sensalytics

RETAIL ANALYTICS

Customer tracking
for shopping
and outlet centers

OUTLETCITY

M E T Z I N G E N

THE CHALLENGE

In order to keep a close eye on what's happening at OUTLETCITY METZINGEN and identify potential for optimization, all those who visit the entire outlet and its individual brand stores need to be counted. The center's managers want to know how many people visit OUTLETCITY METZINGEN, how these people are distributed across the individual outlet areas, and what the capture rate of each brand store is. Combined with each brand store's sales data, this creates a 360° view that can then serve as a basis for both strategic and operational decisions.

The resulting KPIs – which include number of passers-by, number of visitors, and sales data – are made available to both the center's managers and its brands in real time. While the brands can only access the data for their own stores, the managers can view it all. The brands can also benchmark themselves against their respective segments and neighboring businesses.

THE CUSTOMER

With 270 premium and luxury brands online and offline, OUTLETCITY METZINGEN is Europe's number-one* omnichannel outlet. What started with the HUGO BOSS warehouse outlet almost 50 years ago now draws more than four million visitors from 185 nations every year. This makes OUTLETCITY METZINGEN one of the most popular outlet centers in Europe, and with more than 25 million online visitors a year, it is also a top player in the digital world. In the luxury segment, Prada, Gucci, Armani, Dolce & Gabbana, Moncler, Bottega Veneta, Valentino are some of the most sought-after brands. Meanwhile, brands like Nike, Adidas, and Puma offer something for everyone. OUTLETCITY METZINGEN GmbH – the center's management company – works to attract customers to Metzingen through both conventional and digital marketing campaigns..

THE SOLUTION

Special, ultra-accurate laser sensors have been installed on the building facades along the main paths of OUTLETCITY METZINGEN. These sensors count all the visitors to the individual outlet areas and generate an overall visitor number. For the brand stores, however, these numbers serve as an indication of passers-by or potential customers. With 3D sensors, which are easily installed at the entrances of the brand stores, the number of actual store visitors is tracked. This makes it possible to determine the individual capture rate. Point-of-sale tapping boxes can also be installed at the cash desks of the brand stores to enhance this traffic data. These plug-and-play boxes deliver all the sales data at hand regardless of the specific point-of-sale system in use.

"What Google Analytics does for us online, sensalytics does for our brick-and-mortar business."

"The better we understand what's going on at OUTLETCITY METZINGEN, the better we can optimize the shopping experience for our visitors. This is what sensalytics is helping us with."

THE RESULT

In sensalytics' cloud-based analytics portal, all the KPIs collected are processed and combined in meaningful ways. This results in a comprehensive view that provides everything essential to the decisions the center's managers need to make – from visitors and passers-by to capture rates, conversion rates, and revenue figures.

"The holistic solution and ease of installation won us over right away."

*Dr. Stefan Hoffmann,
CEO, OUTLETCITY METZINGEN GmbH*

"With sensalytics, we get a full view of the visitor flows throughout OUTLETCITY METZINGEN. Its intuitive analytics platform and meaningfully structured data aid our operations every day and serve as a foundation for answering strategic questions about the future."

In an authentic urban ambience featuring award-winning architecture, visitors to OUTLETCITY METZINGEN can truly relax as they indulge in exclusive brand worlds and enjoy discounts of up to 70 % all year round. Whether it's high fashion or outdoor gear, the latest must-haves or something for the whole family, the wide range of premium and luxury brands on offer makes it easy for customers to find just what they're looking for. Add in extensive services and the tourist attractions available in the area, and you can understand why every visit to Metzingen checks all the boxes when it comes to shopping and leisure.

* According to the ranking in the "Outlet Centre Performance Report Europe 2018", which was compiled by Ecostra GmbH (Wiesbaden, Germany) in partnership with magdus (Troyes, France). The report was based on a Europe-wide survey of international brand manufacturers on the economic performance of their stores in outlet centers.
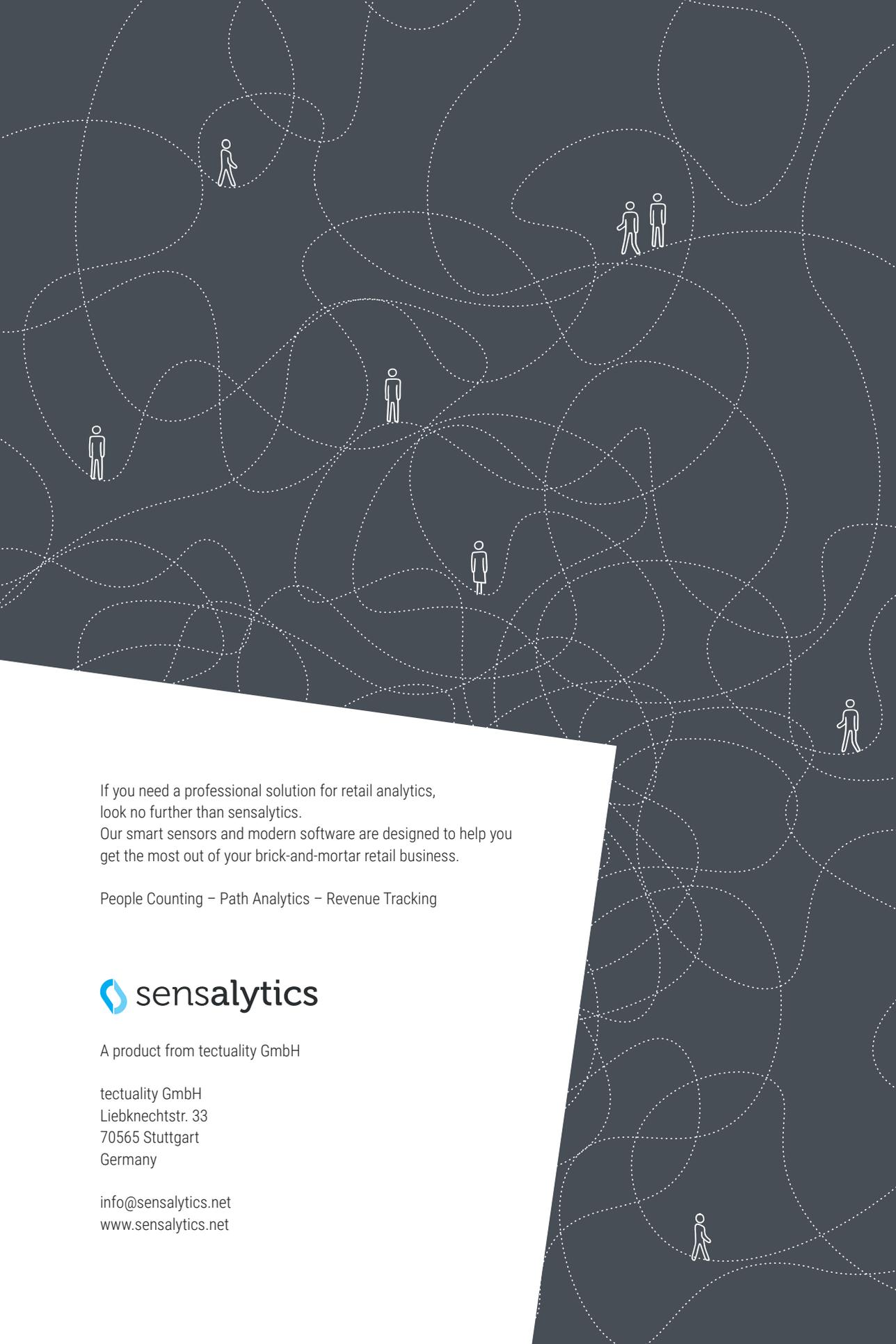
If you need a professional solution for retail analytics,
look no further than sensalytics.
Our smart sensors and modern software are designed to help you
get the most out of your brick-and-mortar retail business.

People Counting – Path Analytics – Revenue Tracking

sensalytics

A product from tectuality GmbH

tectuality GmbH
Liebknechtstr. 33
70565 Stuttgart
Germany

info@sensalytics.net
www.sensalytics.net