

- See today's Digital Edition
- Subscribe to email newsletter
- Subscribe to the Journal



**Digital Products**

- See today's Digital Edition
- Subscribe to email newsletter

**Look inside edmontonjournal.com**

- News
- CityPlus
- Business
- Opinion
- Letters
- Culture
- Sports Monday
- Golf
- Body & Health
- Columnists
- Online Extras
- Journal Blogs
- 30 days Archive
- Headlines Scan
- Newspaper Ads
- Special Sections

**Weekly Sections**

- At Home
- Bistro
- Body & Health
- Driving
- Ideas
- ed
- Look
- Sunday Reader
- Travel
- Whats On
- Working
- Engage

**Sports**

- Oilers
- Eskimos
- Faceoff Hockey Pool

**Daily Features**

- TV listings
- Get today's horoscope

**Classifieds**

**Marketplace**

- Find a job at working.com
- Find a car at driving.ca
- Find an apartment at

## HeadCount aims to boost sales

**Ron Chalmers, The Edmonton Journal**

Published: Monday, May 21, 2007

EDMONTON -- HeadCount, an Edmonton company that analyzes retail traffic and spending, will meet new opportunities -- and competition -- at the Retail Council of Canada's annual conference on June 4-5 in Toronto.

HeadCount installs devices to count shoppers entering stores, relates those numbers to purchases, then reports to retailers on their success in converting shoppers to buyers. It also suggests optimal hour-by-hour staffing levels and other management responses to boost sales.

HeadCount president Mark Ryski recently negotiated a deal to offer his services to all retail council members at a special rate. He will discuss retail traffic analysis at the Retail Council's Store 2007 conference.

[Email to a friend](#)

[Printer friendly](#)

Font:

Bill Martin, founder of ShopperTrak -- the world's largest seller of equipment to count retail traffic -- says he also will demonstrate his products and services at a off-site locations during Store 2007.

ShopperTrak, based in Chicago, Ill., with clients in 42 countries, "continues to experience double-digit growth," Martin says.

"We think we have brought this from a sparsely used concept into the mainstream."

ShopperTrak has several major Canadian clients, but Martin hopes to expand his clientele by creating a Canadian traffic index to which individual retailers can compare their traffic to determine whether they need to attract more shoppers -- or close more sales among shoppers they attract.

Despite ShopperTrak's market leadership, Ryski says opportunities abound among the 80 per cent of retail outlets that still do not count traffic -- especially among the smaller chains and independents ShopperTrak ignores.

HeadCount has a competitive edge, Ryski believes, in the depth of analysis that it provides to clients.

"Other competitors sell tools, and some are very sophisticated and precise," he says. "But the challenge facing retailers is to use the information from those tools to drive performance.

"We sell information, analysis and extracted insights," Ryski says. "We help retailers to consume the information and put it to practical use."

Martin makes a similar claim that ShopperTrak "offers an end-to-end solution from product and installation to reports."

Traffic counting and analysis "is increasingly recognized as one of many important components in retailing," says Diane Brisebois, president of the Retail Council of Canada.

[rchalmers@thejournal.canwest.com](mailto:rchalmers@thejournal.canwest.com)

**RESERVE YOUR SPOT ON THE ROSTER**

**MILLIONS OF FANS, ONLY SO MANY SEATS**

[edmontonoilers.com](http://edmontonoilers.com)



**SEASON SEAT REGISTRY**

**Top News Stories**



**Fire causes heavy damage to historic British clipper ship**

A fire caused heavy damage to the clipper ship Cutty Sark on Monday, leaving one...

- [ more ]
- 25 suspected Taliban killed in clash, air strikes
- Lebanese army lays siege around camp

**More News Stories**

**Local Updates**

- Listen bird graffiti
- Airport faulted as airline folds
- Cabbies face daily threat of violence

**More Local Updates**