GLIMPSE

RETAIL PERFORMANCE · CASE STUDY

International Retailer

Building Confidence in Footfall Data for Better Retail Decisions

Environmental and site-specific factors were quietly undermining trust in the numbers. Glimpse's validation programme restored it

97%

Validated footfall counting accuracy

Greater Confidence

In customer traffic data for reporting

Reliable Conversion

More accurate measurement & benchmarking

Trusted Foundation

For planning & performance optimisation

THE CHALLENGE

Inconsistencies in customer counting driven by environmental and site-specific factors, undermined confidence in the footfall data the retailer relied on to benchmark performance, measure conversion and plan operations across locations.

THE GLIMPSE SOLUTION

Glimpse validated automated counts against manually verified traffic across multiple locations, identified factors like doorway obscuration and group arrivals, then applied targeted refinements and fully revalidated performance.

"The validation programme gave us confidence that we could trust the customer traffic data supporting our operational and commercial reporting. The improvements delivered the level of accuracy we needed to make decisions with confidence." **- Operations Team, International Retailer**

Explore a Proof of Concept: Glimpse can validate your existing footfall systems and build a trusted data foundation for reporting and planning.

Better Visibility. Better Decisions. Better Performance.