



CASE STUDY



Since the day it is founded, Crocs has sold 300 million pairs of shoes in more than 90 countries around the world. With regional offices in Boston-Massachusetts, Amsterdam-Netherlands, Singapore, Seoul- Korea, Tokyo-Japan, Shanghai-China and Padua-Italy, the company has more than 4000 employees globally.

“ Conversion rate has increased significantly since 2017, with V-Count’s retail analytics solutions, along with a boost in the sales volume and customer satisfaction. ”

Bernarda Barreiro
General Manager

Partners Since

August 2017

Devices Installed

7 3D Alpha+ devices

Store Coverage

7

CHALLENGE

Crocs Ecuador had two challenges they were looking to overcome. First of all, they wanted to increase conversion rates of each store significantly and second, they want to learn more about the efficiency of the store staff and measure their performance.

They needed a reliable partner to provide visitor analytics data and a user friendly software platform to track and analyze this data.

SOLUTION

With V-Count 3D Alpha+, Crocs started to analyze traffic patterns of their visitors. By using this data, they have reorganized their staff schedules according to the peak days and hours.

Crocs has also analyzed their marketing strategies and measured how effective each campaign is.

By optimizing employee schedules, developing a new methodology for staff operations and analyzing the effectiveness of different marketing activities, they have **increased conversion rates by two points** year on year in 3 main locations.

Have questions? Send us an email at sales@v-count.com



is the leading global manufacturer and provider of cutting-edge Visitor Analytics. We have 80 employees worldwide with offices in London, Hong Kong, Dubai, Miami, Bogota, Brussels & Istanbul. Serving numerous industry verticals V-Count’s customer behavior analytics help businesses boost conversions, increase profits and optimize operations in their physical locations.

Today, with 36.000 devices installed around the world and partnering with 100+ shopping malls and 600+ retailers, our company has evolved into a success story with state-of-the-art sensors technology used in retail chains, shopping malls, supermarkets, airports, libraries, events, smart buildings can boost business results with our solutions like street counting, queue management, people counting, multicamera heatmapping, mood/age/gender recognition and staff exclusion that we export over 120 countries.



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For more information on how V-Count can boost your business please visit us at: www.v-count.com