FootfallCam™

Introducing FootfallCam to HST Co.
Hamra Shopping Centre & Trading Co.

Why FootfallCam?

HST Co., a leading regional retail holding company situated in Lebanon, and compromises a wide assortment of renowned international brands in its outlet. HST Co. started its journey in 1974 with the launch of GS. Since then, it expanded both its brand portfolio and branch network, which eventually expanded to neighbouring countries. Currently, HST Co. installed at least one device of FootfallCam in each of their entrances and throughout all the floors of the outlet. With the installation of FootfallCam completed, HST Co. needed to quantify the customer base and their loyalty for the shopping mall.

Challenges

HST Co. had surveyed multitude of people counters in the marketing before settling in using FootfallCam. The prominent reason HST Co. had settled on using FootfallCam as opposed to other people counters were the certainty and authenticity of the data that is provided by FootfallCam, in addition to the fulfilment of the specificity of the needs of HST Co. The shopping mall wanted to use FootfallCam to answer

- **How many potential customers do they really attract to the mall?**
- **What marketing activities generate bigger people traffic?**
- **How differentiate rent cost according to objective?**

FootfallCam was able to provide HST Co. with an all-purpose solution with the new FootfallCam 3D+ model. FootfallCam even committed to the success of HST Co. by developing a new report in its entirety just to meet the specific need of HST Co.

Client Requirement

HST Co. clearly defined their requirements prior to the inception of FootfallCam in their stores. FootfallCam originally did not meet the specifications of HST Co. and had to develop a new feature in its entirety. The first requirement of HST Co. is the more common number of customers that are attracted to the mall. FootfallCam was able to comply with this need, as would other people counter in the market. However, FootfallCam customised its reporting feature specifically for HST Co. to allow the shopping mall to review the number of people outside the mall they could have attracted into the store.

Another requirement as communicated by HST Co. was the need to keep track of marketing effectiveness. HST Co. wanted to know whether their marketing campaigns have any effect on the ROI (return on investment) of the company as well as the effectiveness of their distribution channels when they host promotional event. FootfallCam was able to provide HST Co. an accurate method to profile their customer base. HST Co. had no visible method to quantify the value of their spaces in the shopping mall. FootfallCam provided HST Co. with quantifiable data comprise of visitor count, visitor duration, and sales data that allowed HST Co. to set realistic rental value of their popular spaces based on the exposure of each key space.

Visualise the Flow of Traffic

The traffic flow analysis report customised by FootfallCam specifically for the optimisation to suit the specification of HST Co. allowed the shopping mall to visualise the incoming and outgoing flow of traffic, which pave the way to creating an efficient environment that will enhance the users' experience of shoppers. With the inception of traffic flow analysis, HST Co. was able to determine the number of customers they attract into the mall based on the number of passers-by. The traffic flow analysis report went beyond the need of HST Co. and supplied the shopping mall with the information of the directional flow of visitors once they were in the mall. HST Co. was able to use the information supplied by identifying neglected areas of the shopping mall and began investing more resources in an attempt to populate the area.

Current Status

Number of Counters Installed per day	1 to 2
Total Counters Installed	45
Countries Counters Installed In	Lebanon
Implementation Time	1 Month
Total Cost of Project	20,000 GBP

Identify the effectiveness of Marketing Campaigns

HST Co. means of measuring marketing effectiveness is by analysing the success of events, campaigns and different media channels used in different zones across the mall. HST Co. was able to gain a better understanding on the segments of customer and visiting behaviour based on interests and allowed the management to make informed decision on different type of campaign to use. HST Co. measured their marketing campaign by comparing the footfall figures before, during, and after campaign to calculate return on investment and used the figures to plan future marketing activities effectively.

Enhance the User Experience

HST Co. realises that a defining factor in the shopping behaviour of visitors in shopping malls correlate with the environment. HST Co., by deploying a network of FootfallCam throughout its entire store was able to identify areas that are underused and use to create opportunities for improvement. HST Co. was also able to find the patterns in the movement of visitors in all different time frame, whether it is day or night, and in different aggregation level of data whether in hourly, daily, or weekly. HST Co., was able to make periodic changes in their mall based on their data generated by FootfallCam and had created a better shopping experience for users.

Measure Anchor Occupancy

HST Co. utilised the metric Zone Analytic exclusively available for shopping malls to analyse the visitor behaviours in different zone to gain more insight and actionable plans to the generated data of visitor count, visit duration, and frequency of visits per visitors. The Zone Analytics feature quantifies sales opportunities that each zone generates, allows shopping centre to the most popular area within the shopping centre and allow shopping mall owners and the likes to adjust the rental cost of key spaces accordingly. HST Co. used zone analytic to compare the traffic flow between different departments in the shopping mall and diminished the rental cost of units in low performing locations. HST Co. also used the feature to identify neglected areas that require attention and allocate resources to improve the situation by reviewing if the zone is having the right tenants mix based on the customer segments.

Remote Support

HST Co. had little to no difficulty in the installation of FootfallCam in the entire shopping mall. HST Co. had completed the installation of the counters within a month and they had install the counter using their in-house electrician due to the simplicity of the procedure. Despite the simplistic process, FootfallCam personnel was ready on standby whenever HST Co. was ready to install a unit in order to ensure that the counter is successfully installed with no issue. FootfallCam had supported HST Co. throughout the entire process remotely by guiding the shopping mall on the positioning of the counter as well as diagnosing the singular LED light on the counter for issue.

How our client utilizes the Analytic Data

By using the features FootfallCam was able to provide for HST Co., the shopping complex was able to determine based on outside traffic, visit duration, and visitor count, the number of people that are visiting the mall daily as well as the flow of movement in the mall. With this information at hand, HST Co. is easily able to review the areas within the mall that is underused and emulate the success factors of the areas in the mall to the underused area. HST Co. is also able to quantify their ROI based on marketing campaign and begin delisting campaign events that the general public had little to no interests in. HST Co. also used the features provided by the FootfallCam to determine the value of each retail space in the shopping mall and used it to adjust their rental value accordingly.