



Our client is a diversified enterprise. The brand has grown from a small family-run business to one of the best known global pewter artefact maker. Recognised for its rich heritage in craftsmanship and customised designs, LVMH commissioned our client to produce champagne accessories.

CHALLENGES

To remain competitive, our client wanted to:

1. Encourage the appreciation of pewter-ware to young adults
2. Calculate the average **Retail Conversion**
3. Identify profitable customers and increase their share-of-wallet

Situated in a prime location with high traffic, our client needed tools to measure footfall and gain customer insights. These are in line with their plans to increase market share.

SOLUTIONS



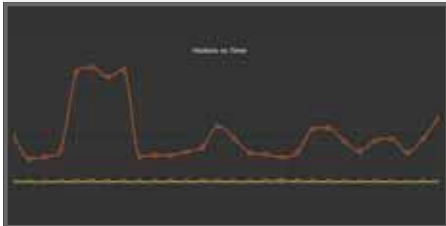
With its brand positioning and image, our client needed a non-intrusive solution to understand their customers. Thus, AVer's Video-Analytics-as-a-Service ("VAaaS") was chosen and installed.

Besides meeting our client's requirements, AVer offered other value-added features such as mobile app with real-time analytics summary and live view streaming.

BENEFITS WITH AVer's VAaaS



People counting analytics enabled our client to track the footfall to its store.



Example of people counting analytics report for all stores

1. Know the total number of customers
2. Calculate the average **Retail Conversion**
3. Plan strategies to attract shoppers into store



With audience profiling analytics, our client could identify the customer profiles.

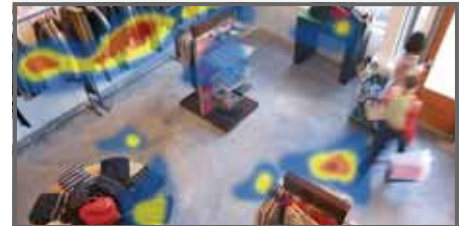


Example of audience profiling analytics report (by age group)

1. Learnt that the number of younger audience was very low
2. Helped form customer segments using additional data
3. Know which customer segments were most profitable



Crowd density analytics enabled our client to understand customer behaviour.



Example of crowd density report

1. Know the product interaction rate for specific categories
2. Understand what draws customers to the store
3. Allocate staffs near high-activity zones to offer assistance

SUMMARY

In a competitive retail landscape, our client needed tools to understand its existing customers while acquiring new ones. With VAaaS, our client was able to form customer segments and identify the most profitable segment by comparing their **Retail Conversion**. These further enabled our client to plan marketing strategies to increase market share.

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