Window Displays And Their Role In Driving Purchase Behavior
Lots of money is spent on window displays with the goal of driving traffic into stores

Holiday traffic:
- Lord & Taylor 500,000 daily
- Macy's 15,000 per hour

But is any of that traffic translating into actual sales?
One of our retail clients wanted to know which of 3 window displays to implement globally that would be **liked** by shoppers, but was also effective in driving **sales**.
3 Windows

CLEAR

HANSDS ON

INTERACTIVE
Questions for designing an integrated learning plan…

What is the most important behavioral aspect?

Is context critical to learning?

How close to the moment of experience should we measure?

How do we optimize survey measures and analysis?

What else can we triangulate to complete insight?

Research Plan
We chose to learn in the context of the store.

**SAY**

**Shopper Evaluations**
- Noticeability
- Uniqueness
- Perceptions
- Appeal

**DO**

**Shopper Behavior**
- Dwell Time
- Draw Rate
- Sales Conversion
Our research leveraged…

- **2,016** Hours of video and beacon tracking
- **825** Quantitative intercepts
- **67** Qualitative discussions

Sales Data from stores in 3 countries:
- USA
- UK
- Germany
The Control and Interactive windows were rated strongly for noticeability relative to the other windows.

% Rating 6 or 7 on 7 point “Noticeability” scale

- CONTROL: 57%
- CLEAR: 21%
- HANDS ON: 33%
- INTERACTIVE: 56%
The Interactive window was seen as the most “new and different”, although the Control window performed strongly as well.

% Rating 6 or 7 on 7 point “New and Different” scale

- CONTROL: 56%
- CLEAR: 41%
- HANDS ON: 48%
- INTERACTIVE: 62%
The Control window was the most effective at producing positive perceptions of the store.

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>Clear</th>
<th>Hands On</th>
<th>Interactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Makes Brand Store seem unique</td>
<td>28%</td>
<td>12%</td>
<td>19%</td>
<td>35%</td>
</tr>
<tr>
<td>Gives me ideas for gifts to buy</td>
<td>34%</td>
<td>10%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Educates me on products available</td>
<td>33%</td>
<td>10%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Makes me want to shop here more often</td>
<td>12%</td>
<td>6%</td>
<td>4%</td>
<td>10%</td>
</tr>
</tbody>
</table>
We learned about what elements people said they liked about the windows overall.

The Hands On window was popular, but only when activity is occurring in the window, which cannot always be guaranteed.
But we know there is more to it than what they tell us.

“Windows? I never look at windows.”
Window Dwell Time

Average number of minutes spent in area of window

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<tbody>
<tr>
<td>CONTROL</td>
<td>2.4</td>
<td></td>
</tr>
<tr>
<td>CLEAR</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>HANDS ON</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>INTERACTIVE</td>
<td>2.3</td>
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</table>
Total Store Draw Rate
% entered the store

- CONTROL: 37%
- CLEAR: 36%
- HANDS ON: 36%
- INTERACTIVE: 35%
Promotion Draw Rate

Among people who were picked up by the entrance beacon, what percentage was also picked up by the PROMO area beacon?

- **CONTROL**: 11%
- **CLEAR**: 15%
- **HANDS ON**: 9%
- **INTERACTIVE**: 11%
Sales Data

Conversion Percentage

- **CONTROL**: 17%
- **CLEAR**: 16%
- **HANDS ON**: 17%
- **INTERACTIVE**: 17%

Average Transaction Size

- **CONTROL**: $46
- **CLEAR**: $49
- **HANDS ON**: $45
- **INTERACTIVE**: $50
Sales Data

Total Store Sales versus PROMO Sales Only

- **CONTROL**
- **CLEAR**
- **HANDS ON**
- **INTERACTIVE**
Conclusions

What appeals?
Movement, display themes and product highlights.

Drove more traffic?
All three windows were similar.

Converted more sales?
No significant differences in conversion, total sales or conversion of promotional item.

Best overall?
Despite no real “winner” on the behavioral metrics, the Control and Interactive windows yielded more positive perceptions about the brand/store.
Outcome

• Implemented an optimized version of the CONTROL window.

• A baseline for evaluating future window ideas.

• Client understands the power of research that takes into consideration what people say and what they do.