

# Infographic

## How footfall counting increases profits

01

### Improve conversion rates

If more time in the store does not lead to more sales, you can determine why conversion rates are not up? Tweek your marketing efforts and point-of-sale service for better conversion, which means more sales and higher profits.

02

### Capitalise on popular visiting times

Knowing when customers visit most allows you to make changes that will encourage these customers to come back more often. For example, make sure that you are in the store when your most valuable customers are in your store.

03

### Make quiet periods more productive

Offer special deals during less busy times to entice more customers to come during those times. Smoothing out your footfall to slower times leads to increased sales and greater profits.

04

### Better plan staffing levels

Flex your staffing schedule on accordance with footfall levels and have your employees take their breaks during slow time. This ensures having the right people on the floor during the busiest times. Happy customers, more sales.

05

### Get the best return for marketing efforts

Improve your marketing spend by knowing which campaigns are most effective in increasing footfall. Less waste, more profits.

Improve your profitability with our people counting solutions



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