

Customer Case Shopping Mall

The Customer - a multi level mall of mixed locations with extremely high visitor count

The customer shopping mall is one of Sweden's busiest shopping areas in terms of visitor numbers. Located in the very heart of Stockholm, the mall is not only a commercial hub but also a natural path on several floor levels for many people passing by and through the city center including commuters. The location houses over 60 shops and restaurants as well as many areas for pop-up stores and marketing events, operated by a wide variety of different operators.

Customer objectives

With very high volumes of footfall traffic passing through the premises it is important to understand and be able to predict visitor numbers and movement for many reasons, not only to improve the commercial performance of stores and restaurants but also to save costs, plan staffing in various locations, improve the visitor experience and keep the tenants and restaurant operators happy. Also maintenance, logistics and cleaning are issues for the customer as opening hours are almost 24/7/365, so minimising disturbance to visitors and passers-by alike is important.

The customer had previously tried several different footfall analytics technologies and services but were not satisfied with neither the accuracy nor the usefulness of

the intelligence, so they started working with Bumble Labs in 2018. Camera/ sensor systems and other technologies were not sufficient due to the large areas involved, the large number of entries and exits and the amount of visitors that leave the area and return several times during one "actual" visit. The sheer numbers of visits makes most systems more unreliable - but for Bumble Labs larger visitor numbers instead makes the resulting data more accurate. A key objective for the customer was also to accurately measure what they could do to counteract the trend of increased e-commerce and changing role of physical stores where rent traditionally has been based on sales. The customer wanted to be able to prove to tenants that their stores fill the function of showrooms as a way to motivate rent-levels based on visits instead of sales.

The Solution

The customer already had a very extensive infrastructure of existing access points - more than sufficient for the analytics needed. The customer was very happy when they realised that not all their access points were needed actively - since this cut the investment needed for new hardware also reducing the monthly fee for the intelligence services. Some new access points were in fact needed in locations covering areas not typically covered well with Wi-Fi installed for "regular" reasons, but these investments were almost negligible. The final total of active access points used in Bumble Labs installation was approx 150 in an area of 8000 square meters, which is rather high,

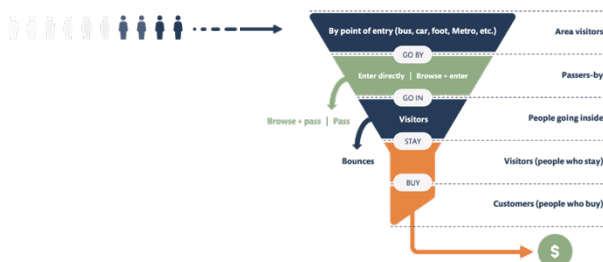
but provides the customer with a broad range of intelligence dashboards with very high accuracy.

The analytics for this customer focused on detailed information on number of visitors, the amount of time visitors spend in different areas, and how people enter, exit and travel between different areas in the shopping mall. This information enabled intelligence on for example what locations are anchors and where there are "dead zones" in the mall, which areas are exposed to crowding being bottlenecks (and how to manage these), and what activities and initiatives improve dwell times, sales and profit.

Results

The services of Bumble Labs provided accurate measuring of the number of visitors but also enabled deeper intelligence of visitors behavior and provided answers to questions such as:

- Where do people spend most of the time?
- Which entry/exits, escalators and elevators are most used (and how much are they used)?
- What advertising events or screens do people actually stop at and look at?
- What marketing events work to create sales and which pull in people but actually reduce sales?
- Conversion funnel statistics - what % of passers-by enter shops, what % of these actually buy something, etc.



Being able to calculate the **metrics and percentages of the various steps in the conversion funnel** proved extremely useful for all commercial locations in the shopping mall. Bumble Labs provided a tool for fact-based measuring of complex things like the effects of marketing and advertising - not only how a marketing activity changes visitor numbers but also how it affects sales per visit and visit durations.

The high number of visitors and foot traffic means that many locations in the shopping mall are very attractive as marketing spots for screens, boards and events. Knowing the details of the footfall traffic enables **fact based pricing and increased rents** from these spaces, as well as accurate measuring of the effect of various messages and marketing content in these spaces. Even differentiated pricing schedules for such spaces at different days and times of day became possible. Also, the customers renting spaces for events and product exposure can be provided with **accurate reports on the effect and impact of their events**, which helps renting out such spots and improves loyalty with these customers. Being able to count Reach (# unique exposures) and Impressions (the accumulated times a screen is seen) is crucial to **evaluate the value of a marketing spot**.

Understanding and having facts on the footfall traffic has also enabled the mall to move **from sales-based rent levels to a rent system based on number of visitors** and passers-by. This way to set rents is of course increasingly important in all sectors of retail, as online shopping becomes more prevalent while physical shops increasingly fill the function of look-see-feel locations and showrooms, but the actual sale happens online.

The customer also realised they were able to use the statistics provided by Bumble Labs to **predict** when maintenance, deliveries, cleaning and other maintenance related jobs should be done in order to disrupt the customer and visitor experience as little as possible.

What happened after?

Starting 2018 the cooperation has been very successful and the customer has rolled out Bumbee Labs services in their other malls and premises in other Swedish cities, refining the way they work with and make use of the intelligence. Users of the produced intelligence range from on-premise managers and store managers to top level management who can now keep track of performance, development and trends one step beyond the regular numbers on sales, costs and profits. Management can now understand why sales, costs and profit change in a better way, and hence operate their business better as a result, both individual malls and the chain of malls as a whole.

A key take-away for both the customer and Bumbee Labs has been the importance of not only implementing the footfall analytics system and dashboards, but also to educate key staff in the customer's organization on how to use the dashboards in practice to fully benefit from the valuable intelligence available.

Bumbee Labs

WHO WE ARE:

Bumbee Labs was established in 2011 in Stockholm, Sweden. Today, Bumbee Labs is the proud global leader in intelligent footfall data and analytics using Wi-Fi to measure visitor count, dwell times, as well as visitors movement and behavior. We provide valuable analytics, business intelligence and predictions on footfall traffic and visitor behavior. Bumbee Labs works with both global and local partners and a wide range of end user verticals where business intelligence on large amounts of visitors is important for successful operation of a business.

Key customer industries are retail, malls, transport, smart cities and city centers, food & beverage and hospitality. The service works by collecting the probes sent out by visitors' smart phones and filtering and processing the incoming data to produce metrics made available in Bumbee Labs API. The API and the metrics in it are used to create customized dashboards where the end user can track the performance of their business, work to increase revenues and reduce costs in their business, and avoid risks of crowding.

WHY US?

Privacy. We hold to the highest privacy standards and have confirmed GDPR compliance after scrutiny of our source code and algorithms by a European court of Law.

Accuracy

- Large sample data set collected (>80% of visitors).
- Robust data filtering & extrapolation.

Trust

- Thousands of installed access points
- Validated by customers and partners
- Statistically robust approach
- Competent global network of Partners
- Validated privacy compliance in European court of Law
- Proven high value of the services and intelligence
- Proven accuracy of both visitor count and positioning
- Wide range of customer references available



www.bumbeelabs.com



info@bumbeelabs.com



Malmskillnadsgatan 32, 111 51 Stockholm, Sweden

Karl Samuelsson | CEO

+46 (0) 707 588 971 karl.samuelsson@bumbeelabs.se

Urban Emson | Sales Director

+46 (0) 70 590 00 231 | urban.emson@bumbeelabs.se