Amoobi
Optimizing space with in-store shopper tracking

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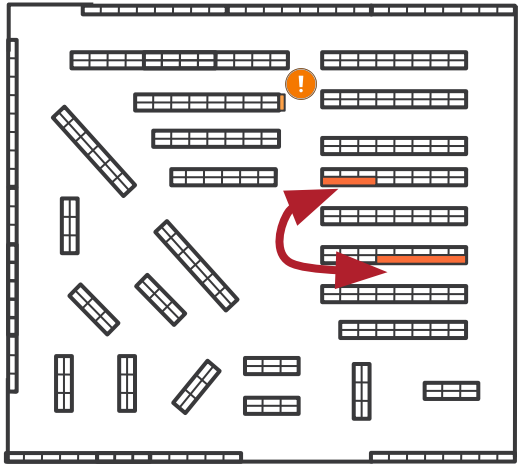
In-store space optimization



Category space optimization

30% of category performance comes from the optimized space allocation and customer experience

What are the most logical adjacencies, what is the optimal space per category to maximize sales, or what is the role of each endcap.

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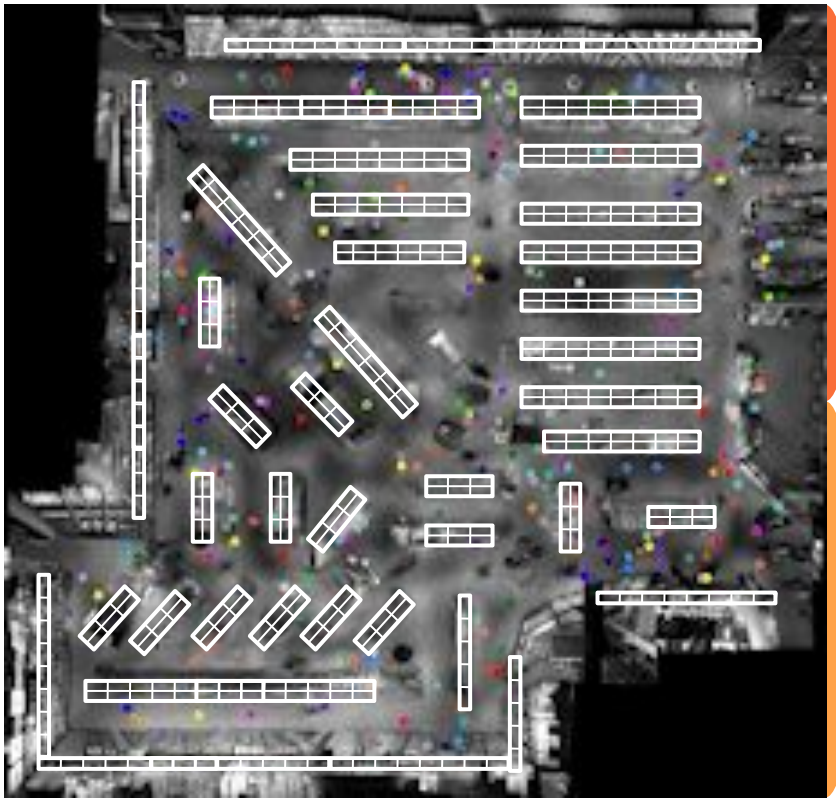
How Amoobi's technology helps understand "natural" shopper behavior



What makes Amoobi unique?

- ✔ No image or video ever collected ⇒ **privacy proof**
- ✔ Sensors are linked together to collect **full shopper paths** across *any* size store
- ✔ **Cm**-level precision
- ✔ Access to KPIs like shopper flow, dwell time, **conversion rates**, and more

How can you use this data?

- ✔ Understand how shoppers interact with current and new store formats
- ✔ Analyze how categories are being shopped
- ✔ Resell data to suppliers and fund the initiative

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Colors have no particular meaning other than to differentiate shoppers

Layout optimization
What is the optimal floor plan

Micro-merch
How to maximize space performance in a category

Retail Media
Are shoppers engaging with media content in-store and is it well positioned

Promotion performance
What is the role and engagement for each endcap

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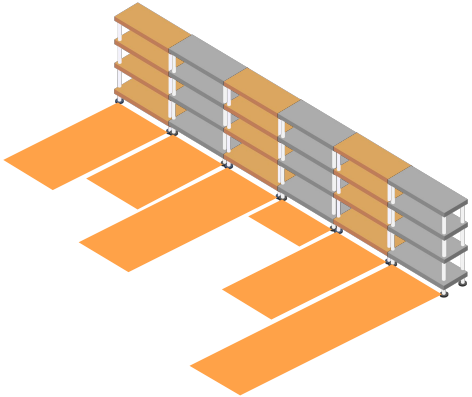
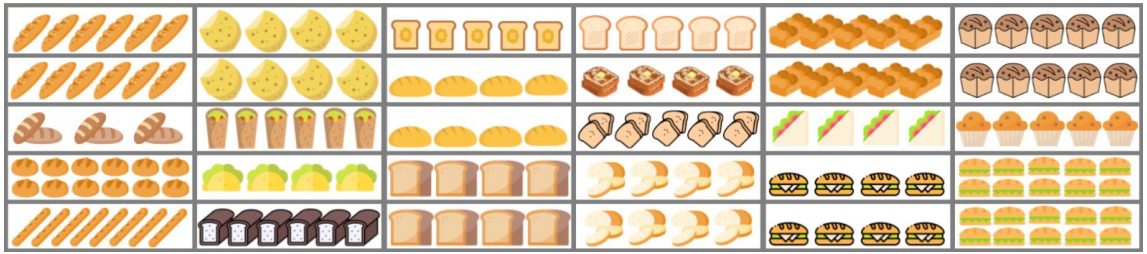
ASSESS THE PERFORMANCE OF EVERY BAY OF A CATEGORY

Collect data about all shoppers in front of the shelf



Diagnostic the performance of the full category



Opportunity	Opportunity	Underused Space	Underused Space	Average Performer	Top performer
481 visitors	547 visitors	655 visitors	628 visitors	624 visitors	692 visitors
45% stoppers	48% stoppers	42% stoppers	41% stoppers	45% stoppers	44% stoppers
27% conversion	26% conversion	15% conversion	18% conversion	15% conversion	38% conversion
→ *Move to better location or find way to attract more footfall* → *Could be moved closer to Jams, Sweet & Savoury Spreads 3*	→ *Move to better location or find way to attract more footfall*	→ *Give less footfall*	→ *Give less footfall*	→ *Conversion could be improved, consider looking in details at range, pricing, communication,...*	→ *Protect (or increase) these categories in space and location, trial using merchandising/ advertising to capitalize on high conversion* → *Move it if needed, self-sufficient*

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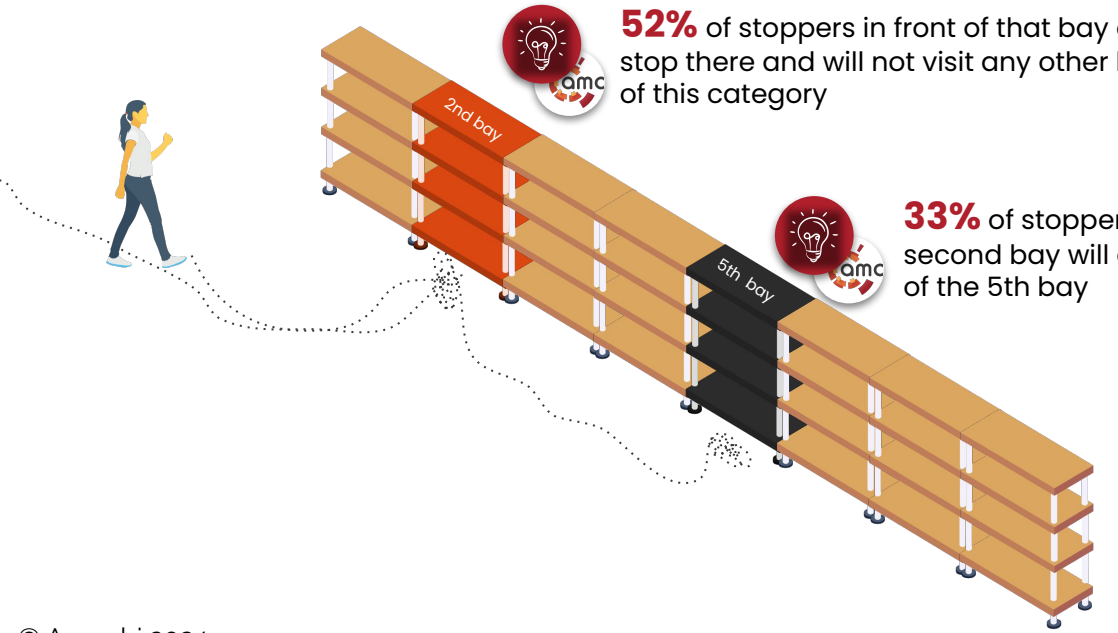
EXAMPLE OF CATEGORY RE-ORGANISATION

A Food category in a grocery store



52% of stoppers in front of that bay only stop there and will not visit any other bay of this category

Move this bay closer to the center to drive traffic

33% of stoppers in front of the second bay will also stop in front of the 5th bay

Bring the two bays closer together to encourage cross merchandising and increase sales basket

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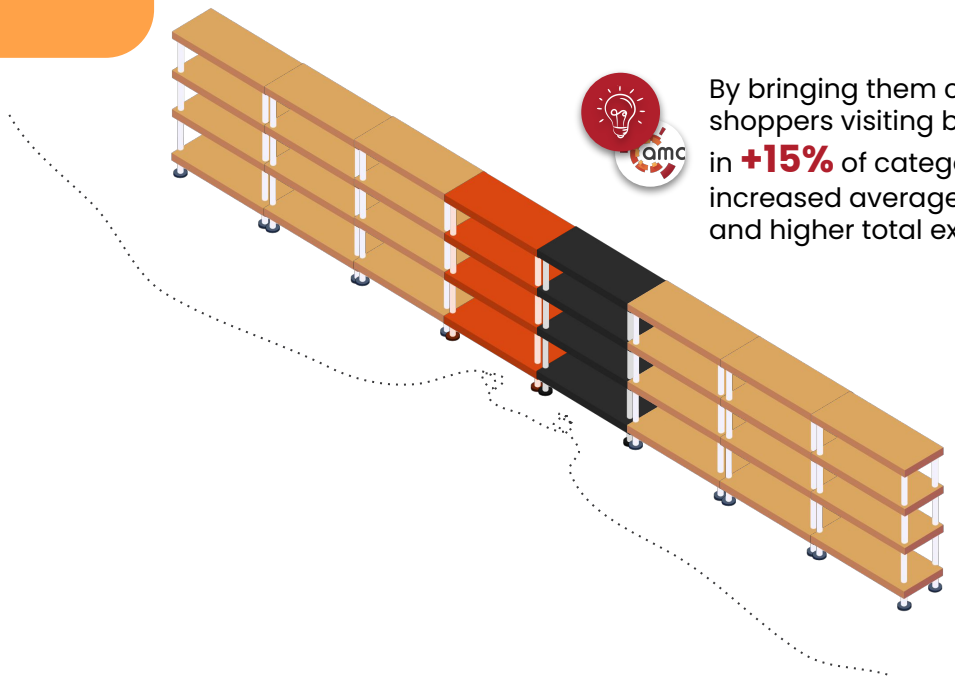
+15% of sales



By bringing them closer, we observe more shoppers visiting both bays which resulted in **+15%** of category sales due to increased average basket in this category and higher total exposure of the category

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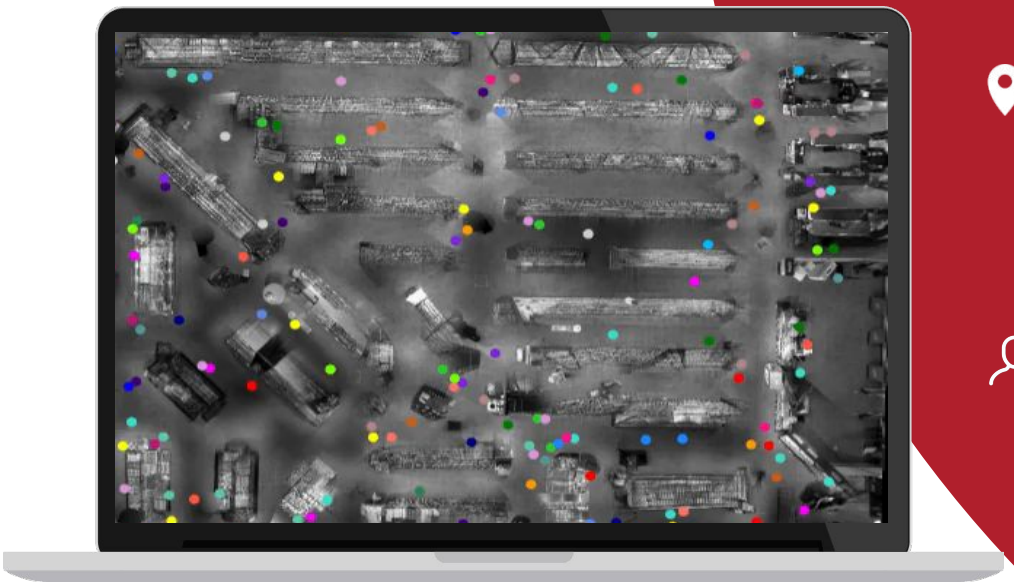
Thank you!



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