

## How Salsa used demographic data to target marketing actions and boost sales

Salsa, a Portuguese fashion brand, pioneer in the denim world, needed to better understand who their customers are, with the intent of optimizing the connection between in-store customers, sales and stock.

The solution was Customer Profiling, our retail analytics platform that collects highly flexible and non-intrusive visitors demographics data and turns it into action.

**seeplus®** | **CUSTOMER PROFILING**

**With Customer Profiling, Retailers are able to:**

- ✓ Position the brand more efficiently
- ✓ Optimize sales staff and product allocation
- ✓ Personalize marketing actions
- ✓ Understand customers visiting patterns
- ✓ Analyse promotions impact in the visitors' flow
- ✓ Improve profitability



## WHAT WE ACHIEVED

Over **1 Million** customers profiled

**27** targeted marketing actions

**8%** increase in promotions efficiency

**11%** increase in customer satisfaction due to store environment adaptation

Want to setup a trial? Contact us!  
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## About us

We are a retail innovation company on a mission to democratise data intelligence. We provide data science solutions and digital tools that deliver quantifiable insights and actionable recommendations with direct and sustainable impact on key metrics.

