



# The ShopperTrak Retail Traffic Index™ | SRTI

## How Do You Benchmark Your Customer Traffic to the Marketplace?

Now you can measure your performance relative to the larger retail world. The ShopperTrak Retail Traffic Index™ gives you a benchmark for assessing your shopper traffic. Available as a database or in monthly newsletter format, the SRTI reports national and regional trends across key retail sectors.

## The SRTI Gives You Necessary Market Intelligence

- Compare your own traffic trends to changes in traffic at national, regional and retail segment levels
- Uncover differences in shopper traffic between regions or retail segments
- Assess the effect of marketing programs on your traffic, relative to segment or regional performance
- Evaluate the impact of holidays, weather, energy prices, national events and other factors on retail traffic

## Indices for Five Industry Segments

- Total U.S. Retail Traffic – Combines Enclosed Malls and Retail Stores
- U.S. Enclosed Malls
- U.S. Retail Stores

### *Special segment reporting for:*

- Apparel and Accessories Stores
- Wireless and Electronics Stores

## Data Indexed at Five Geographic Levels

- National
- Regional by Census division (Northeast, Midwest, South, West)

## Flexible Database

- Contains data back to January 2004
- Allows you to customize date/time ranges for comparisons that are relevant to you – including daily and hourly views
- Gives you output in PDF or HTML formats
- Allows combination of multiple indices, regions or segments in reporting
- Gives you weekly updates of Index information

## Quality Input

The ShopperTrak Retail Traffic Index is generated from a carefully drawn sample of more than 50,000 retail and enclosed mall locations.

## Convenient Newsletters

- Trend information at national and regional levels – rolling 16-month trend line
- A summary of changes in the Index for the nine most recent weeks and for the two preceding months – both nationally and regionally
- A special recap of month over month percentage changes in the Index, for at-a-glance comprehension of what is happening in each area of the U.S.

## Critical Holiday Reporting

Index subscribers can purchase a separate holiday newsletter package that includes important detail:

- Weekly newsletters including special weekend reporting for the full holiday season (mid-November through end of December)
- The holiday season preview report (published in November), including benchmarks
- The holiday season recap report (published in January) with year-over-year comparatives
- Daily trend reporting for Black Friday, Black Saturday, available on the following day

## Custom Client Indices

If ShopperTrak manages your traffic data, for an additional fee, we can create custom indices for your locations – nationally or by SRTI region. Your data is available to you for comparison with our industry reporting.

## Easy to Subscribe

The SRTI subscription is priced by individual segment and by region so you only pay for the data you need. For more information or to speak with a sales representative, please contact Sonja Russell at 312.529.5492.