

MARS WRIGLEY

MORE CONVERSIONS:

Transaction Zone

THE 5 MACRO TRENDS

- These shape the beliefs, interests, attitudes, and attention of large swaths of people over time
- *Green highlights represent accelerating trends.



KEY SHIFTS

near-term focus for
the years ahead

ECONOMIC & POLITICAL FORCES

People looking for a little escape, unifiers, affordable luxuries

AI & TECHNOLOGY

Win algorithms and humans; authenticity as premium.

HEALTH & WELLBEING IMPERATIVES

Mental & Physical - functional, adaptive longevity tools

TODAY'S SESSION

Why it matters &
what you'll gain

1.

What is a Transaction Zone?

2.

Why is the Transaction Zone important?

Taking inspiration from Mars TZ research and macro trend insights, understand the untapped opportunity to create more conversions and meaningful connections within your Museum Gift Shops

3.

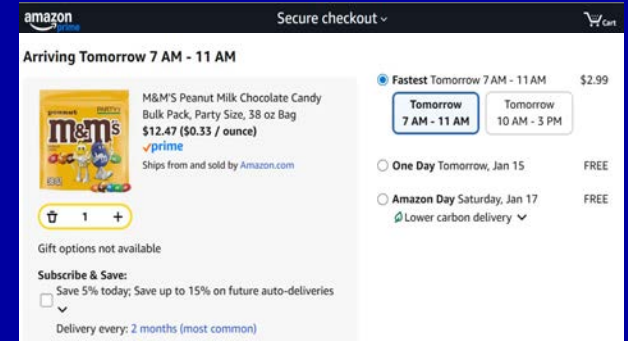
How do I optimize the Transaction Zone?

- Create Dwell Time
- Right Categories Available
- Increase Shopper Satisfaction



What is a Transaction Zone?

Areas where payments are made for goods and services



Mars is the Subject Matter Expert on Transaction Zone with over 24 global studies conducted, a patented Pay Point Optimizer, and over \$5M+ invested in proprietary tools, design capabilities, and insights

The Transaction Zone is critical to retailers and shoppers

Brand/item assortment plays a key role in shopper satisfaction

It's vitally important from a sales & margin contribution

Total US Grocery Transaction Zone: \$8.1B in sales

It's also a "make or break" in-store shopper satisfaction driver.



SHOPPER

85% of shoppers say their checkout experience can make or break the shopping trip

Time to consider something
"For Me, For Now."

Transaction Zone shoppers spend 22% more dollars and make 16% more trips



RETAILER

Creates a lasting impression for all shoppers

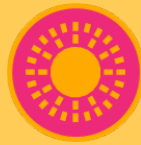
Drives incremental impulse sales

113 Transaction Zone Profitability index vs. total store

Source: Transactions Moments Strategy January 2020; 113i profitability index from Circana 2023 State of the Industry ; Circana Survey Solutions, Feb 2024, Total US, Primary Grocery Shoppers, "March 2024 Circana Omnibus Survey."; Circana OmniConsumer Scan Panel, Total US Grocery, L52 w/e 3/24/24, Dollars per buyer, Product trips per buyer, NBD aligned (Front-end Buyer Group purchased FE common items in Q4 2023.; Front End \$ Sales: Nielsen L52 weeks ending June 2025

Optimize the Transaction Zone

OPPORTUNITIES FOR INSPIRATION



Create Dwell Time

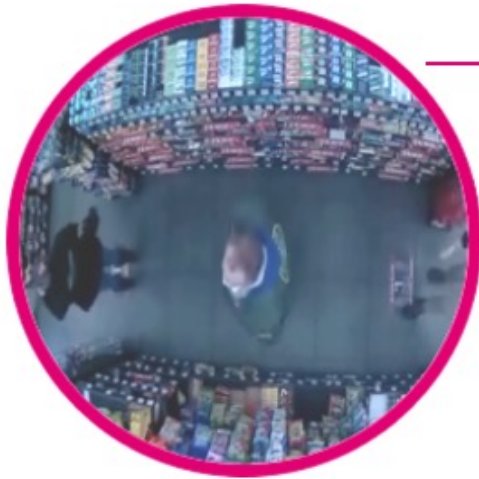


Right Categories Available



Increase Shopper Satisfaction & Conversion

Delivering conversion hinges upon connecting with shoppers in times of **waiting** or **dwelling**



WAITING

Shoppers are forced to wait and are consciously aware of their surroundings

KEY PRINCIPLES

- Singular entry point
- Intuitive organization
- Simplified noticeability
- Power category focals



DWELLING

Shoppers make the decision to dwell and are subconsciously aware of their surroundings

KEY PRINCIPLES

- Natural vs. forced exposure
- Amplified noticeability
- Surprise & delight assortment
- Power category assortment for basket building

Source: Videomining 2023 Report

Transaction Zone conversion is ultimately
the product of footfall and noticeability.



FOOTFALL

Be where shoppers are



NOTICEABILITY

Be Visible, Be Available, Be Relevant



**"Product caught my eye" is
#1 front-end browsing
motivator.**

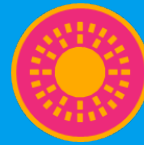


CONVERSION

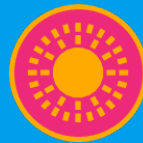
(% of people checking out at the
Transaction Zone that make a purchase
from the Transaction Zone)



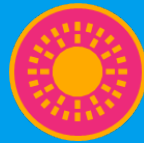
Inspiration: Create Dwell Time



Where can you create areas of dwell within your Gift Shop?



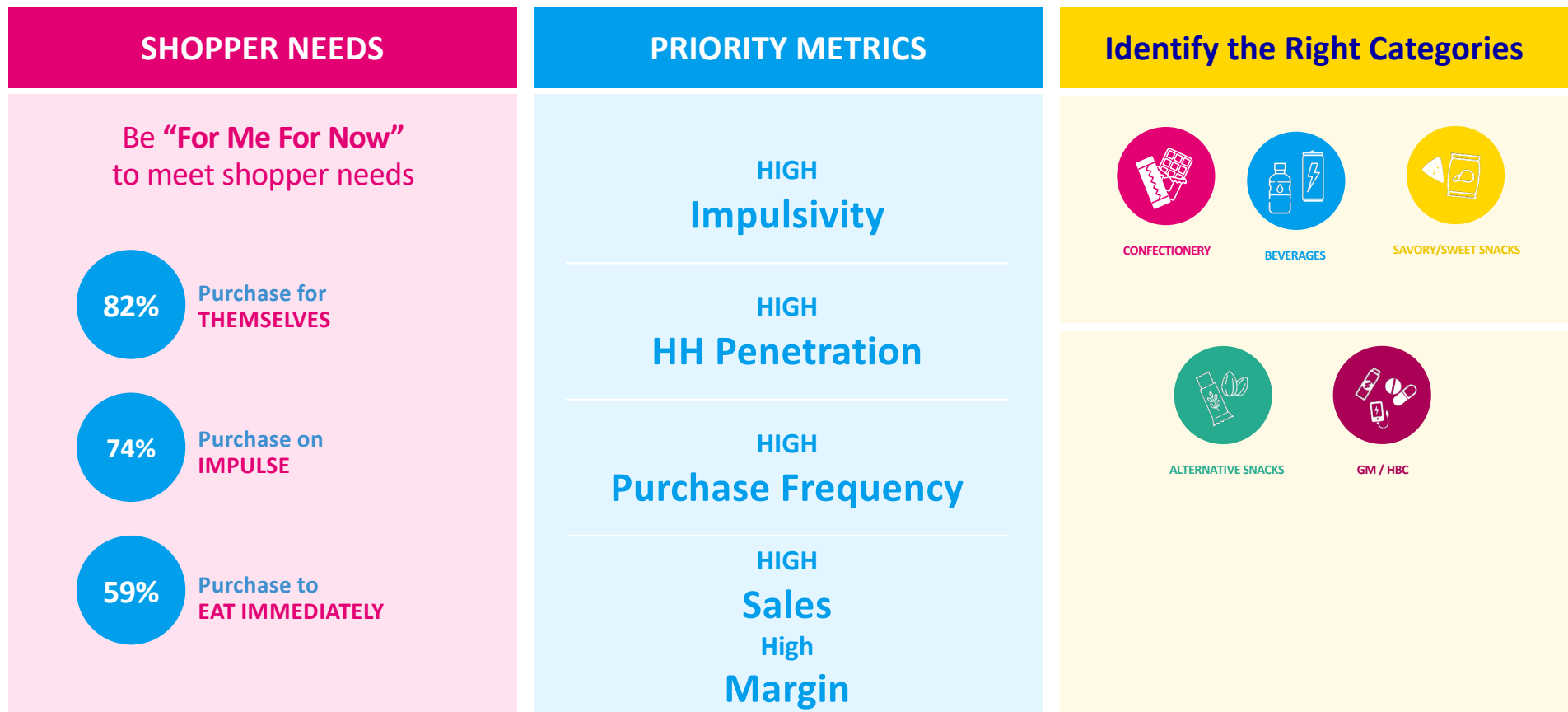
What is the check out experience like at your Gift Shop Transaction Zone? Do shoppers know where to check-out?



Do you have moments of surprise and delight that create for an impulsive purchase opportunity at the Transaction Zone ?



The right categories at the Transaction Zone should satisfy Shopper Needs and deliver on priority metrics



1 in 5 Transaction Zone Browsers will not convert if they don't spot their preferred item

Intuitive merchandising and a variety of well-known brands and desired categories can increase potential conversion



21%

Of Front-End shoppers did not make a purchase because they **didn't find what they wanted**

Attribute Importance for Browsing the Front End – Top 3 Rank



How to read: 53% of front-end browsers ranked having an “Assortment of well-known brands” in their top 3 most important front-end attributes

Inspiration: Right Categories



What is being merchandised at your Transaction Zone?



Is the selection of categories/items at your Transaction Zone relevant to your shoppers needs?



How are you measuring what is sold at the Transaction Zone? Do you have your priority metrics defined – high sales, high velocity, high margin?



Create meaningful shopper engagement

CREATING EXPERIENCES TO ENCOURAGE DWELL
~(+75% incremental Transaction Zone sales!)

- Assess shopper patterns, wait and bottlenecks
- Add noticeability driving merchandising and assortment
- Deliver higher conversion, more efficient operations, and improved shopper experience



Source: Videomining 2023 Report



*Proof of economic
Sources: Explorer VR Testing Grocery and C-Store, 2023. Voxpopme Shop-alongs 2024.

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Inspiration: Increase Shopper Satisfaction & Conversion



What is the feeling you want your visitor to have when leaving your gift shop?



Does your Transaction Zone Experience deliver on that feeling?



How can your Gift Shop and Transaction Zone deliver incremental sales to your Museum?



To Recap & Thank you!

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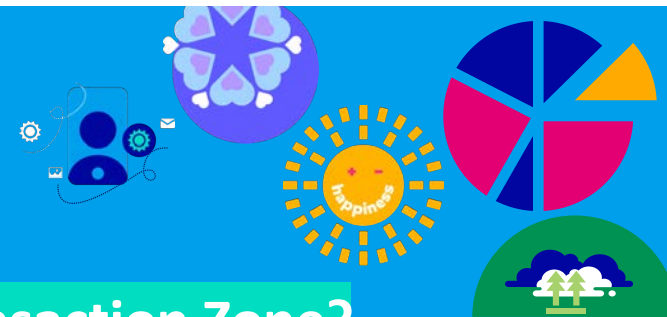
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APPENDIX

Key Metrics to Know:

- **annual visitor count** (total museum visitors per year)
- **shop conversion rate** (percentage of visitors who make purchases),
- **average transaction value** (typical purchase amount),
- **gift shop size** in square feet. These four metrics establish your baseline revenue potential and space efficiency.

Configure Operating Costs

- **Annual staff costs** (salaries, benefits, training),
- **Rent and utilities** (space costs from museum allocation),
- **Cost of goods sold percentage** (typically 45-65% of revenue), and
- **Other annual expenses** (marketing, displays, insurance, etc.). These costs directly impact your profitability margins.

Museum Gift Shop Industry Standards

- **Profit margins** (target 8-20%),
- **Conversion rates** (typical 15-35%),
- **Average transactions** (\$25-60),
- **Revenue per square foot** (\$250-500+).

Space Efficiency Analysis

Understanding **revenue per square foot** helps optimize your retail space allocation within the museum. High-performing shops achieve \$400+ per square foot annually.

Conversion Rate Insights

Low conversion rates (under 20%) indicate potential issues with **product selection**, **pricing strategy**, or **shop presentation**. The calculator helps identify whether revenue problems stem from traffic, conversion, or transaction value issues.

Product Mix Optimization

Different product categories have vastly different **profit margins**, **turnover rates**, and **space requirements**. **Exclusive licensed items** may have 60%+ margins but slow turnover, while **children's items** have lower margins but higher velocity. The calculator helps balance **profitability** versus **inventory management** across all categories.

Location-Specific Insights

Tourist destination museums can command premium pricing and focus on unique, locally-themed items, while **university area shops** need value-conscious pricing with academic appeal. **Urban centers** offer year-round traffic but higher operating costs. The calculator applies appropriate **location multipliers** and **demographic adjustments**.