

CASE STUDY



“MEDIA MARKT installs the People Counting system VS-PeCo achieving useful and homogeneous data for people traffic conversion ratio in its stores”

CLIENT

Media Markt is the largest European retailer of consumer electronics, specialising in IT, home appliances, audio-video and consumables. It was founded by Leopold Stiefel, Walter Gunz, Erich Kellerhals and Helga Kellerhals, opening their first establishment in 1979 in Munich, Germany.

In Spain, Media Markt has 42 establishments and a head office in Barcelona.

CHALLENGE

Media Markt needed to calculate the conversion rate (proportion between visitors and sales tickets emitted) of each of its shops and send the data to headquarters in Germany, but its prior experience with systems for counting people traffic had not reached expectations.

The challenge centred on recuperating the confidence of Media Markt in counting systems and supplying them with an affordable, solid and stable system.

PROPOSED SOLUTION

Visual Tools begins with the installation of VS-PeCo in some of the most important shops in Cataluña, near the head office of Media Markt, with the objective of achieving a reliable conversion ratio.

RESULTS

After auditing the counting results achieved with VS-PeCo, the precision and homogeneity of the results is noted, always with less than a 3% margin of error. The simplicity of installation processes and equipment configuration is also noted and taken into account.

As well as success in obtaining the conversion ratio, other positive qualities of the VS-PeCo are taken into account that permit:

- calculation of effectiveness of promotions
- analysis of correct usage of staff resources
- calculation of the impact of advertising
- estimation of the mean visit time of clients of Media Markt, with entry and exit times by hours
- precise details of proportion of visits with no purchase made.