

Experian FootFall Increasing Profitability

Our solutions help to optimise site performance and profitability based on measured consumer behaviour



Experian FootFall provides invaluable insight into opportunities to help drive improved business performance, and the tools needed to measure the benefits.

Why Experian FootFall?

As the solution set focussed on understanding shopper behaviour inside Retail and Commercial Property environments, Experian Footfall's reputation has been built on providing information solutions which have the accuracy and integrity to offer customers the confidence to make actionable business decisions.

Experian Footfall is committed to providing the retail and property industry with solutions designed to optimise performance and maximise leasing, marketing and operational efficiency.

Increasing profitability

Experian FootFall is an industry expert in understanding shopper behaviour within the retail environment. We help businesses to improve their profitability and identify improvement opportunities by analysing conversion rates and customer numbers and movement within their operating environment.

Our focus is to work continuously with our clients to enhance their knowledge and competitive position across their location portfolio.

Measuring footfall traffic

Understanding the trading level and performance potential of your business is only possible if you can determine how customers are behaving and responding to what you do. Using sales or transactional information in isolation paints an incomplete picture of potential because it is only a measure of customer activity at the time and point of purchase.

missing key performance indicator' by counting the number of people who are in your stores every minute of the day. A complete understanding of the numbers of people using your locations allows a very powerful measure of total people activity. When combined with transactional information, your store 'conversion rate' can be calculated.

How many of your visitors were turned in to paying customers today, and when did the store miss vital sales opportunities?

It can tell you if you are successful at driving customer numbers during your opening hours, and allow comparisons to be made. Specifically, Experian FootFall information gives you the insight to identify missed opportunities that previously may have been hidden

Measuring conversion

Linking transactional data with footfall information allows you to see the number of people who actually buy from you - the conversion rate. This is a primary measure of 'selling efficiency' because it tells you what proportion of your visitors are actually buying from you or using your services.

Being able to calculate conversion performance by drilling down to the time of day highlights those periods when you are excelling or underperforming. Many different things can either drive or have an impact on selling efficiency: knowing when conversion is at its weakest is the beginning of the process, and this ensures that your operations are truly focused on capturing sales from your visitors.



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Our solutions continuously and unobtrusively collect information so you know what your conversion success rate is at any time during your trading day, week and year. Conversion performance varies from day-to-day and from store-to-store. We can identify where you should be focusing effort to increase selling success, and then measure the impact of any changes which you make

Identifying opportunity

Experian FootFall has developed extensive and comprehensive insight tools to accurately calculate and visualise your conversion performance against other measures. Our tools integrate your sales, transactional and other information resources to demonstrate the specific times at which customer opportunity is greatest. They also allow you to compare and track through time and across branches or countries, enabling you to benchmark performance and achievement. Every store has different trading and activity characteristics. We provide local teams with the tools to understand the actual performance dynamics of their location, rather than a generalised view. This means that each location or store can optimise performance perfectly from their particular trading situation. This capability is central to the optimisation of a business, so the focus is on exploiting all opportunities.

Many of our clients have made specific changes to their operations based on this knowledge, through identifying the most appropriate times to perform replenishment and maintenance activity, as well as maximising relevant customer-facing activities.

Customer behaviour

Retailers and commercial property owners and operators measure performance to ensure that they understand their key business performance drivers. Questions such as “Has the Marketing activity worked?” or “What was the impact of extreme weather or events on performance?” are often measured in terms of sales alone. Footfall helps you to understand the impact of such activity on the number of people using your locations. This knowledge allows you to add context to the sales achieved. For example, the reason for sales being up could simply be because of an overall increase in footfall, with no increase in conversion rate. Similarly, sales may have increased more than footfall which would indicate an improvement in selling efficiency.

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Why Experian?

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries.

The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information please visit:
www.experianplc.com

About Experian FootFall

Experian FootFall is a leading provider of information and solutions related to the numbers of people visiting retail outlets, shopping centres and transport locations. Globally, we count more than 6 billion people every year, helping our clients understand their market opportunity through the measurement of customer numbers, and the provision of related metrics, such as conversion rates.

Our scale allows us to deliver the well known and regarded 'Experian FootFall retail indices' – a series of regional and national benchmarks across Europe that inform on the change in customer numbers throughout the year.

We also provide an understanding of consumers, markets and economies in the UK and around the world - past, present and future - through consumer profiling and market segmentation. This provides our clients with the added value of a deeper understanding of their markets and customers and the true potential for your shopping centre or store.

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Experian FootFall Proposition Product Sheet - Profitability

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