

# ShopperTrak

## Market Intelligence: Retail



### Solution Overview

ShopperTrak Market Intelligence brings a traffic data lake enriched with 20+ years of knowledge from 2,100+ customers and available in multiple countries. Drawing on 40 billion shopper visits around the world, we provide global traffic trends across total retail, housewares, home furnishings, footwear, accessories, family apparel, women's apparel, wireless and more. With this solution, you can compare the performance of a group of stores against the rest of the market and understand the performance of your stores at the city, region or country level.

### Pain Points

If you are facing the below challenges, then you should consider ShopperTrak Market Intelligence:



Assess marketing effectiveness



Leverage traffic insights when evaluating expansion/contraction opportunities



Understand how your stores are performing when compared to rest of market



## Key Insights

ShopperTrak Market Intelligence gives you the ability to:

- Gain a side-by-side comparison of your organization's traffic trend with market
- Receive a custom-defined calendar for your organization
- Obtain global data under one application for holistic insights

## Use Cases / Retailer Values

- Evaluate category and region-specific benchmarks to determine marketing effectiveness
- Access global geographic traffic trends to research new store locations or real estate expansions.



## Why Partner with ShopperTrak?

ShopperTrak is the leading global Traffic Counting provider. No other competitor can roll-out a traffic program faster than we can. We have over



**2,100+**  
clients



**400+**  
Shopping Centers



**20+**  
years of experience



**24/7**  
Support and much more

Each client receives a customer success manager who will partner with them on strategic initiatives, train them to ensure they get valuable and actionable insights from their data and provide high-level analysis to help identify opportunities for operational efficiencies.

For additional information, please visit [www.shoppertrak.com](http://www.shoppertrak.com)

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