

# BLIX

## NATIONAL HOUSING DEVELOPER INCREASES SALES WITH VISITOR FLOW INSIGHTS

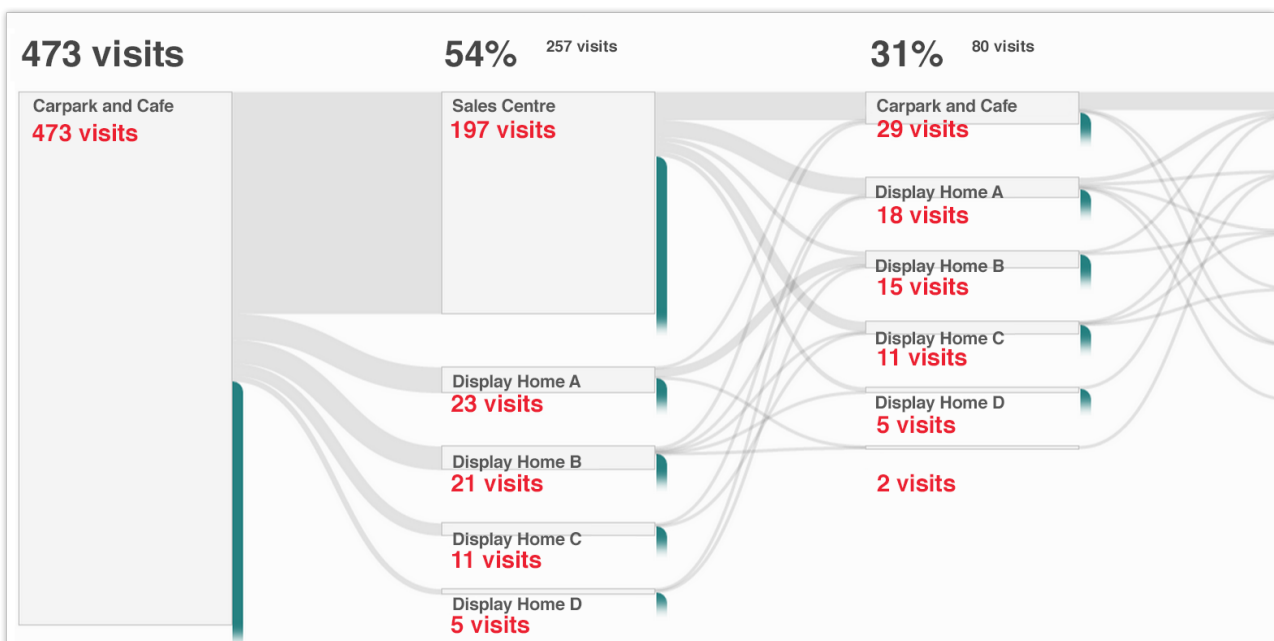
Blix Traffic identifies village layout and customer sales experience as leaks in the sales funnel process

### Challenge: Limited insight into display village experience

A global property development group with a market capitalisation of A\$5 billion was establishing a series of housing developments. The client sought greater insight into visitor flow and the customer sales experience within each display home village. They were struggling to understand why some homes were driving significantly lower sales than others, and were concerned about opportunities being lost in the sales process. Builders furthest away from the sales centre and car park claimed a lack of foot traffic was responsible for lower sales. The client sought to validate these claims and optimise the customer experience.

### Solution: Blix Traffic

After installing Blix sensors into their display villages, the client was able to track visitor flows and behaviours across the village. The builders' concerns were confirmed: Blix Traffic showed fewer people visiting display homes furthest from the sales centre. However, Blix Traffic also showed that average visit durations were lowest for these same builders, indicating issues with customer engagement were the primary cause of low sales.



## Blix also helped the client understand:

- **Where are the leaks in the sales funnel process?**  
Unaligned staff-to-visitor ratios during peak weekend periods (eg. lunch) had the greatest impact on engagement, increasing bounce rates and decreasing average visit durations.
- **Which homes are driving serious prospects to the sales suite?**  
Blix Traffic data highlighted the most effective display homes for driving serious sales prospects to the sales centre.
- **When are customers most likely to buy?**  
By comparing weekend and weekday visitor flows, the client learned that customers 'look' on weekends and buy on weekdays.

## Outcome: Improved customer sales experience and increased sales by 21%



**Increased average  
visitor duration**

**21%** ↑ ↑ ↑

**21% increase in sales  
over a six-month period**

Blix Traffic data gave the client new visibility into the display village experience, enabling them to spot and fix leaks in the sales funnel. With new signage, parking and better facilities, the client increased visitor flows to the back of the display village. Meanwhile, staff training improved bounce rates and average visit durations during peak periods.

With accurate sales performance data in each display home, builders took responsibility for addressing staffing and sales issues to increase their average visitor durations. These actioned insights resulted in a 21% increase in sales over a six-month period.