

## **Hakuhodo enters into an exclusive license agreement for Japan with Shopperception Inc. (U.S.) covering the use of 3D in-store sensors to capture *sei-katsu-sha* shopping behavior**

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Hakuhodo Inc. (Head office: Minato-ku, Tokyo, President & CEO: Hirokazu Toda) has entered into an exclusive license agreement<sup>\*1</sup> for Japan with Shopperception Inc. (Head office: Newark, Delaware, Representative: Alfonso Perez), owner of a patented 3D-sensor technology that captures shopper behavior in front of store shelves. With this agreement, Hakuhodo will be able to capture data on *sei-katsu-sha* in-store shopping behavior.

The recent proliferation of smartphones and evolution of positional measurement technology has made capturing various shopper in-store actions possible. Various services relying on such technologies have been released both in Japan and abroad. It remains difficult, however, not only to measure where shoppers stop or move about in a store but also to convert into data their behavior when interacting with products on shelves.

Shopperception owns a technology that not only counts the number of people who pass by a POS or shelf, the number who stop at the POS or shelf, and how long they stay, but also captures the purchase-determining “interactions” with each product and turns them into actual data without identifying individuals. This technology makes it possible to narrow analyses down to assess individual planograms and product assortments using product interaction data or evaluate marketing strategies on a product-by-product basis, in addition to overall assessments of POS and shelves.

In view of capturing more sophisticated data on *sei-katsu-sha* in-store shopping behavior, Hakuhodo concluded this license agreement with Shopperception to be able to offer a service that measures shelf-front behavior. Hakuhodo will use the service to integrate shelf-front behavior data, captured using Shopperception’s patented technology, with other big data for use in analyses and establishing action plans to improve POS. For example, the service can be used to discover problems based on metrics, such as interaction ratios and purchase ratios, for each product in a given category and then develop planograms to solve the problems. This collaboration between the two companies will enable the provision of services advantageous to all three parties: the shopper, the manufacturer, and the retailer.

Furthermore, offering this service will strengthen Hakuhodo’s unique planning technique, the **Shopper Cascade™ Model**, which activates purchasing behavior.

Hakuhodo will also apply Shopperception’s patented technology to develop an in-store information delivery service based on shelf-front behavior data. Hakuhodo plans to develop and strengthen mechanisms to deliver information in real time to in-store digital signage or shoppers’ personal devices, making use of product interaction conditions, purchase data, and online behavior data.

\*1. The license agreement also covers the Asia market.

