CASE STUDY

V-COUNT   **SEPHORA**

Owned by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group, Sephora has earned its reputation as a beauty trailblazer with its expertise, innovation, and entrepreneurial spirit. The company operates 2,300+ stores in 33 countries worldwide.

Partners Since

2017

> " V-Count has demonstrated significant agility and flexibility during our store renovations which impacted half of our network and scheduled within a very limited time table. Their solid and solution oriented customer services ensure that we are well understood with our needs & requests, furthermore, secure our long-term relationship with them as a Partner. "
>
> **Beyhan Figen**
> **CEO Sephora Turkey**

CHALLENGE

Prominent beauty brand Sephora was using beam sensors in order to measure footfall traffic in its' stores across Turkey. However, as an older version of people counting technology beam sensors were not providing the insights they needed and were performing poorly in terms of accuracy.

SOLUTION

Sephora underwent a significant renovation phase for it's stores in 2017. During this short period V-Count has finished installations of 3D Alpha+ devices in Sephora stores. After the installation, the company started employing data collected through V-Count devices to gain more visibility into their operations and business cycles. Taking quick actions based on this data, Sephora has **significantly increased conversion rates.**

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**