

Shopfront Conversion Uplift to Mitigate Outside Traffic Performance

Kepler Analytics

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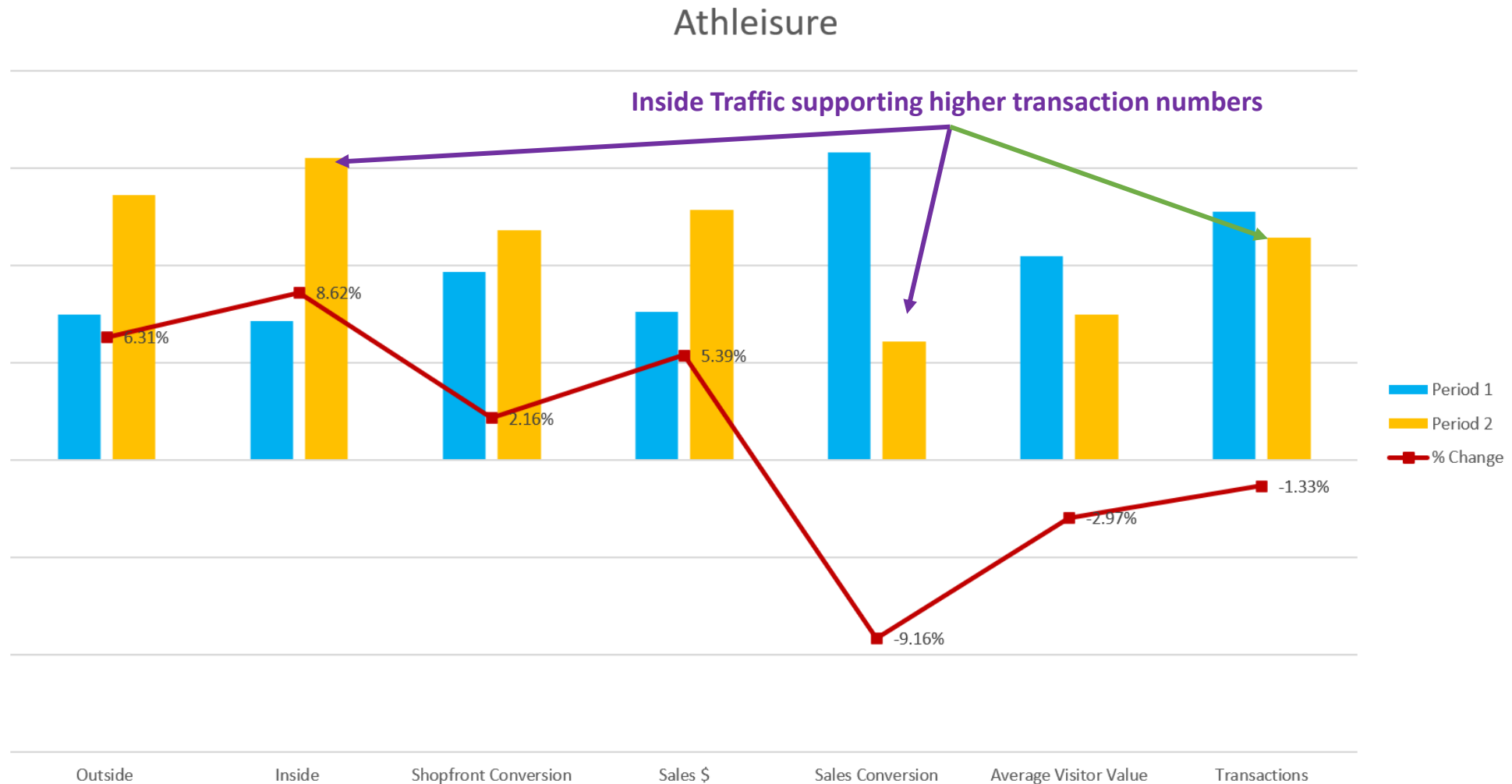
Traffic is stronger, but sales are dropping



Source: Kepler Retail index. ~1600 stores across benchmark categories. Period 1 (Mar'23 – Apr'23) vs Period 2 (Jun'23 – Jul'23)

Sales Conversion declines are costing sales – transactive capacity is low

Significantly more traffic as summer approaches



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Sales Growth well within reach – if transactive capacity improves

Thank You

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