

Ipsos launches new range of online reporting tools for retailers

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Ipsos (<http://www.ipsos-retailperformance.com>) Retail Performance, the retail footfall counting and analysis specialist, has unveiled a comprehensive range of intuitive and interactive online reporting tools and modules that will enable retailers to view and analyse the performance of their stores at a multitude of levels and through a broad set of comparative measures. The tools and modules form part of the company's portfolio of products that provide retailers worldwide with detailed insights into footfall and their customers' behaviour.

Ipsos Retail Performance now offers five levels of reporting: Pearl, Emerald, Ruby, Sapphire and Diamond. These span local footfall reporting, where a retailer only requires data at a single store (Pearl), up to a level where a retailer can make more comprehensive and detailed comparisons of a single store or the performance between stores at different times (Sapphire).

Features of the new range of online web reporting tools include footfall traffic, conversion rates, average transaction value and transaction quantity measures at daily, monthly, quarterly and annual periods.

Reporting is also available in several languages and in a variety of formats, including store comparisons, store performance, store improvements and periodic trends.

The brand new Diamond reporting modules enable retailers to maximise the application of their data across the business and employees. Several modules are available, including:

Staff Review, enabling the intelligent deployment of staff based on historical traffic trends;

Power Hour, providing easy identification of key hourly peaks and troughs in data sets;

Interact Reporting, offering intelligence on the interactivity of shoppers with key in-store fixtures and zones;

Diary and Benchmarking, where customer traffic data can be annotated to provide greater insights into unusual or unexpected footfall activity.

"Understanding customer behaviour has become an even more critical aspect of a retailer's customer retention and growth strategy because it helps them to adapt and improve their stores to maximise footfall, increase sales and improve productivity," says Chris Dunkley, Product Manager for Ipsos Retail Performance. "Retailers can only achieve this if they have sufficient, informed and reliable data. This new range of online reporting tools is designed to give them just that – insights into their customers at a level they require to make timely intelligence based decisions."

For further information about the new range of Ipsos Retail Performance online reporting tools, visit: www.ipsos-retailperformance.com

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About Ipsos (<http://www.ipsos-retailperformance.com>) Retail Performance

Ipsos Retail Performance provides footfall monitoring solutions, shopper tracking systems and in-store behavioural research to retailers worldwide. Its core products - Shopper Count, Shopper Interact and Shopper Engage – scientifically measure all aspects of a shopper experience from store entry to exit. It supplies national and international retailers with essential business metrics to drive accountability and performance improvement.

Ipsos Retail Performance is home to the Retail Traffic Index series, which for over 10 years has been the industry's leading tracker of national, regional and sector retail footfall trends. It is also co-founder of the KPMG/Ipsos Retail Think Tank, offering thought leadership on the state of retail health and the future of retailing.

More information on Ipsos Retail Performance can be found at www.ipsos-retailperformance.com

For general information relating to Ipsos Retail Performance, email info.rp@ipsos.com.

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