

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 how their stores were becoming an obstacle for their clients.

The solution was Atmospherics Analytics, our Data Science solution that delivers insights of how temperature, fragrances, sound, crowding, levels of CO2 and humidity impact your store environment and, ultimately, your sales.

seeplus® | **ATMOSPHERICS ANALYTICS**

With Atmospherics Analytics, your business is now able to:

- ✓ Understand how the in-store environment is preventing the staff from achieving their daily sales goals
- ✓ Determine the best in store temperature to maximize sales
- ✓ Discover the most efficient sensorial variable to increase dwell time
- ✓ Minimize and control energy spending related to lighting and temperature control equipment



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 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.

