



INCREASING IN-STORE PROFIT IN 2024

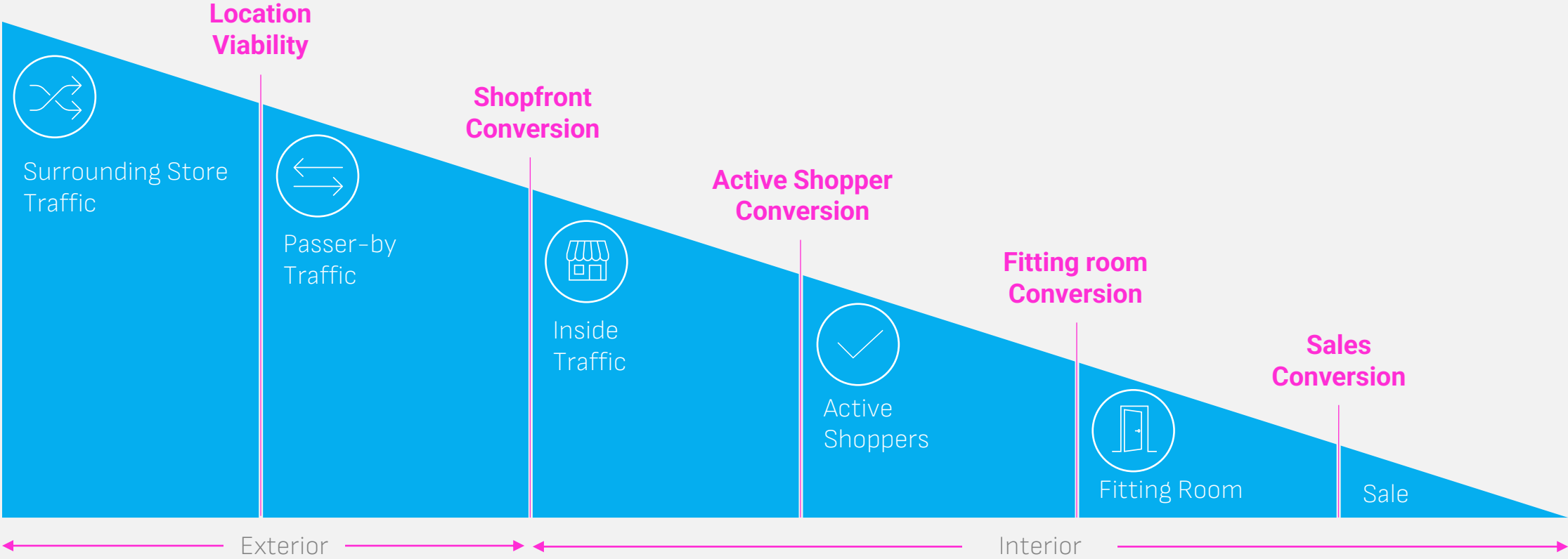
LESSONS LEARNED ACROSS THE WHOLE CUSTOMER

# PATH-TO-PURCHASE



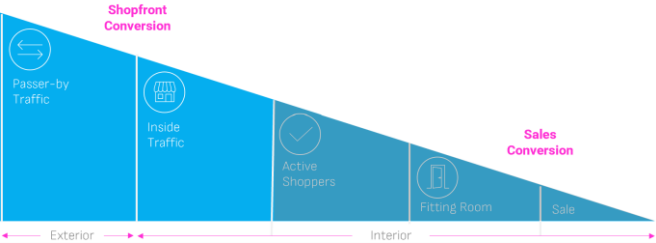
Measure  
what  
matters

# CUSTOMER PATH-TO-PURCHASE



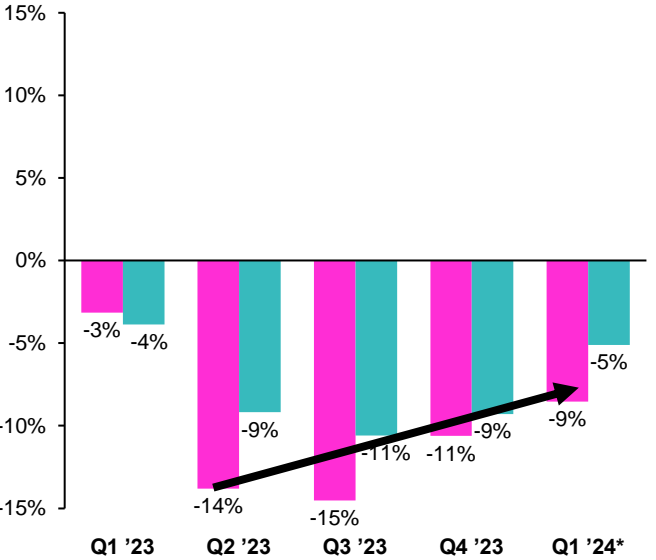


# Vic vs NSW: Shopfront performance

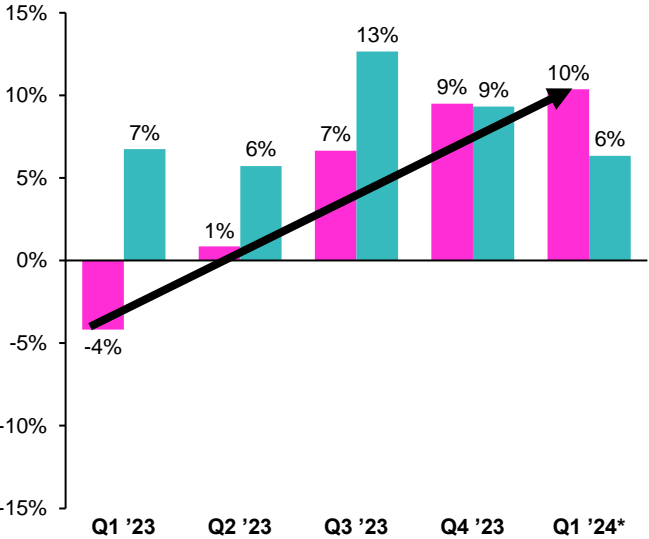


VIC  
NSW

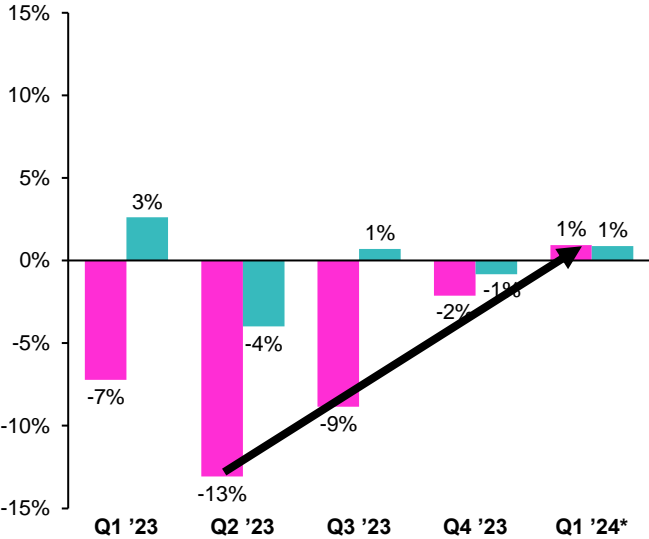
**Passer-by Traffic**  
YoY change, Percent



**Shopfront Conversion**  
YoY change, Percent



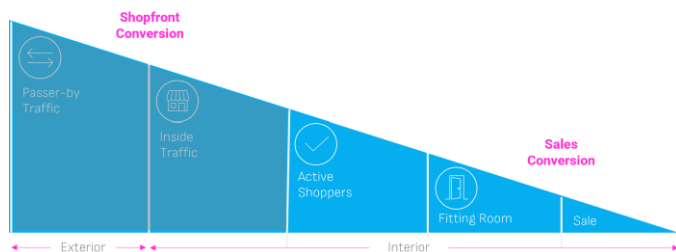
**Inside Store Traffic**  
YoY change, Percent



\* Based on Jan and Feb 2024

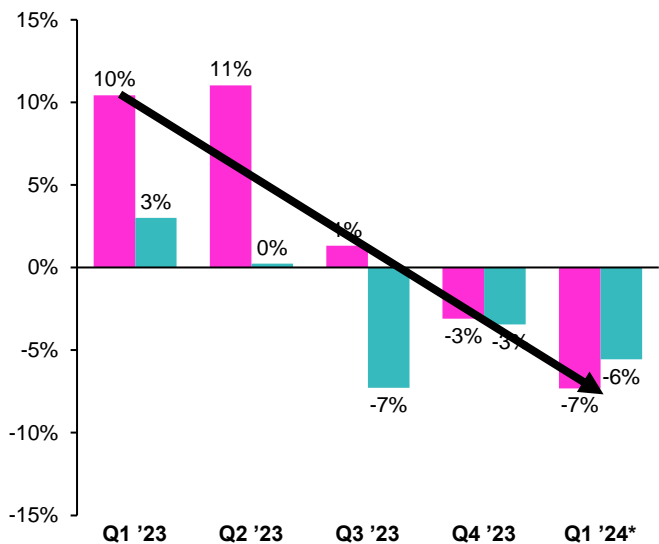


# Vic vs NSW: In-store performance

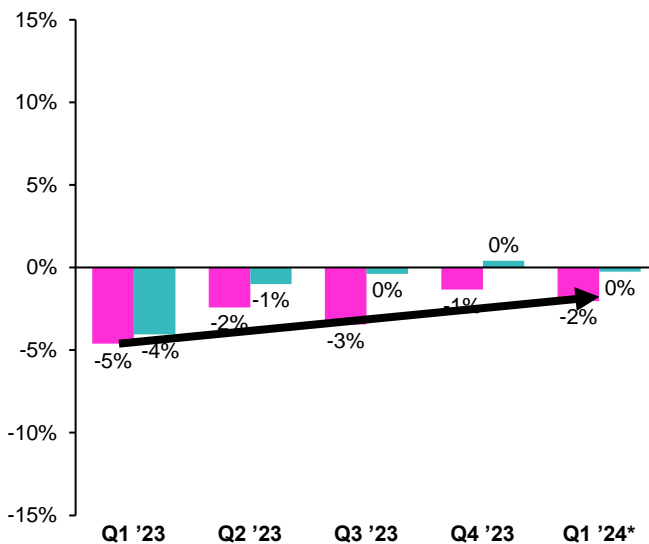


VIC  
NSW

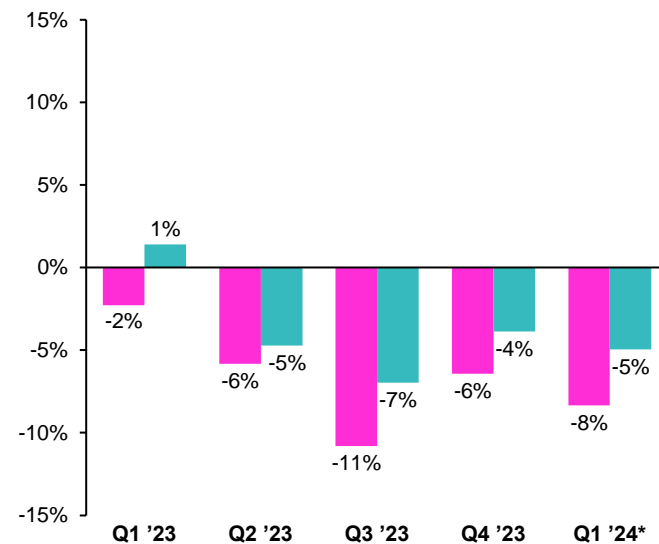
**Sales Conversion**  
YoY change, Percent



**Average Transaction Value**  
YoY change, Percent



**Sales**  
YoY change, Percent



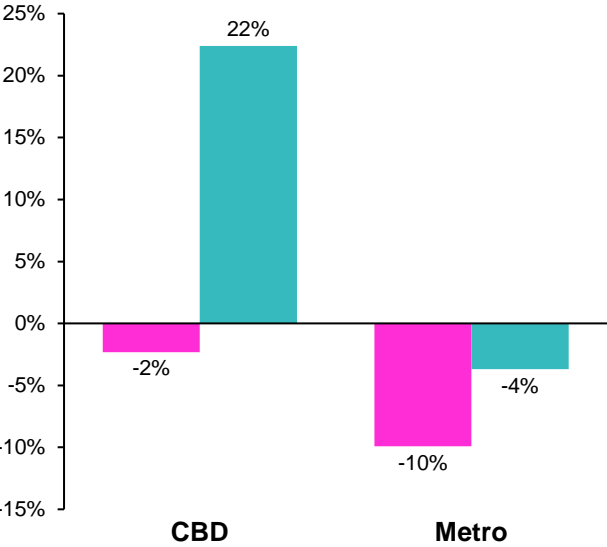
\* Based on Jan and Feb 2024



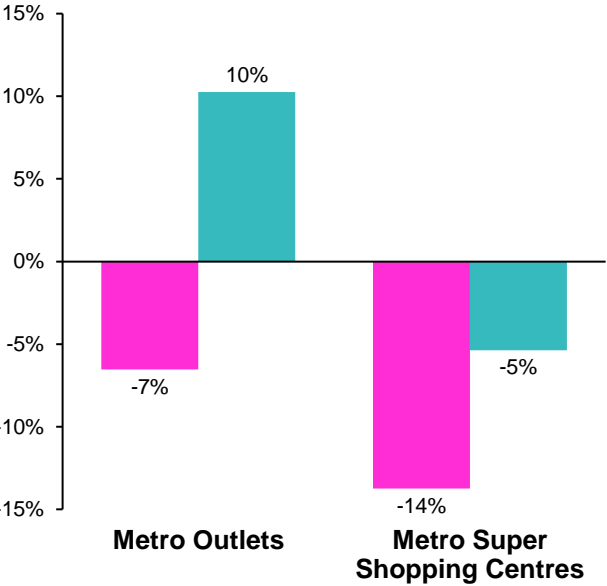
# Vic vs NSW: Locations & basket value

VIC  
NSW

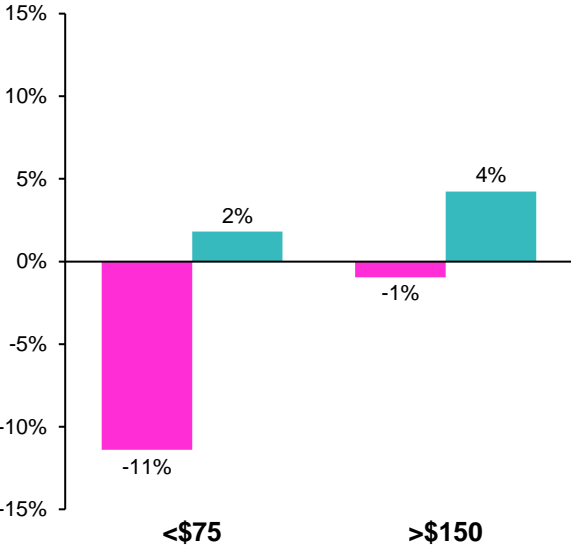
**Regions**  
Inside Traffic YoY change, Percent



**Retail Precincts**  
Inside Traffic YoY change, Percent



**Retailer Average Basket Value**  
Inside Traffic YoY change, Percent



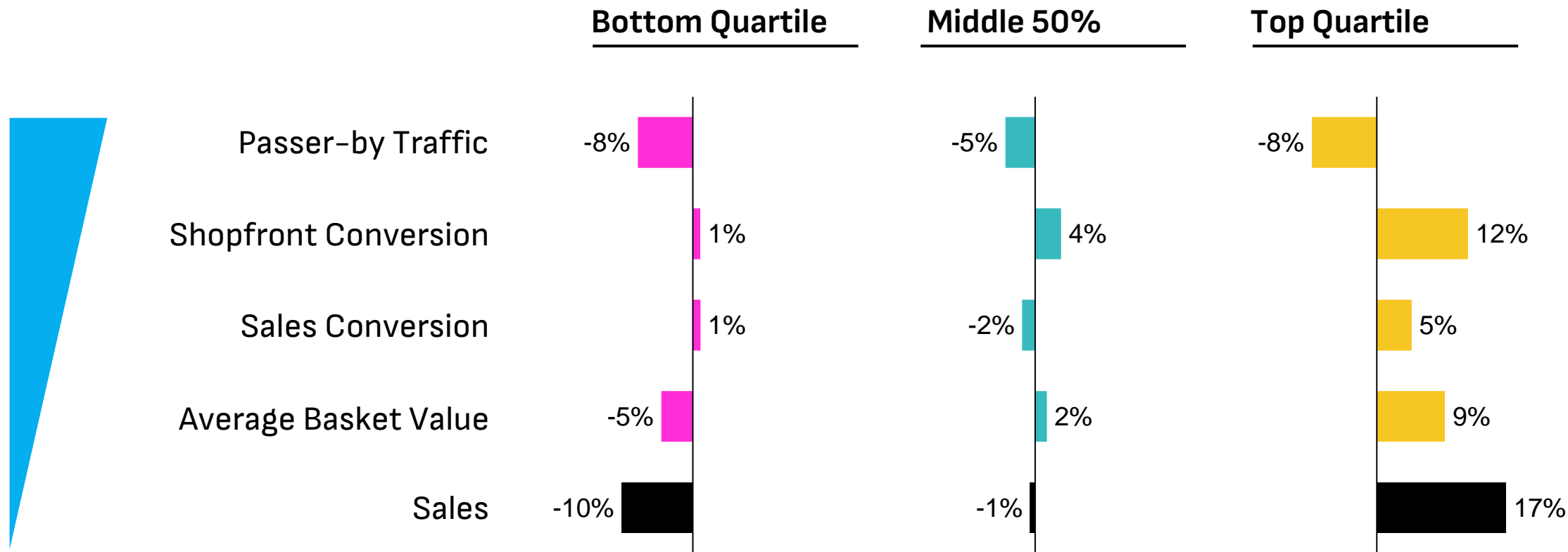






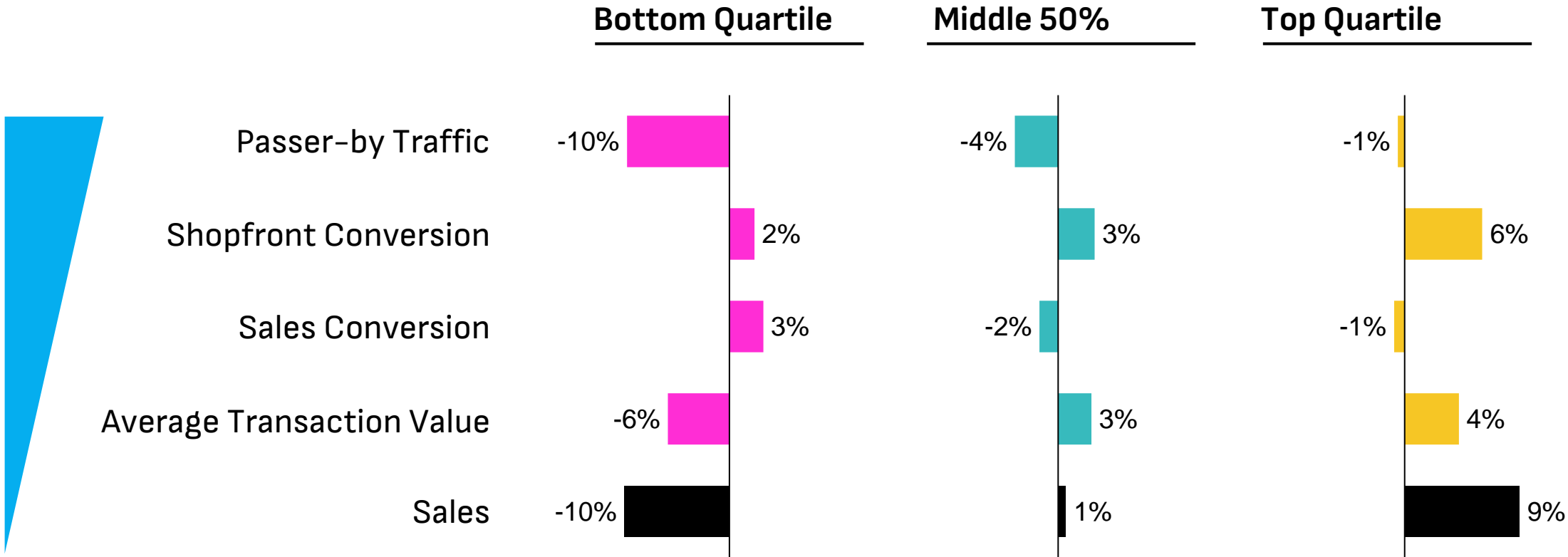


# High-performance retailers have higher conversion across the whole customer journey





# High-performance APPAREL retailers in 2023 had stores with better traffic, had attractive store-frontage, and grew basket size





# Lessons learned across the whole customer ***PATH-TO-PURCHASE***



## **REDUCED OUTSIDE TRAFFIC**

**1. Store location  
matters**

**2. Shopfront Conversion  
is a sales multiplier**



## **FALLING SALES CONVERSION**

**3. Staff to demand  
(traffic), not sales**

**4. Is your team trained up  
and capable?**



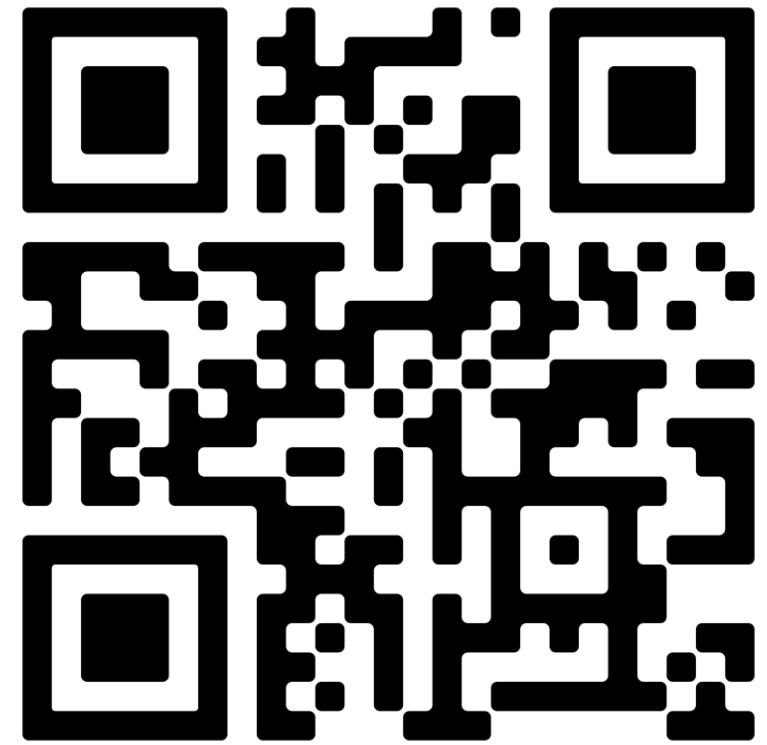
## **HIGH PERFORMING RETAILERS...**

**...measure the path to purchase,  
across all stores, and...**

**... know that reduced foot  
traffic is not an excuse**



# THANK YOU



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