

How atmospheric management helped a leading fashion retail brand optimize sales

Salsa, an innovative denim brand, renowned for their state-of-the-art technical fits, which shape to the users' body, wanted to fully understand if and how their stores could become more engaging for their clients. The solution was Atmospherics Analytics. It delivers insights of how temperature, fragrances, sound, crowding, levels of CO2 & humidity impact your store environment and, ultimately, your sales.

seeplus® | **ATMOSPHERICS ANALYTICS**

Understand how the in-store environment was preventing the store from achieving its full potential:

- ✓ New employee scheduling guidelines;
- ✓ Layout change in POS positioning to maximize entrance sales area;
- ✓ Temperature control equipment maintenance & lighting replacements.



WHAT WE ACHIEVED

WE DETECTED THE **TOP 3 ELEMENTS** WHICH AFFECTED IN-STORE PERFORMANCE

Temperature above **26°C** reduces sales up to **40%**

3% sales increase with specific fragrances

Up to **30%** reduction in sales conversion on high employee workload periods

Want to setup a trial? Contact us!
www.inovretail.com

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About us

We are an Innovation Company with a mission to democratize Data Intelligence.

We do it with our actionable predictive models and in-store analytics tools, designed to provide quantifiable insights and recommendations to promote sustainable business growth for all Retailers.

