trial run
A FRACTAL ANALYTICS PRODUCT

An American retailer drives a $25MM annual gain with Trial Run

Trial Run is a SaaS product that lets companies conduct business experiments on markets, stores & shoppers before they implement full scale roll-out. It helps retailers scale their business decisions efficiently and affordably by providing insights into which decisions will work and which will not.

THE EXPERIMENTS

Visual Merchandizing:
- Attractive furniture display
- Luxury handbags and accessories zone

Marketing:
- Jewelery and watches blitz
- In-store purchase deals on men's denim

Store Remodeling:
- New fixtures and fittings
- New experience zones

Store Operations:
- Longer store hours on weekends
- Queue handling specialist

HR:
- Central team for recruitment
- Reducing dependency on stores

100%
Increase in experiments

By using Trial Run, the number of experiments have **increased from ~20 to ~50.**
Higher results are expected in future.

POSITIVE ANNUALIZED IMPACT DELIVERED ACROSS BUSINESS AREAS
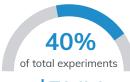
$25MM
Annual financial gain

MARKETING	STORE OPERATIONS	MERCHANDIZING	MISCELLANEOUS
30%	**20%**	**40%**	**10%**
of total experiments	of total experiments	of total experiments	of total experiments
~$10 MM	~$10 MM	~$5 MM	<$1 MM

fractal
INTELLIGENCE FOR IMAGINATION

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