CASE STUDY

V-COUNT **HATEMOĞLU** 1924

Founded in 1924, Hatemoğlu is now one of Turkey's most well-established and prestigious clothing brands. With ultimate care about quality and with its modern designs, Hatemoğlu is one of the leading fashion brands with a wide range of classic and casual suits, shirts, trousers, outwears and shoes.

> " With V-Count solutions, we increased our conversion rate by 15% and realized it was much more effective to make our merchandising and stock decisions on real-time analysis data, rather than on assumptions. "
>
> **Engin Yılmaz**
> **Stores Coordinator**

Partners Since

January 2016

Devices Installed

Heatmap

Store Coverage

100+

CHALLENGE

At the beginning of 2016, our client wanted to serve to a different segment and introduced "plus size menswear". For Hatemoğlu, it was an untapped market. They heavily invested in customized marketing campaigns and put a lot of effort into the launch of this product line with high expectations on ROI.

The company believed this new product category required its own merchandising plan in the stores, which was in line with their standard layouts.

Hatemoğlu needed to measure and evaluate the result of each action within their locations to create a specific blueprint for the new collection and to boost business results.

SOLUTION

Hatemoğlu invested in V-Count Heatmap devices to see how customers move within the stores, which products were the best sellers within the new established clothing line, see if their pricing strategy was right and also if their campaign efforts have paid off.

After installing the devices in their stores and evaluating the data on the Business Intelligence Platform, they have realized that the main problem was their product placements. Once Hatemoğlu rearranged merchandising in stores and placed slow moving products in popular areas, **the sales quotas were exceeded by 12% at the end of the second quarter.**

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

V-COUNT 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.

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