



# CASE STUDY

# DeFacto

Founded in 2003, DeFacto is one of the largest brands operating in the retail industry with its 400+ stores in Turkey and in regions such as the Balkans, the Turkic Republics and the Middle East.



DeFacto increased conversion rate and revenues by %27 with V-Count solutions. We are extremely pleased with their reports and analysis.

**Engin Dal**  
BI Manager



Partners Since

**January 2011**

Devices Installed

**1500+ 3D Alpha+ devices**

Store Coverage

**400+**

## CHALLENGE

Relying on sales data alone have limitations to interpret consumer behavior. Simply put: DeFacto needed to understand and deep dive into their in-store traffic to deliver the optimum retail experience.

To achieve its 2025 goals, it was crucial for DeFacto to increase overall store optimization and profit margin through granular consumer insight. In order to do so, the company sought a solution to base merchandising decisions on concrete data and a tool to measure the success rate of in-store campaigns as well as store efficiency.

## SOLUTION

V-Count's Business Intelligence Platform allowed DeFacto to analyze the relevant KPI's for retail success. The data provided actionable insights which allowed the management team to optimize each store accordingly.

**Installing 3D Alpha+ devices quantified visitor in/out traffic for the stores and allowed the management to allocate accurate resources during various time frames such as power hours, holiday season and "slow days".**

Since the installment of the devices in January 2011 DeFacto's in-store conversion rate has increased significantly.

Have questions? Send us an email at [sales@v-count.com](mailto: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](http://www.v-count.com)