

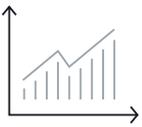
How to More Effectively Track Store Success

From determining new opportunities for revenue to informing and measuring merchandising and investment decisions, accurately understanding store performance is critical for retailers. But performance goes beyond measuring transactions at the register. By gaining insight into overall store traffic and visitation patterns, retailers can capture potential money being left on the table.

This data, however, can be challenging and time-consuming to obtain and historically required a team of data analysts to accurately identify trends. *But it needn't be.*



Smart mobility insights provide unique location-based insight into driver journey and visitation behavior by analyzing information from millions of autonomous, electric and connected vehicles. Generated from hundreds of advanced sensors built into today's connected car, the data gathered can help retailers track patterns in journeys related to their store locations, including:



- **Overall Journey Volume:** Utilizing data taken directly from vehicles, retailers can now analyze the volume of vehicles at any given time, across multiple location sites. Through simple visualization of how cars are moving both at your store location and around the area at a granular level, you can better inform future strategies from local promotions to staffing.



- **Origin-to-Destination Analysis:** Not only can you track journey volume at or around a store at any given time, you can also understand the finer details of those journeys. Where are drivers tending to come from before they go to your store, and where do they go after? Are they making a trip specifically to visit your store, or stopping by on their way to something else? Those kinds of insights can be hugely valuable in uncovering new revenue opportunities.



- **Duration of Visit:** Develop greater insights into how long consumers are spending in and around your store. By tracking when vehicles arrive and leave, you can determine patterns like peak times for the longest shopping times and easily compare that insight across locations to make more data-driven decisions.

Traditional mobility data sources, including smartphone data, can be overwhelming, inaccurate, and complex to analyze. Autonomous, electric, and connected vehicle data makes it easy for retailers to get the hyper-local and granular information they need, specific to their stores and can be refreshed as often as they need. It distills consumer behavior trends by using journey data generated directly from the car – while meeting all driver privacy and security requirements.

Why it matters

Accurately understating store performance using an innovative new data source gives retailers a leg up on competitors, maximizes revenue opportunities, and informs hyper-local merchandising strategies without the resource-intensive process traditional sources require.