

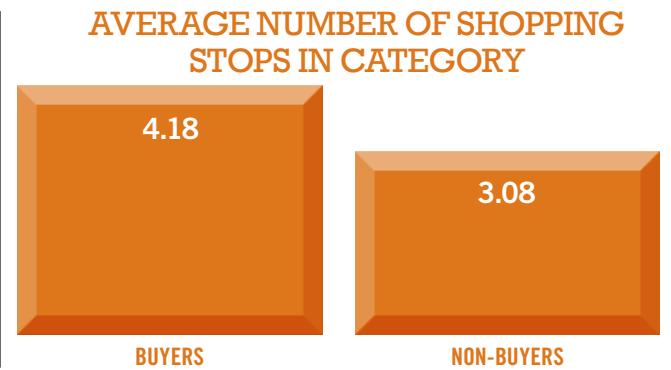
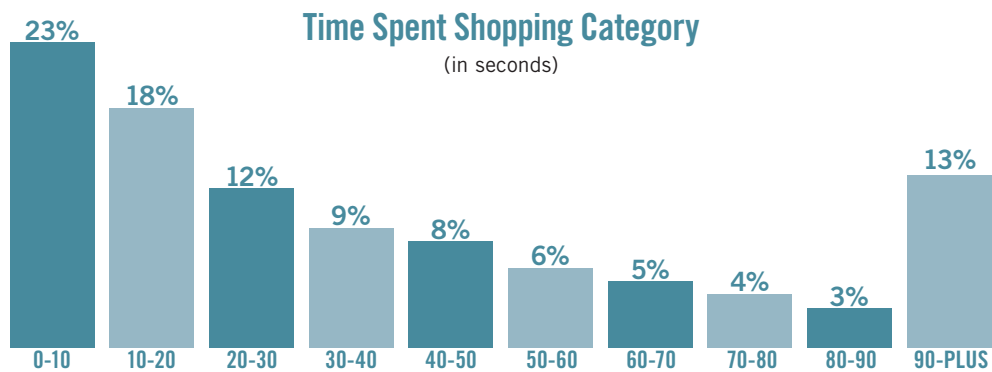
# DATAPOINTS

## Converting Shoppers to Buyers in Frozen Foods

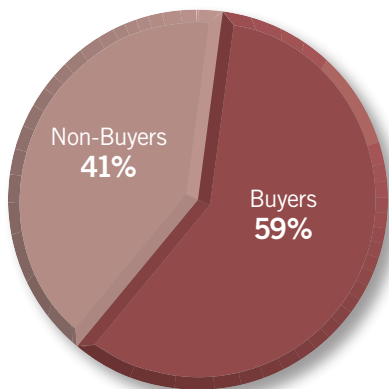
Retailers might have more opportunities to engage customers while they shop individual categories, according to preliminary results from a study using video monitoring to study customer shopping patterns in the store. The ongoing Center Story MegaStudy, being conducted by State College, Pa.-based VideoMining Corp., found that in the frozen, single-serve meals category, for example, only 33% of those shoppers who passed the category became engaged — defined as stopping in the category for any period of time. Once

they became engaged, 59% made a purchase. More than half of non-buyers spent less than 20 seconds in the category. “Those who wanted to make a quick purchase decision were walking away, indicating navigational complexity and an opportunity to improve the shopping experience through techniques, like signage,” said Tom Sullivan, president, VideoMining Corp. The study began in June 2010 and includes eight supermarkets.

**SOURCE: VideoMining Corp.**



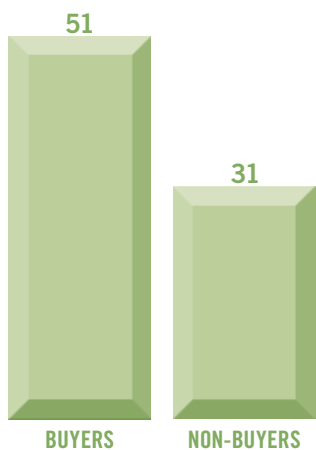
**Shoppers Who Buy**  
(% who actually purchase after shopping the category)



“The engagement to purchase conversion was fairly moderate, indicating that an increase in engagement could possibly result in an increase in conversion.”

—TOM SULLIVAN, president, VideoMining Corp.

**AVERAGE CATEGORY SHOPPING TIME:**  
(in seconds)



**25%**  
of shoppers spent more than one minute in the frozen single-serve meal section

## Shopping Time Distribution

