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Conversion:
The Last Great Retail Metric
by Mark Ryski

**NEW BOOK REVEALS THE BEST KEPT SECRET IN
THE RETAIL INDUSTRY**

**--Analytics Expert Reveals New Insights into How Every Retailer can Capture
More Lost Sales**

“A true find for any retailer looking for dramatic improvements in business outcomes!”
**--Len Schlesinger, President, Babson College, & former Vice Chairman and COO,
Limited Brands**

Internet retailers are able to measure the number of hits – or visitors – to their sites, and measure how many of these visitors are “converted” into sales. This data is vital to every online retailer, providing critical insights into website effectiveness, impact of promotions and more. So, here’s the question: If it’s so vital for online retailers, why do so many of their brick and mortar counterparts completely ignore traffic and conversion and still make decisions and measure performance based on sales results and transaction data? According to Analytics Expert Mark Ryski most brick and mortar retailers are flying blind and their ignorance about these vital metrics is hurting their businesses.

In *Conversion: The Last Great Retail Metric* Ryski lays out a forceful and compelling argument for why every retailer, regardless of their size or category, need to understand traffic and conversion rates in their stores – or risk being out-retailed by the retailers who do. *Conversion* uses real-world examples to illustrate how every retailer can capture more the sales they lose every day from prospects who visit their stores but leave without buying.

“Retailers need to wake up and stop looking in their cash tills and at POS data for answers – they won’t find the answers.” Says Ryski, “What can sales data tell us about the sales we *almost* made? The answer: nothing. That’s why traffic and conversion data is so critical, and why the retail leaders that are using these metrics have a significant competitive advantage over those who don’t.”

As the founder and CEO of HeadCount Corporation, a leading business analytics company, and with two books to his credit dedicated to traffic and conversion analytics, Ryski is the undisputed though-leader in the domain. Ryski and his team are pioneering the science of traffic and conversion analytics and have developed new and innovative techniques for extracting powerful insights from basic store traffic and customer conversion data – and delivering game-changing insights for retailers across North America.

“We’ve discovered new ways to use traffic and conversion data and the insights we’re uncovering fundamentally challenge some of the most sacred and long-held beliefs in retailing. It seems that the retail industry has adopted a ‘don’t ask, don’t tell’ mentality about traffic and conversion, and I’m calling them out on it – I lay it all out in this book,” says Ryski.

In *Conversion* Ryski challenges all retail executives, industry experts and Wall Street insiders to take a look at these vital metrics and at what they can reveal. “Most retailers are both shocked and amazed by what we can tell them about their business based on our analysis of their store traffic and conversion rates.” Beyond addressing the question of capturing lost sales, Ryski covers a broad swath of important topics in *Conversion* that touch virtually every department including:

- Why “same-store” sales can be a misleading metric
- How top selling stores can be the worst performing stores
- How conversion takes the mystery out of mystery shopping
- Why advertising investments often don’t deliver better sales results
- How most retailers are under or over staffed
- The inside secrets from retail leaders who use traffic and conversion

Mark Ryski is the founder and CEO of HeadCount Corporation, a global market leader in retail analytics. In 2005, he authored *When Retail Customers Count*, the first book ever written on the topic of retail traffic and customer conversion analysis. Ryski is a sought after speaker and a frequent lecturer at the University of Alberta’s School of Retailing where he sits on the advisory board. He is formerly the VP of Sales and Marketing for Intuit Canada. He resides in Edmonton, Alberta. For more information, please visit www.headcount.com.

***Conversion: The Last Great Retail Metric* is available for purchase at all major online booksellers.**

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