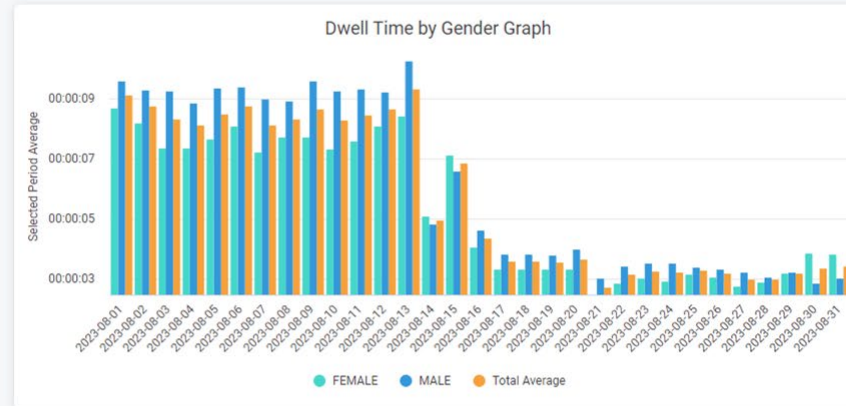
is any value

Zone/Entrance Name

is any value

Time Display

By Day



Dwell Time By Gender Comparison Table

Gender	Selected Period Avg	Compare Period Avg	Percent Change
1 MALE	00:00:06	00:00:10	-38.5%
2 FEMALE	00:00:06	00:00:09	-34.5%

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Shopper Demographics

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Power Hours By Gender

just now   

Date * Operating Hours 24 Age Group Type * Age Group Value Site Name Zone/Entrance Name

Power Hours By Gender %

Average Traffic - Percentage

Hour ^	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday		Total	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
7-8	0.0%	0.0%	55.6%	44.4%	100.0%	0.0%	70.0%	30.0%	70.0%	30.0%	0.0%	0.0%	0.0%	0.0%	68.0%	32.0%
8-9	60.0%	40.0%	57.7%	42.3%	60.0%	40.0%	60.0%	40.0%	62.5%	37.5%	50.0%	50.0%	50.0%	50.0%	56.4%	43.6%
9-10	51.1%	48.9%	49.5%	50.5%	52.5%	47.5%	59.0%	41.0%	53.2%	46.8%	53.7%	46.3%	52.7%	47.3%	53.0%	47.0%
10-11	51.8%	48.2%	50.5%	49.5%	51.7%	48.3%	50.9%	49.1%	52.4%	47.6%	49.7%	50.3%	52.9%	47.1%	51.5%	48.5%
11-12	50.4%	49.6%	51.3%	48.7%	50.8%	49.2%	50.3%	49.7%	49.6%	50.4%	50.8%	49.2%	52.3%	47.7%	51.0%	49.0%
12-13	48.9%	51.1%	49.7%	50.3%	49.3%	50.7%	49.0%	51.0%	49.3%	50.7%	48.8%	51.2%	50.0%	50.0%	49.3%	50.7%
13-14	47.7%	52.3%	49.3%	50.7%	50.2%	49.8%	48.9%	51.1%	50.3%	49.7%	48.2%	51.8%	48.3%	51.7%	48.9%	51.1%
14-15	47.4%	52.6%	48.1%	51.9%	51.0%	49.0%	49.3%	50.7%	49.4%	50.6%	48.5%	51.5%	48.7%	51.3%	48.8%	51.2%
15-16	49.5%	50.5%	50.5%	49.5%	49.0%	51.0%	49.8%	50.2%	47.7%	52.3%	49.1%	50.9%	47.7%	52.3%	48.9%	51.1%
16-17	48.4%	51.6%	46.6%	53.4%	48.4%	51.6%	46.7%	53.3%	47.3%	52.7%	46.7%	53.3%	47.2%	52.8%	47.3%	52.7%
			49.3%	50.7%	47.9%	52.1%	48.9%	51.1%	47.1%	52.9%	45.5%	54.5%	46.2%	53.8%	47.3%	52.7%
			47.3%	52.7%	47.3%	52.7%	48.0%	52.0%	48.6%	51.4%	46.8%	53.2%	45.7%	54.3%	47.1%	52.9%
			46.9%	53.1%	48.1%	51.9%	49.1%	50.9%	47.0%	53.0%	45.9%	54.1%	47.3%	52.7%	47.3%	52.7%
			49.0%	51.0%	47.7%	52.3%	49.7%	50.3%	47.0%	53.0%	47.8%	52.2%	46.8%	53.2%	47.9%	52.1%
			47.4%	52.6%	49.0%	51.0%	44.4%	55.6%	45.3%	54.7%	45.0%	55.0%	47.3%	52.7%	46.4%	53.6%
			28.6%	71.4%	47.1%	52.9%	55.6%	44.4%	50.0%	50.0%	46.2%	53.8%	41.2%	58.8%	46.2%	53.8%

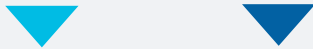
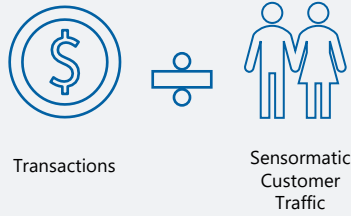


Shopper Demographics

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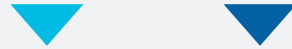
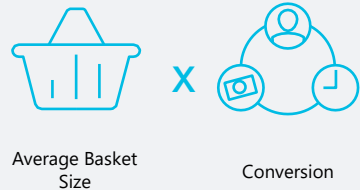
- Provide the demographic profile of visitors by store
- Define the power hours by gender and age to provide relevant insights to shopper assistants
- Evaluate the impact of marketing campaigns to drive store traffic to the Stores

Conversion



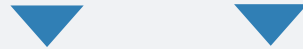
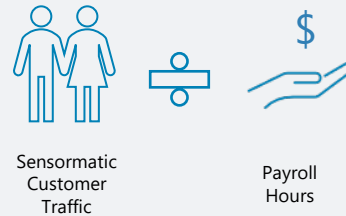
Selling Effectiveness

SPS – Sales per shopper



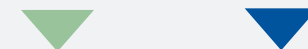
Selling Effectiveness

STAR – Shopper to associate ratio



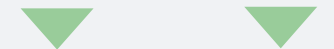
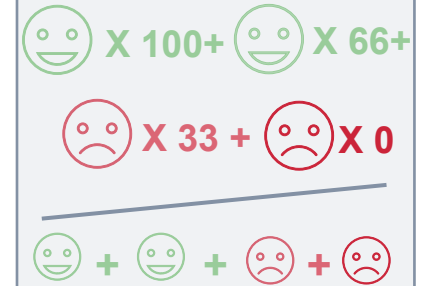
Serving Effectiveness

Completion Rate



Customer Experience

Happy Index – Scale of customer experience



Customer Experience



Brand Vitality Meter

A combination of customer feedback provided by HappyOrNot with traffic metrics from Sensormatic Solutions

- Quantify the relationship between key performance indicators and customer satisfaction scores
- Elevate the customer experience through better alignment of labor to traffic and customer satisfaction
- Segment all store level based on their performance and Customer Satisfaction scores



Smiley Touch™

Smiley Terminal™

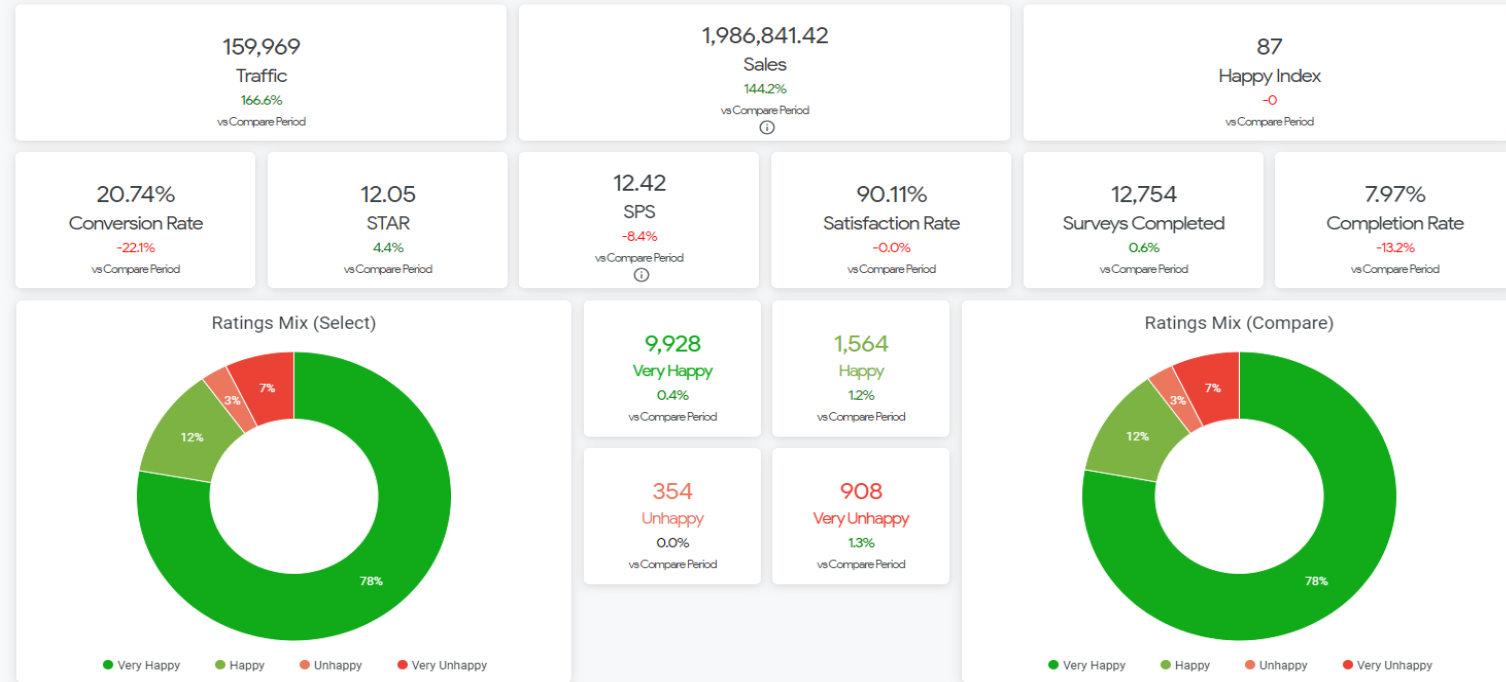
Smiley Digital™

- Ad Exposure Time By Asset
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- Audience Evolution by Asset
- Audience Evolution By Display
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- Brand Visits
- Category Benchmarking
- Cross Visits

Performance Overview Brand Vitality Meter

3m ago

Site Name: is any value
 Select Date *: 2020/01/01 - 2020/03/31
 Compare Date *: 2020/02/01 - 2020/02/29
 Question: is any value



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Brand Vitality Meter

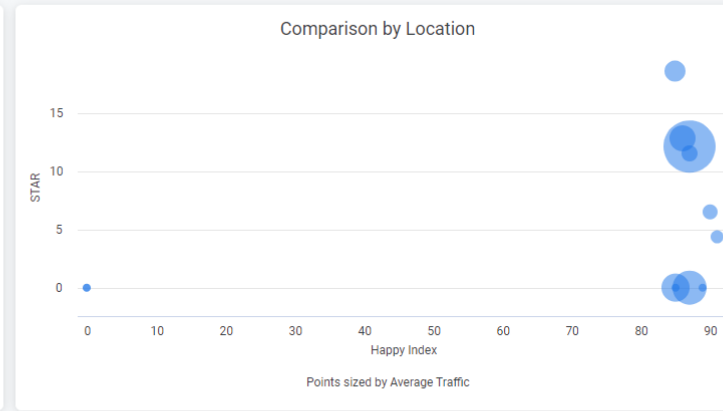
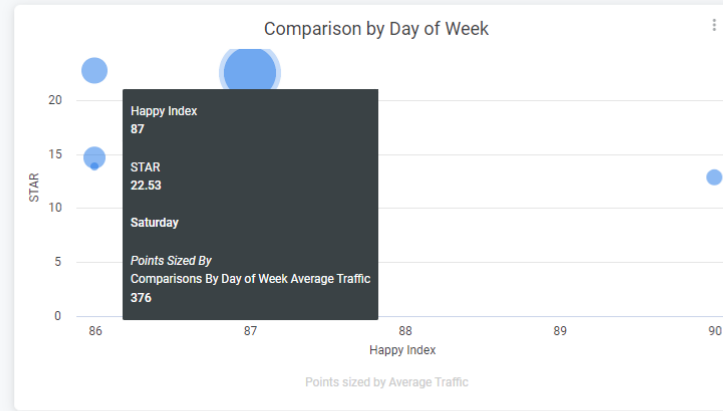
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3 Variables Comparisons Brand Vitality Meter

Site Name: is any value | Date: 2020/01/01 - 2020/03/31 | X Axis: Happy Index | Y Axis: STAR | Variable At Bubble: Average Traffic | Question: is any value



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Brand Vitality Meter

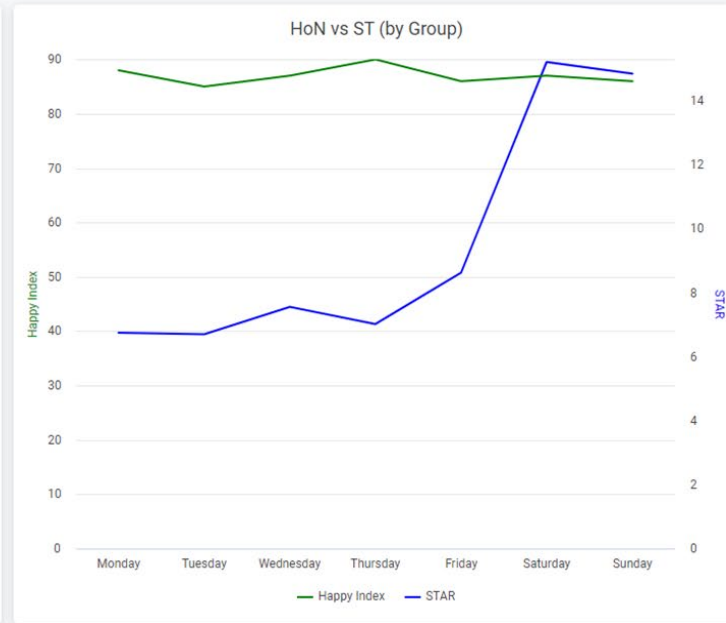
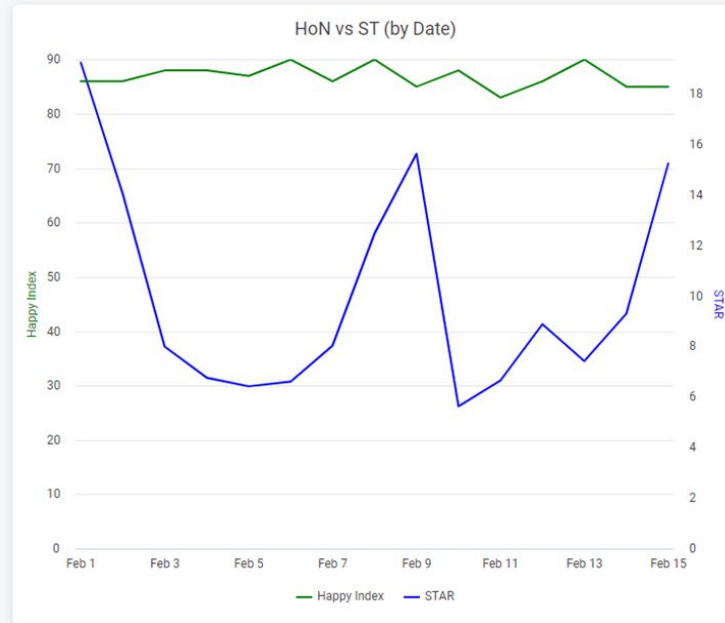
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Trend Overview Brand Vitality Meter

Site Name: Date Range: HoN Metric: ST Metric: Group By: Question:



Brand Vitality Meter

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Power Hours Brand Vitality Meter

just now

Site Name:
 Date:
 Operating Hours:
 HappyOrNot Variable:
 ShopperTrak Variable:
 Question:

Power Hours

Dayofweek	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Hour	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion	Happy Index	Conversion
9-10	100	13.00%	90	13.00%	80	13.00%	93	10.00%	93	19.00%	82	18.00%	89	1.00%
10-11	82	22.00%	93	19.00%	92	19.00%	94	20.00%	93	20.00%	86	19.00%	96	30.00%
11-12	91	24.00%	85	20.00%	78	25.00%	91	27.00%	93	26.00%	84	21.00%	84	32.00%
12-13	88	23.00%	87	24.00%	91	23.00%	90	25.00%	85	26.00%	88	22.00%	90	24.00%
13-14	85	24.00%	79	23.00%	90	23.00%	85	24.00%	86	24.00%	76	22.00%	76	21.00%
14-15	88	24.00%	87	19.00%	88	22.00%	85	25.00%	90	22.00%	88	21.00%	85	20.00%
15-16	85	23.00%	82	20.00%	92	21.00%	90	22.00%	76	22.00%	84	20.00%	77	21.00%
16-17	88	19.00%	85	19.00%	82	18.00%	91	21.00%	77	22.00%	85	20.00%	84	18.00%
17-18	81	19.00%	93	18.00%	80	19.00%	87	20.00%	81	22.00%	91	19.00%	88	18.00%
18-19	88	18.00%	81	17.00%	89	16.00%	88	17.00%	89	21.00%	93	22.00%	89	25.00%
19-20	92	21.00%	82	19.00%	89	18.00%	97	15.00%	96	21.00%	94	20.00%	90	16.00%
20-21	90	17.00%	94	22.00%	96	17.00%	88	19.00%	76	20.00%	84	25.00%	93	29.00%
21-22	78	29.00%	93	16.00%	100	13.00%	100	22.00%	100	19.00%	100	22.00%	100	125.00%



Brand Vitality Meter

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Quick View

Details

Alerts

Foresights

Academy

Help

Demo stores How was your experience today?

Last month 4 weeks ago

Summary

Demo stores
Oops! Your performance dropped last month
October 2023



Your result is in your industry's top 20%.

Top experience point: **Department A2** Bottom experience point: **Checkout (Demographics)**

Best hour: **9:00 PM** Worst hour: **1:00 PM**

Best day of the week: **Thursday** Worst day of the week: **Monday**

Best date: **Oct 12, 2023** Worst date: **Oct 30, 2023**



Top follow-ups



- I waited for 20 minutes to get service and when my turn came up, the service was not great. **Checkout (Demographics)** a month ago
 - The game you marketed was sold out after 30 minutes the store opened! **Checkout (Demographics)** a month ago
 - great success **Checkout (Demographics)** a month ago
 - very good **Checkout (Demographics)**
- Total open feedback: 120

Ranking

1.	Department A2	92	▲ 1
2.	Department B1	90	◌ 0
3.	Pickup Location 2	90	▼ 1
4.	Department B2	90	◌ 0



Customer Satisfaction

HappyOrNot measures Customer Satisfaction using 4 smileys in Terminals placed in key locations of the store (in the counters, at the exit, in the toilets...)

- Capture maximum amounts of feedback with the 4 Smileys
- Review and analyze results in Dashboards to identify patterns
- Share the insights to collaborate and empower your whole team
- Implement corrective measures immediately at the store



Quick View

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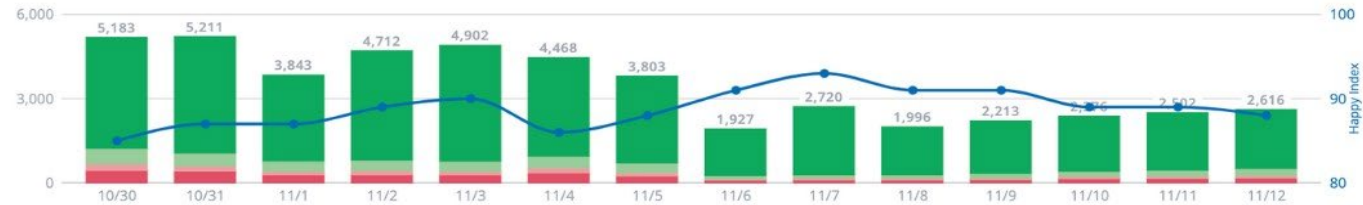
Demo stores How was your experience today?

Last 14 days 8:00 AM - 9:00 PM All days of the week Responses Happy Index 15-24...

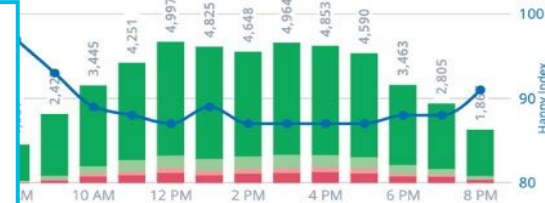
Export

Results

Week Day



Hourly distribution



Day of the week distribution



Customer Satisfaction

HappyOrNot measures Customer Satisfaction using 4 smileys in Terminals placed in key locations of the store (in the counters, at the exit, in the toilets...)

- Capture maximum amounts of feedback with the 4 Smileys
- Review and analyze results in Dashboards to identify patterns
- Share the insights to collaborate and empower your whole team
- Implement corrective measures immediately at the store

its

7% (3,237)

Pain points

Timeline List

Main question

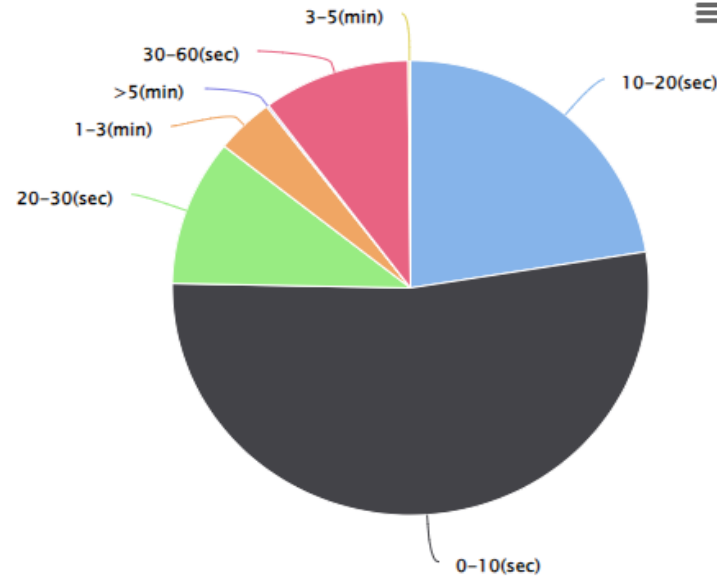
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- Demographics by Asset

ASSOCIATE ENGAGEMENT i

Filters v

ENGAGEMENT BY DURATION i -

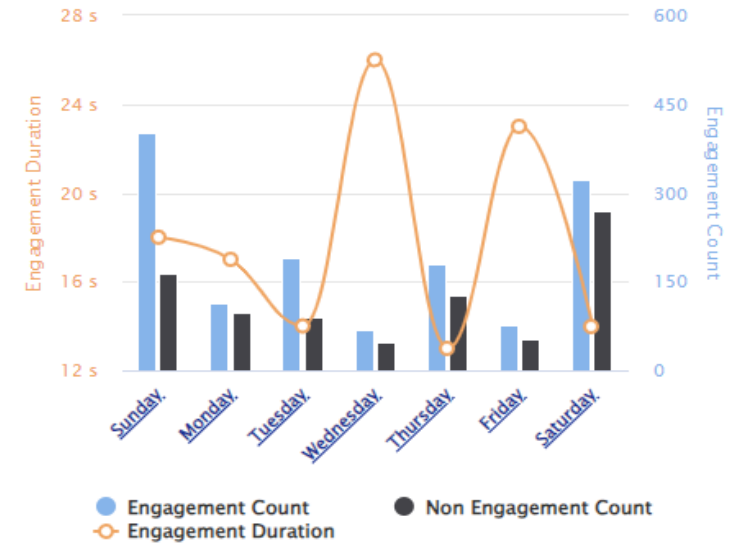
Date Range: Last Week (10/08/2023 - 10/14/2023), Site: Covent Garden



ENGAGEMENT COUNT BY DAY i -

Date Range: Last Week (10/08/2023 - 10/14/2023), Site: Covent Garden

Click the columns to view Zone level data



Shopper & Associate Engagement

Understanding how shoppers are being served can play a key role in measuring and improving the in-store customer service experience

- Measure number of engagements and non engagements of store associates with customers
- Duration associate spends with customers

- Ad Exposure Time By Asset
- Age Evolution Over Time
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- Audience Evolution
- Audience Evolution by Asset
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- Brand Visits
- Category Benchmarking
- Cross Visits
- Demographics by Asset

ASSOCIATE ENGAGEMENT i

Filters

Associate Engagement				
Date Range: Last Week (10/08/2023 - 10/14/2023), Site: Covent Garden				
Group	Association Count	Non Association Count	Average Duration	Agent Id
> 10/08/2023 (9)	403	165	153	
> 10/09/2023 (9)	114	97	179	
> 10/10/2023 (9)	191	89	131	
> 10/11/2023 (9)	70	48	222	
> 10/12/2023 (9)	181	128	124	
> 10/13/2023 (9)	76	52	173	
> 10/14/2023 (9)	323	270	115	



Shopper & Associate Engagement

Understanding how shoppers are being served can play a key role in measuring and improving the in-store customer service experience

- Measure number of engagements and non engagements of store associates with customers
- Duration associate spends with customers