



## VF Brands increases conversions through accurate insights into store performance

### Introduction

The multi-brand retailer wanted to understand accurate footfall trends in order to improve in-store conversions and customer engagement. Though they were already using a people counter in their stores, they were facing accuracy & connectivity issues with it, which meant the data they were receiving wasn't very useful to them.



After switching to Capillary VisitorMetrix™, VF Brands saw improvement immediately. With AI based human detection algorithms, the retailer was receiving accurate data on footfall and group walk-ins with hourly, weekly, monthly trends on conversion rates of each store, all accessible through a real-time dashboard integrated with their Capillary Insights+ CRM program.

Insights into hourly store traffic trends across 400 stores helped VF Brands understand the stores' 'Power Hours', using it for efficient store staff deployment and break schedules. Flexible connectivity of the solution with WiFi, LAN and even offline mode was a bonus.

### 5% Overall Increase

in conversions through optimised staff efficiency based on store traffic trends

### 15% Increase

in conversions during certain 'power hours' where most conversions took place



## Capillary Products Used

*Insights+*

*VisitorMetrix™*

## AWS Services Used

*Route 53*

*EC2*

*S3*

*ELB*

*Elasticache*

*Cloudfront*

*Kinesis*

*VPC*

*IAM*

*Lambda*

*Data Pipeline*

*Athena*

*AWS IoT*

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