GLIMPSE

RETAIL PERFORMANCE · CASE STUDY

Luxury Department Store

Understanding Customer Engagement in Luxury Retail

Footfall alone couldn't explain how shoppers engaged with concessions across the estate. Glimpse closed the gap with real-time shopper intelligence

22%

Increase in product & concession engagement

£61,000

Average monthly sales uplift

Estate-Wide

Consistent visibility across every location

Faster Decisions

For retailer and concession partners alike

THE CHALLENGE

A leading luxury department store could measure footfall, but lacked visibility into engagement, dwell time and how shoppers moved through departments and concessions making it difficult to assess brand performance or optimise store layout.

THE GLIMPSE SOLUTION

Using existing CCTV infrastructure, Glimpse deployed real-time shopper intelligence across the estate capturing footfall, engagement and dwell time to give the retailer and concession partners a shared, actionable view of performance.

"Glimpse transformed our understanding of concession placement and shopper behaviour, providing insights that optimised store layout and improved customer engagement." **- Head of Customer Experience, Luxury Department Store**

Explore a Proof of Concept: Glimpse can rapidly deploy using your existing CCTV infrastructure to uncover shopper behaviour and unlock measurable value.

Better Visibility. Better Decisions. Better Performance.