

# Retail Tracker Australia<sup>TM</sup>



The Retail Tracker Australia<sup>TM</sup> is a new information service that reports on consumer behaviour and preferences at the point of sales. It is targeted at channel and retail managers, shopping centres, grocery and retail outlets in Australia.



## Shoppers @ POS!

Typical retail studies measure the visitor traffic from floor counters or exit interviews. They overlay the counts on consensus data to obtain the demographic breakdown.

The **Retail Tracker Australia<sup>TM</sup>** measures customer demographics, behaviour and preferences directly at the POS. It links these measures to the buying intentions or sales from that outlet.

This behaviour based methodology provides a direct and instant measure of channel activity by shopper demographics and dayparts.

The report covers centre access, floor outline, merchandising, advertising effectiveness, media exposure, shopping experience, demographics & lifestyles, traffic flow by daypart and other key variables to optimise the retail environment.

The report provides insight on how to attract more shoppers that stay longer and return more often - with a view, to increase the net present value per visitor and maximise the ROI.

The **Retail Tracker Australia<sup>TM</sup>** is targeted at FMCG brands, retail chains and shopping centres. It is available on a weekly, fortnightly or monthly subscription basis.

Please contact MARKET BEAT RESEARCH for further information.

**Retail @ POS**  
**Market Beat Research Pty Ltd**  
p: [02] 8212 4039  
f: [02] 9634 8114  
[www.marketbeat.com.au](http://www.marketbeat.com.au)