CISCO
Partner

EVERYANGLE

SAMSØE φ SAMSØE

- A leader in Danish fashion, Samsøe Samsøe offers contemporary apparel and accessories that captivate global style enthusiasts.
- 50 owned stores and more than 1.600 retail spaces across 31 countries

The Customers Experience

"Aurora's insights have been instrumental in refining our product, marketing, and design strategies, propelling Samsøe Samsøe to new heights of customer engagement and business efficiency."
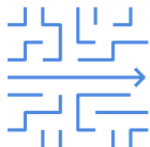
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Revolutionizing Retail:
Samsøe Samsøe's Data-Driven Triumph

Customer Challenge

- Samsøe Samsøe struggled to distinguish genuine customers from staff and minors in their footfall data, limiting their understanding of customer demographics and impeding the optimization of store layouts and merchandising strategies.

Solution Implemented

- By incorporating **EVERYANGLE's Aurora** Analytics suite with **Cisco Meraki MV Smart Cameras**, Samsøe Samsøe achieved granular, real-time footfall tracking that filters out staff/minors using our Visual reidentification period and demographic analysis, including age and gender.

Business Outcome

- **True Customer Identification:** Accurate demographic insights led to a tailored merchandising mix, yielding an 11% increase in men's sales transactions.
- **Cost & Resource Efficiency:** The dual-use of surveillance and analytics cameras resulted in cost savings and technological synergies.
- **Overall Sales Impact:** An estimated 2.9% increase in sales across all sites was observed, along with a forecasted 5-5.5% sales uplift upon wider implementation.
- **Staffing Adaptations:** Insights informed staffing adjustments, improving service during peak times and paving the way for more efficient checkout processes.