

# Kepler Store Network Toolkit



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Powered by Kepler sensors (Australia & NZ Only)

The Kepler Store Network Toolkit uses Kepler passers-by traffic data to help Retail Property Managers maximise store network profitability and expansion success. Data from more than 14,000 Kepler sensors in Australia and New Zealand provide you with unprecedented property benchmarking and forecasting tools.

### Passers-by Traffic Benchmarks

- Benchmark how much rent you're paying per passer by across your network for rent negotiations
- Benchmark your stores vs other stores in the same centre
- Use centre traffic and sales trends to assess long term location viability



### New Site Assessment (Traffic & Sales)

- Forecast store sales at potential new sites using data captured via the Kepler sensor network
- Assess other sites in the same centre for a potential store move
- Rank potential sites against your existing store network

	In your existing store network	
	Kepler sensors installed	Without Kepler sensors
New site passers-by forecast using wider Kepler sensor network	☑	☑
New site sales and profitability forecast using existing store conversion data as a model	☑	
Centre/Precinct level benchmarks, trends & trading patterns	☑	☑
Review existing store network passers-by volume/trend and conversion performance against occupancy costs	☑	

Kepler Store Network Toolkit Subscription Tier	New Site Assessment
\$ 3,000/year	2 new sites included per year (then \$1,500 per site)
\$ 13,000/year	10 new sites included per year (then \$1,300 per site)
\$ 23,000/year	20 new sites included per year (then \$1,150 per site)
For 20+ new sites a year subscription please contact us for a quote	

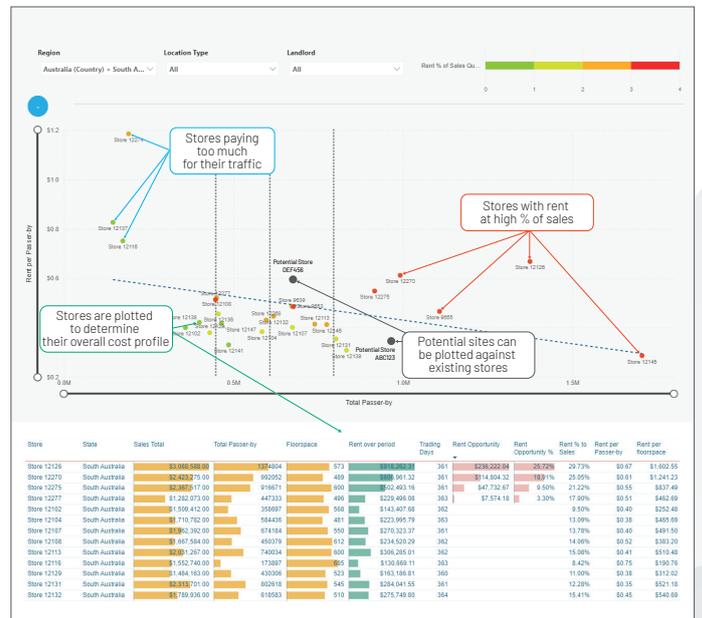
### Why put together a Kepler Store Network Toolkit?

Landlords charge for space and sales of the store – but retailers want to purchase high volumes of relevant traffic.

Store fronts and relative positions of doorways and physical structures combine to alter the effectiveness of the store to attract passing traffic into the store.

Occupancy costs frequently misalign with the volume of traffic, and can impact store profitability.

In short, What you **should** pay for, and what you **do** pay for, are **different**. Information sets require the retailer to use **landlord data**. **Information sets do not always contain long term independent trends** Mistakes are very costly.





Use Case 1

**Benchmark your centres and locations**

**Client Situation**

Our client’s store is situated in a suburban NSW centre that had a major department store as the key tenancy. This department store left the centre at very short notice, and was replaced with a number of major big-box retailers, with existing large networks of stores both in and out of key shopping centres.

**Client Question**

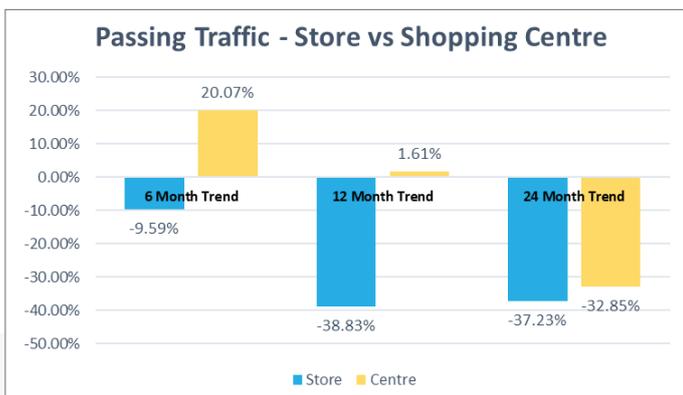
Our client’s retail tenancy was under review. Should the store continue in its current location and under the same terms?

**Results**

By comparing the specific location’s Outside Traffic results vs the Outside Traffic for all Kepler locations scattered throughout the centre, it was clear that whilst the centre was performing strongly, and the new big-box retailers had more than replaced the traffic of the old department store, our client’s specific location had lost significant volumes of Outside Traffic

**Recommendation**

Our client’s location should not be continued under the same terms. Significant rental abatement, or a better location are required.



Use Case 2

**Assess New Sites within an existing centre**

**Client Situation**

Our client was offered a number of locations in an existing suburban centre that they had sought to enter for some time. The locations and sizes varied dramatically. One could be dismissed immediately as it was too small. Centre level data, and subjective store visits could not sufficiently quantify the prospects of the other stores.

**Client Question**

Of the three remaining sites, which one offers the best Passing Traffic, and customer behaviour for our client?

**Results**

By comparing traffic in a variety of locations in the centre from existing Kepler locations, a traffic pattern was developed. The overlay of client-specific customer behaviour from similar profile stores enabled the creation of a traffic, sales, and likely profit model for each location.

**Recommendation**

Tenancy 100157 offers the best customer behaviour, driving up sales and profit. Whilst 1000003 and 100027 offer more Passing Traffic, customer behaviour in these locations does not align to maximised sales.

