

Shopper Marketing

Display Tracking: Metrics That Matter

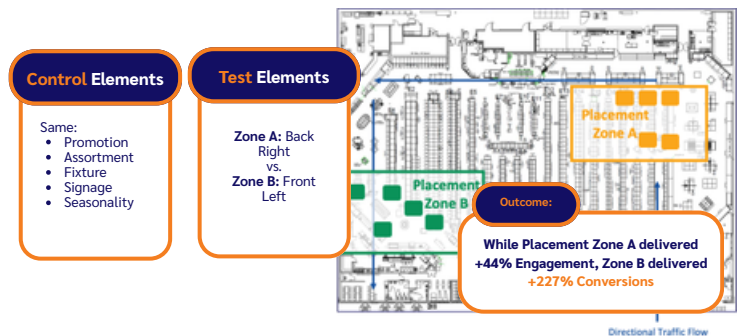
SUMMARY

Successful in-store shopper marketing campaigns are firmly rooted in behavioral truths - metrics derived from observing the in-store shopping experience and resulting shopper behaviors. This guide offers a list of essential metrics to benchmark your display and promotional campaign performance, explore deeper shopper behavior trends, and test and learn your way to shopper marketing excellence.

Metric	Definition	Why It Matters	What to Do With It
Display Exposure Rate	The percentage of store traffic that passes the display.	Shoppers can't buy what they never see.	Quantify the size of opportunity
Display Engagement Rate	"Stopping power" of the display, i.e. how frequently traffic stops to shop the display.	Foot traffic means nothing if it doesn't lead to attention.	Benchmark your stopping power. Test different solutions to get better engagement.
Closure Rate	The percent of engaged shoppers who make a purchase off the display.	Accurately attribute sales/lift from point of connection materials.	Prove ROI, set benchmarks for optimization.
The Halo Effect	How effective secondary displays are at driving exposed shoppers to the primary aisle.	If shoppers don't buy off your display, but convert elsewhere in-store - it still counts.	See how in-aisle behavior was influenced, identify tactics to capitalize on growth.

Placement Considerations to Track

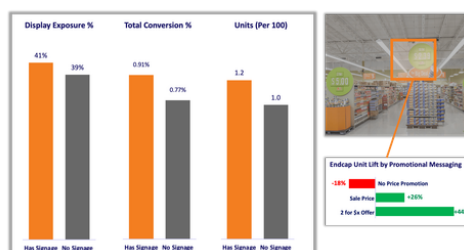
- 📍 On or Off Primary Aisle
- 📍 By Region (Lobby, Endcaps, Racetrack, In-Aisle)
- 📍 Off-Aisle Adjacencies
- 📍 By Trip Quadrant
- 📍 Front v. Back of Store




Factors of Success: Attributes to Track

- Secondary Display Placement
- Role of Signage / Promotion
- # of Categories and # of SKUs Featured
- Seasonality
- Pack Sizes and Packaging Types
- Point-of-Connection Material: Size, Scale, Theme

Role of Signage in Category A Endcap Success





**Category B Endcaps
with "2 for \$x"
drove +44% Unit
Lift**