



## Prism helps Lolli and Pops increase sales

If Willy Wonka's Chocolate Factory were a real establishment, it might be found in Oklahoma. Lolli and Pops ("L&P"), a high-end purveyor of confections and vintage treats, opened their second candy store in Oklahoma City last December. The shop offers more than 700 types of candy, and a highly curated customer experience filled with decorative treasures and interactive displays, designed to engage customers and, of course, sell candy.

Lolli and Pops features an unparalleled inventory of sugary delights, sodas, signature cupcakes and truffles. But it's really the small touches in décor and design that set the store apart. To ensure that Lolli and Pops stores always deliver the best experience — Lolli and Pops relies on a new cloud technology.

Upon hearing about Prism Skylabs visual merchandising and analytics software, L&P was intrigued.

"The software is really cutting-edge," said Sid Gupta, CEO of Lolli and Pops. "It uses the cameras I already have to generate clear, beautiful images of my store that I can access anywhere, even on my iPhone."

In just minutes, the simple install of Prism on the local network automatically discovered and connected to Lolli and Pops' existing video cameras.

Using any mobile device — smartphone, laptop, or tablet — the L&P team is able to drive top-notch visual merchandising, in real-time, from anywhere they have Wifi, 3G, or 4G connection.

Beyond remote access, L&P uses Prism Skylabs to optimize product placement and maximize Lolli and Pops sales per square foot. Prism Skylabs provides Lolli and Pops with easy-to-understand, privacy-

### CHALLENGE:

Optimize product placement and maximize sales/sq ft.

### SOLUTION:

Prism Skylabs product lift and customer dwell heatmaps.

### RESULTS:

35% increase in seasonal candies sales after optimizing premium display space.

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I was surprised that so much of retail is run by gut. One of the most interesting things about prism is that it has been able to quantify how we do things.”

- Sid Gupta, **Owner**



protected, visualizations of in-store activity — heatmaps that represent aggregate customer movement, dwell, and even which products are interacted with the most. This data is what led L&P to redesign his displays and store layouts.

“With Prism, I realized that my seasonal items were not selling well — not because of the products themselves — but because of where there were positioned in the store,” said Sid.

L&P moved the seasonal candies to a premium display place, and their sales skyrocketed.

“It was incredible. Using real-data, rather than guessing, we were able to redesign our store and see immediate improvement,” said Sid. “And we continue to analyze our performance, whether its aggregate customer paths, dwell, or just how many people are in each area of the store. I want to make it easy for them to find and enjoy not just our great selection of candy and treats, but the experience of being inside one of our stores.”

The bright-colored Wonka Room, brimming with Pez dispensers to the Gummy room, chock-full of chewy treats continue to be improved based on Prism data. By equipping themselves with real-time data about in-store merchandizing, Lolli and Pops is now in the position to test and optimize his stores.

## HOW LOLLI AND POPS USES PRISM:

### Pathmaps

to understand customer movement.



### People Counting

to measure conversion.



### Mobile Access

to conduct visual merchandising.

