

# Track shoppers to greater profits.



for Retailers

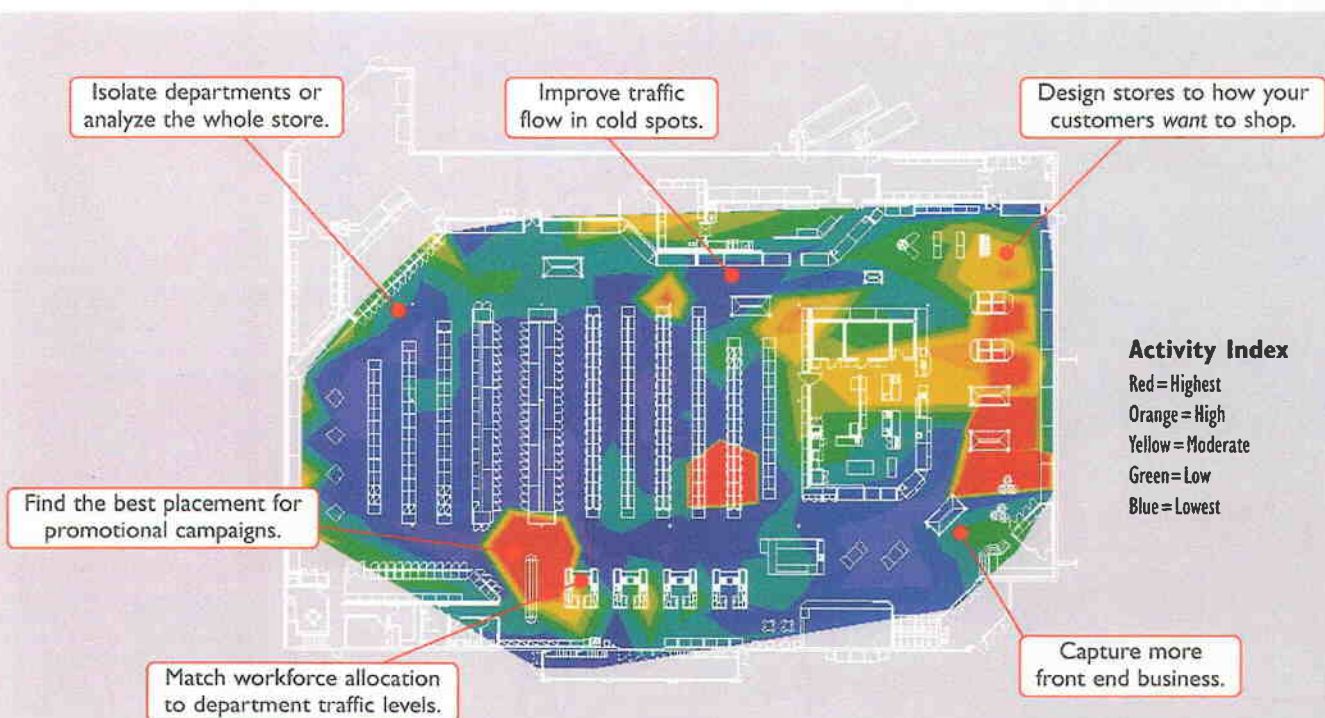
Introducing a powerful diagnostic system that can increase sales throughout your entire store by revealing how your customers shop and buy.

PathTracker® will help you:

- Improve store design.
- Enhance category management throughout the store.
- Maximize promotional campaigns.
- Manage workflow and human resources.

PathTracker® is the latest analytical system designed to capture the in-store movement of thousands of shoppers. This information is then integrated with sales data, providing a clear roadmap to maximize sales per customer and per square foot.

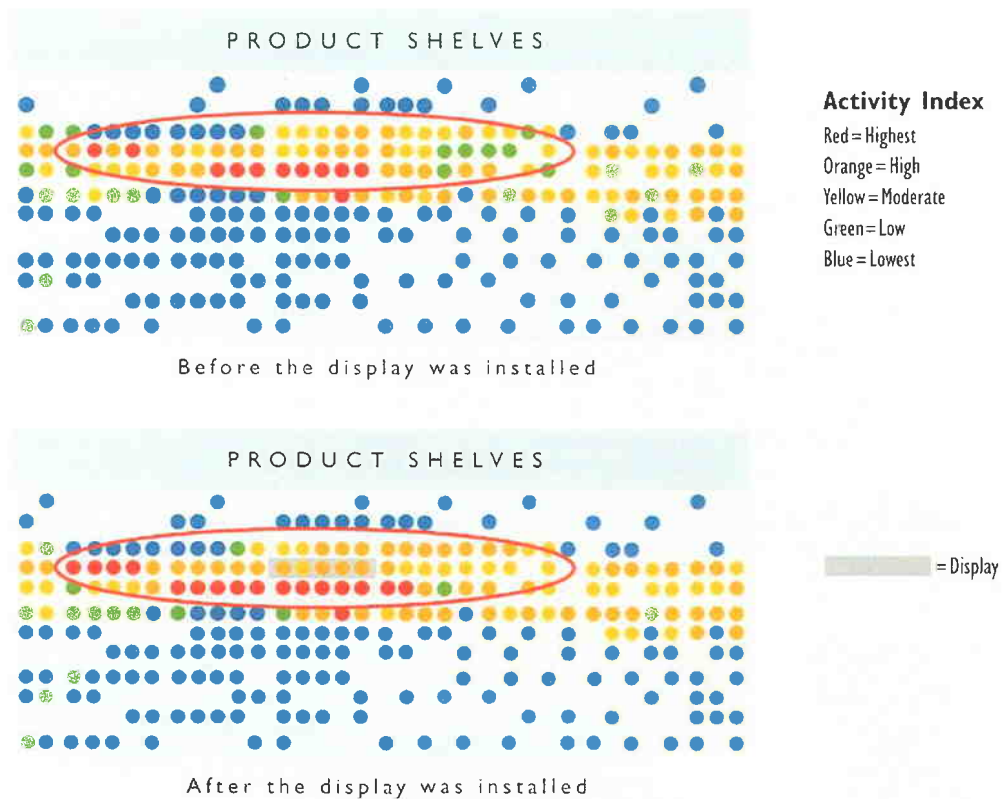
*This store's floor plan illustrates where customers migrate (shown below as red areas) where they don't (blue areas), and the important transitional zones (orange to green).*



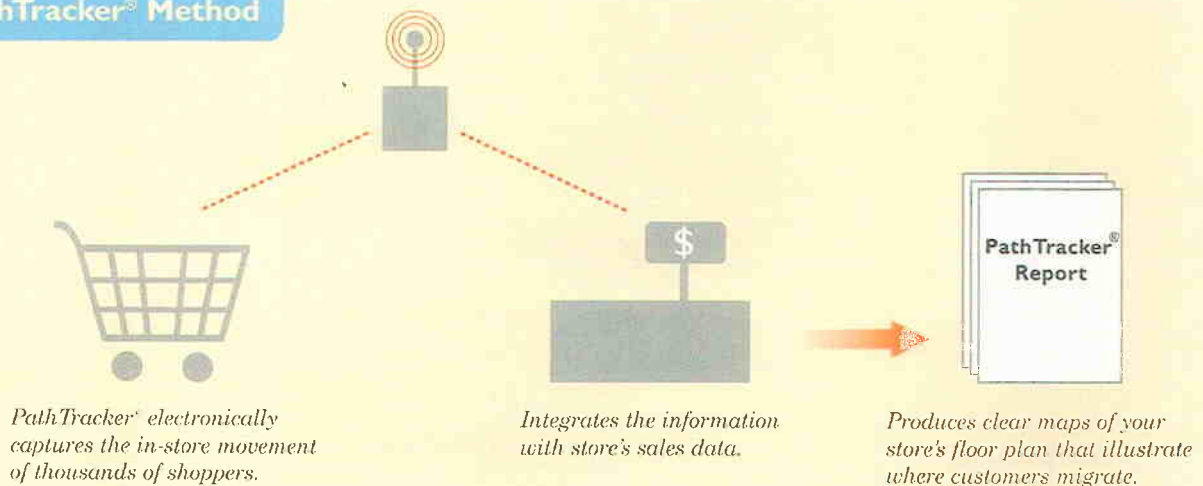
Sorensen Associates | the in-store research company™

## Optimize P-O-P Placement

The example below shows one specific section of a grocery aisle before and after the placement of a P-O-P display. The different color dots represent how often shoppers were tracked to a specific area. In this case, the merchant found a higher concentration of shoppers (red, orange and yellow) in the designated area after a P-O-P display was placed. This higher activity typically translates into higher sales.



## The PathTracker® Method



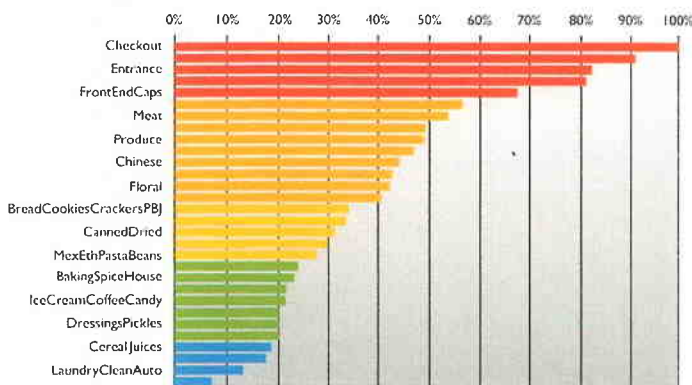
## The Science Behind PathTracker®

PathTracker™ is an electronic tracking system that records the coordinates of shoppers from the time they enter the store until checkout. RFID technology is employed for large format stores that use carts or baskets. Smaller stores or areas within stores employ digital video technology. To protect the privacy of shoppers, the identities of the shoppers remain anonymous.

Sorensen Associates uses the PathTracker™ Tool Suite to integrate the large volumes of data from shopping trips with store sales data to produce a variety of charts and graphs that illustrate how to maximize store real estate. The clear, actionable reports can be used immediately to improve sales and plan for future programs.

### Effective Distribution

Visits - %



#### Distribute merchandise where shoppers travel

The data can be graphed to show the greatest and least amount of store traffic by department or geographical location. Alternate merchandising strategies and category management to fit shopper behavior.

## PathTracker® Suite of Tools

**Shopper Density** – the distribution of shoppers throughout a store and the identification of Hot Spots and Dead Zones.

**Traffic Flow** – the dominant direction of shoppers' movement through the store.

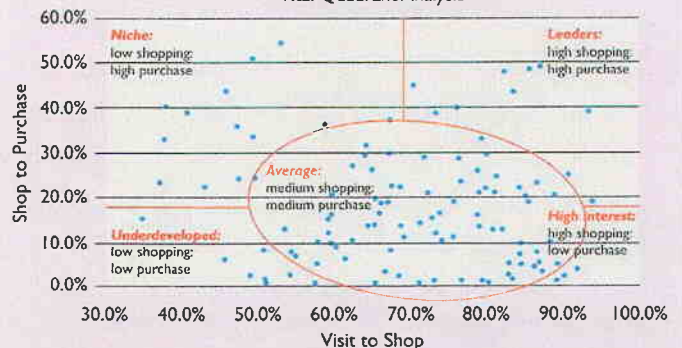
**Trip Lengths** – Classification of a shopper's trip that is determined by length in either time or distance, e.g., Quick, Fill-In, Etc.

**Effective Distribution** – The placement of a product immediately adjacent to a shopper; as opposed to simply being in the store.

**Double Conversion** – The conversion from simply visiting (passing by) to shopping; and then the second change from shopping to making a selection for purchase (buying).

### Double Conversion

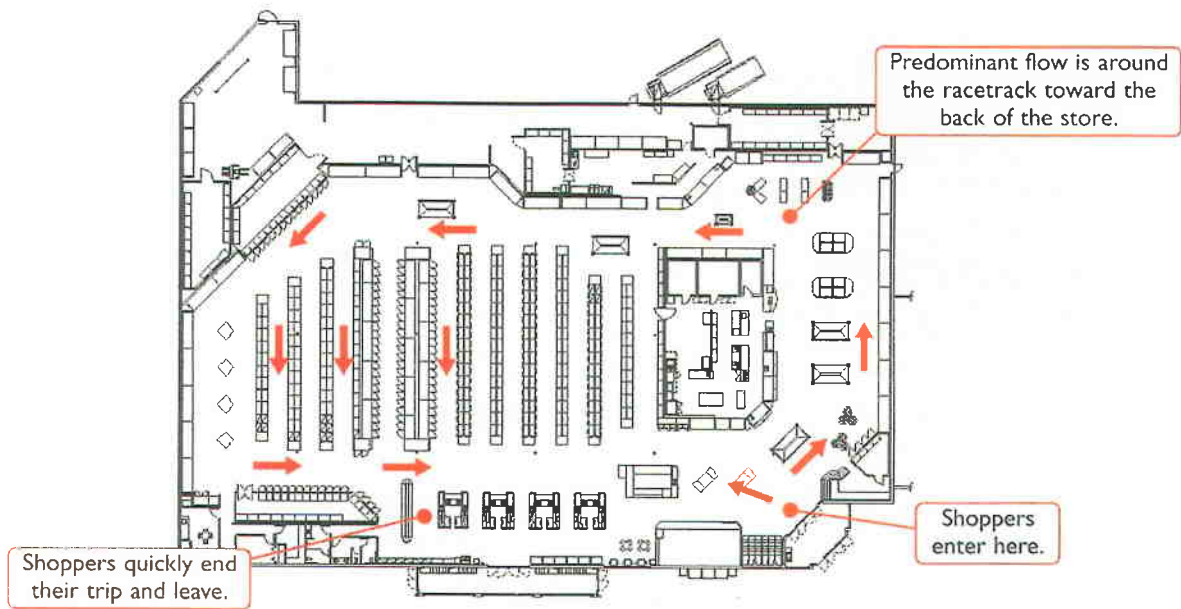
Vital Quadrant Analysis



**Buy Time** – The number of seconds a shopper spends in front of a product before making a selection to purchase.

**Vital Quadrant** – Analysis that focuses on only the "vital few" items that will deviate most from the average, and are most likely to have a merchandising impact.

**Buy Right / Buy Left** – The pattern of a shopper in selecting products from either their right side or their left side.



*A Sorensen Associates study of 100 stores in the U.S. confirmed the dominant flow of shoppers is counter clockwise, an important consideration in facing merchandising displays.*

## About Sorensen Associates

Sorensen Associates, founded by Dr. Herb Sorensen in 1972, is an in-store, context-based market research company that has been providing shopper studies for major retailers and packaged goods manufacturers for over 30 years. Services include intercept interviews, video observation studies, packaging and point-of-purchase evaluation, and controlled store testing. Herb Sorensen was named as *Fast Company Magazine's* 2004 Fast 50 Innovators for developing PathTracker®.

## Find out more

Contact us to receive a free copy of "Science of Shopping," published by AMA's *Marketing Research*. Learn more at [www.sorensen-associates.com](http://www.sorensen-associates.com).

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