RETAIL REVOLUTION:
UNLOCKING SUCCESS THROUGH TRAFFIC ANALYTICS

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At Meiyume, we specialize in delivering beauty solutions tailored to the needs of any beauty brands and retailers. One of our key services for retail solutions involves the collection and analysis of footfall traffic within stores using anonymous traffic analytics cameras.

Recently, a prominent global beauty and pharmaceutical retailer approached our team, seeking state-of-the-art technology to ensure comprehensive and accurate data collection.

Recognizing our expertise in the field, they engaged Meiyume to fulfill their specific retail solution requirements. We embarked on a collaborative journey with the beauty retailer, where the insights derived from the data captured allowed them to better evaluate the effectiveness of their current planograms and fixture layouts to enhance merchandising decisions for their upcoming store renovation project in Taiwan.

To gather the necessary data, Meiyume deployed anonymous traffic cameras positioned strategically within the store. This approach ensured the collection of valuable consumer traffic data onto a comprehensive analytics dashboard, offering actionable insights to the retailer into their consumer journey.

THE BACKGROUND

A report by Fortune Business Insights indicated that the global video analytics market is projected to grow from $6.35 billion in 2022 to $28.37 billion by 2029, at a CAGR of 23.8%. The integration of analytics video systems is anticipated to gain significant traction among beauty brands and retailers due to its enhanced reliability, cost-effectiveness, and improved accuracy in data analysis.

Research by Indeed Editorial Team stipulates that there are multiple benefits to improving a store's planogram. Firstly, it creates consistency in layout across different store locations, improving the consumer experience by enabling easy navigation regardless of the store's layout. Secondly, an effective planogram can boost sales by making popular products more visible and strategically pairing products to encourage purchases. Moreover, an organized store enhances the consumer journey intuitively, resulting in a more enjoyable shopping experience and overall increase in customer satisfaction.
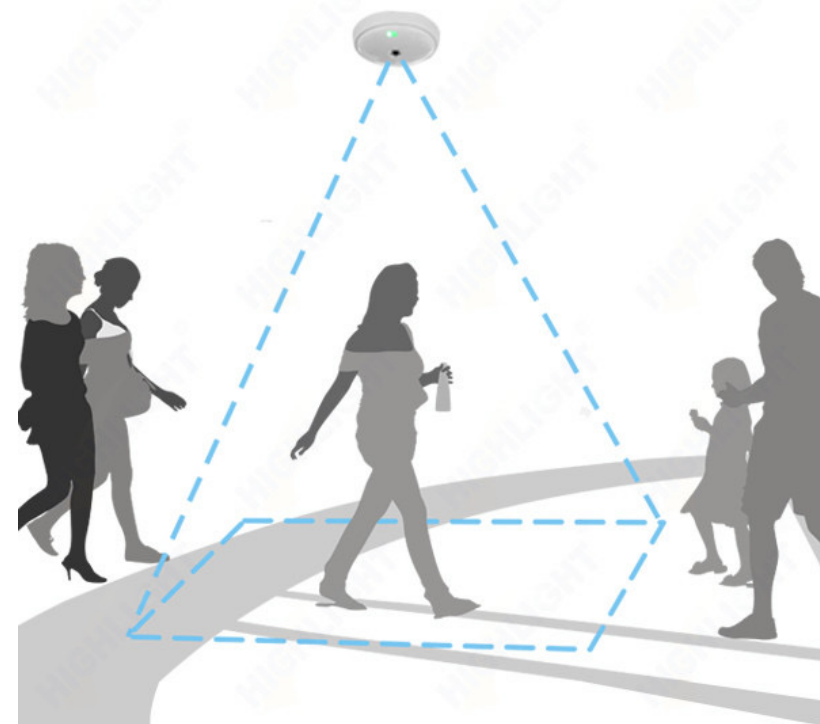
THE SOLUTION

Meiyume installed over 50 cameras throughout the store. This ensured that every inch of the store floor was covered, facilitating easy data capture. The primary purpose of these cameras was to track customer movements and collect crucial data regarding their journey within the store. This included information on where customers went, how they navigated the store, and the duration of their visits, including their interactions with specific displays.

To accurately measure customer engagement with the planogram displays, the cameras projected an invisible 'wall' onto the front of each display. This innovative feature systematically tracked customers' interactions and provided valuable insights into their engagement levels.

The collected data allowed them insights to tailor the store's layout and design to enhance the overall shopping experience and increase customer purchases. By identifying the "hot spots" where footfall was highest and analyzing consumer interactions with different products, we established a comprehensive benchmark for in-store behavior.

All the cameras used in this process were fully compliant with the General Data Protection Regulation (GDPR) - ensuring no personal information were captured since the faces of consumers were masked. At Meiyume, we have a strict adherence to data privacy policies to ensure utmost security of our clients' personal information.

Leveraging the comprehensive data analysis, the retailer obtained detailed insights and actionable recommendations, and armed with this knowledge, they were able to optimize the shopping experience and improve the user journey within their store, ultimately driving retail success.

RESULTS

KPIs Captured

The key performance indicators (KPIs) captured through our retail solutions can be categorized into two main areas: footfall data and customer behavior data.

1 Footfall

- Passerby and store entry footfall
- Footfall distribution by store zones
- Average traffic by day/hour

2 Customer Behaviour

- Paths taken by the customers upon entering the store
  - Most likely to **head straight**
  - Second most taken path would be to **turn left**
  - Followed by **turning right**
- Hot / cold spots in store
- Average dwell time spent in store / specific store zones
- Average stops / stop duration / touches / touch duration for each display

THE FUTURE

Meiyume remains at the forefront of providing advanced retail solutions, including traffic analytics, to empower our customers in making informed decisions that enhance customer experiences and drive sales growth.

Meiyume offers comprehensive support across various aspects of retail operations. Some of our notable innovative and bespoke retail solutions include the 'Touchless Sampling Tester', 'OneHome.io' and 'BottleLox', and many more.

Contact us to fulfill your beauty needs – from product to retail solutions, our global team is always ready to collaborate with you.