

## Traffic Data You Can Trust

### ***The Importance of Accurate Traffic Data to a Retailer***

In today's fast paced and highly competitive retail environment, it is easy to get lost in the sea of data that comprises a retailer's key performance indicators (KPI's). From Average Dollar Sales (ADS), to traffic to conversion rate, retailers today are literally bombarded with statistical information at every turn. This data, however, is intrinsically useless unless it meets the following three criteria – it must be easy to obtain, easy to analyze, and most importantly, it must have a high degree of accuracy.

#### **The Dilemma:**

In regards to traffic data, the level of accuracy can literally decide the cost effectiveness of a retailer's investment in a traffic solution. Incomplete or questionable traffic data will not only serve to undermine the credibility of the solution in general, but it will cause a retailer to look on traffic as simply another interesting metric as opposed to a core KPI. Furthermore, a lack of confidence in the accuracy of traffic data might convince a retailer to take a broad overview, or "trending" approach to utilizing traffic. Although this is a great approach for measuring a retail environment's long term success, it neglects a key benefit of employing a traffic counting solution – the ability to effectively manage a store's labor hours on a week-to-week, or even a day-to-day basis. In sum, a lack of confidence in the accuracy of traffic data will serve to reduce the possibility for increased sales and better cost control via effective labor management.

#### **The Solution – The ShopperTrak Approach to Traffic Management:**

The Orbit 5 camera, the most accurate and cost effective traffic solution available today, is offered exclusively by ShopperTrak RCT Corporation, the global leader in retail traffic measurement. Although the physical hardware is impressive in itself due to its small, unobtrusive size, it is the Orbit 5's software that truly sets it apart from its competition. For example, ShopperTrak has the ability to remotely connect to an Orbit 5 installed in a retail environment and record a Digital Video Recording (DVR) at any time. In doing so, ShopperTrak can literally record shoppers as they physically enter and exit a store. Thus ShopperTrak is able to perform a one-to-one comparison between how the Orbit 5's software counts shoppers and how a person would do so if it were humanly possible to count traffic 24/7/365. In other words, ShopperTrak offers something that few other traffic vendors can – the ability to "prove" the accuracy of the traffic data being recorded.



To demonstrate this point, ShopperTrak recently performed a Data Integrity Analysis on a randomly selected group of 400 stores installed with the Orbit 5 in 2009. The results of the accuracy review were evident – the Orbit 5 counted 97.7% accurately 95% of the time<sup>1</sup>! ShopperTrak plans to continually update and publish the results of its data integrity initiatives. The results of these analyses will be in stark contrast to ShopperTrak’s competitors, many of whom can only provide a static, one-time review of the accuracy level of their traffic counting solutions.

However it is not just the Orbit 5’s ability to accurately capture traffic that sets ShopperTrak apart from its competitors. It is ShopperTrak’s entire approach to data management that truly makes it unique. ShopperTrak monitors and analyzes the data recorded from each Orbit camera every single night and in doing so, checks for anomalies such as high or low counts, in-out variances and missing data increments down to the five minute level. This detailed level of analysis combined with the Orbit camera’s high degree of accuracy has not only helped retailers to manage their staffing levels, but it has even been utilized as a security tool in several cases in which a retail store was burglarized during off retail hours and ShopperTrak’s counters served to identify the time the event occurred.

Finally, ShopperTrak’s warranty policy is unparalleled in the ease and flexibility it provides to its users. Unlike other vendors who are primarily concerned with selling their traffic counting product, ShopperTrak is concerned first and foremost with the integrity of the data it delivers. For example, ShopperTrak does not charge its users when a technician is needed to resolve a situation on site or when the Orbit is malfunctioning. Instead, ShopperTrak simply schedules the tech and processes the replacement free of charge, so that the company can quickly return to its goal of delivering accurate traffic data, on-time, and everyday!

**Conclusion:**

For retailers today, traffic is a must have metric and a core KPI. Thus, it is extremely important for the retailer to have trust in their traffic counting solution. Trust, however, cannot be sold or marketed as easily as a product. Instead, trust must be continually facilitated in an adequate and verifiable manner. In regards to traffic solution vendors, trust and data integrity are one in the same; and hence, it is of the utmost importance that a vendor do everything possible to “prove” the accuracy of its data. The ShopperTrak Orbit 5, and the data management approach behind it, meet these criteria, and hence the reason that ShopperTrak is the most efficient, affordable, and most importantly - accurate traffic counting solution available today.

<sup>1</sup> For more information on the Data Integrity Analysis, please see ShopperTrak’s technical white paper, “New Installation Counter Accuracy—Methodology for Determining Counting Accuracy of ShopperTrak Orbit 5 for New Installations”.

