

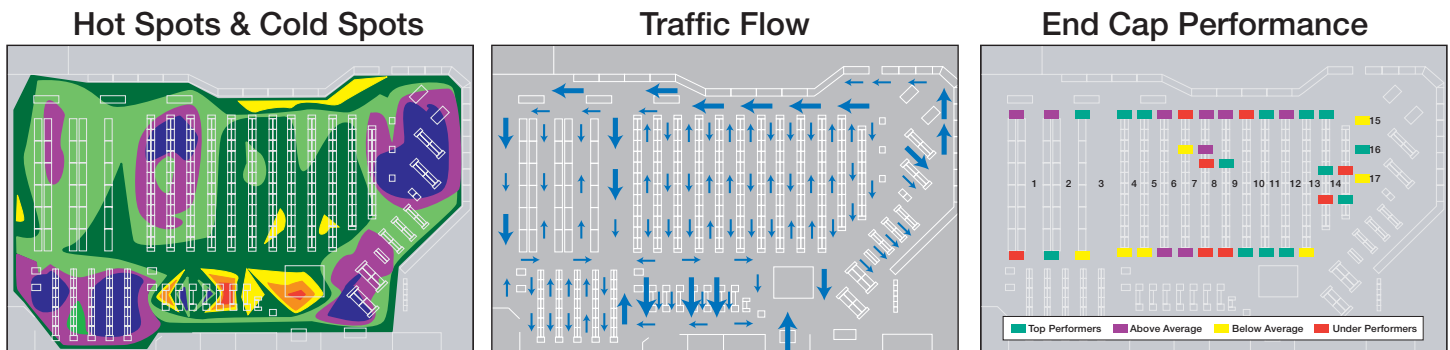
Retail and Shopper Insights
PathTracker®

PathTracker® is a suite of tools designed to uncover how shoppers flow through the store, how they shop the aisle and how they respond to merchandising. It provides the metrics and insights into maximize product and fixture placement and create merchandising strategies that improve shopper conversion.

There is no more defining evidence of how the shopper interacts with the store than watching them navigate the aisles.

PathTracker® Insights

PathTracker® is a truly unique shopper mapping solution that is proprietary to TNS. PathTracker® leverages a set of leading edge technology tools to capture “real time” shopping; RFID PathTracker®, EyeCam PathTracker®, Audit PathTracker®.



Shopper Metrics

- Hot spots and cold spots
- Dominant traffic flow
- Eye share
- Merchandising exposure
- Shopper conversion
- Buy time
- Category/display placement
- Adjacencies
- Trip segmentation



A Powerful Combination

Mapping trips, in combination with shopper intercepts, links what shoppers do in-store to how they feel about the store. PathTracker® EyeCam provides the opportunity to understand the shopper’s connection to products and merchandising as captured through the shopper’s line of sight.

This powerful combination of shopper tools provides retailers and manufacturers with the physical and verbal evidence of the shopper’s engagement with the store that leads to new shopper insights, opportunity and strategies.

For more information please contact:

Kerry Gilfillan
kerry.gilfillan@tns-global.com

John MacLeod
john.macleod@tns-global.com

1.800.268.7115 or 416.924.5751

PathTracker® EyeCam

