



Salon Customer Insights Dashboard

Track Shopper Behaviors of Service and Retail Products Transactions in U.S. Salons

PRODUCT OVERVIEW

Powered by [Kline PRO: Salon Retail Products and Services Database](#)



Why do you need Salon Customer Insights?

1

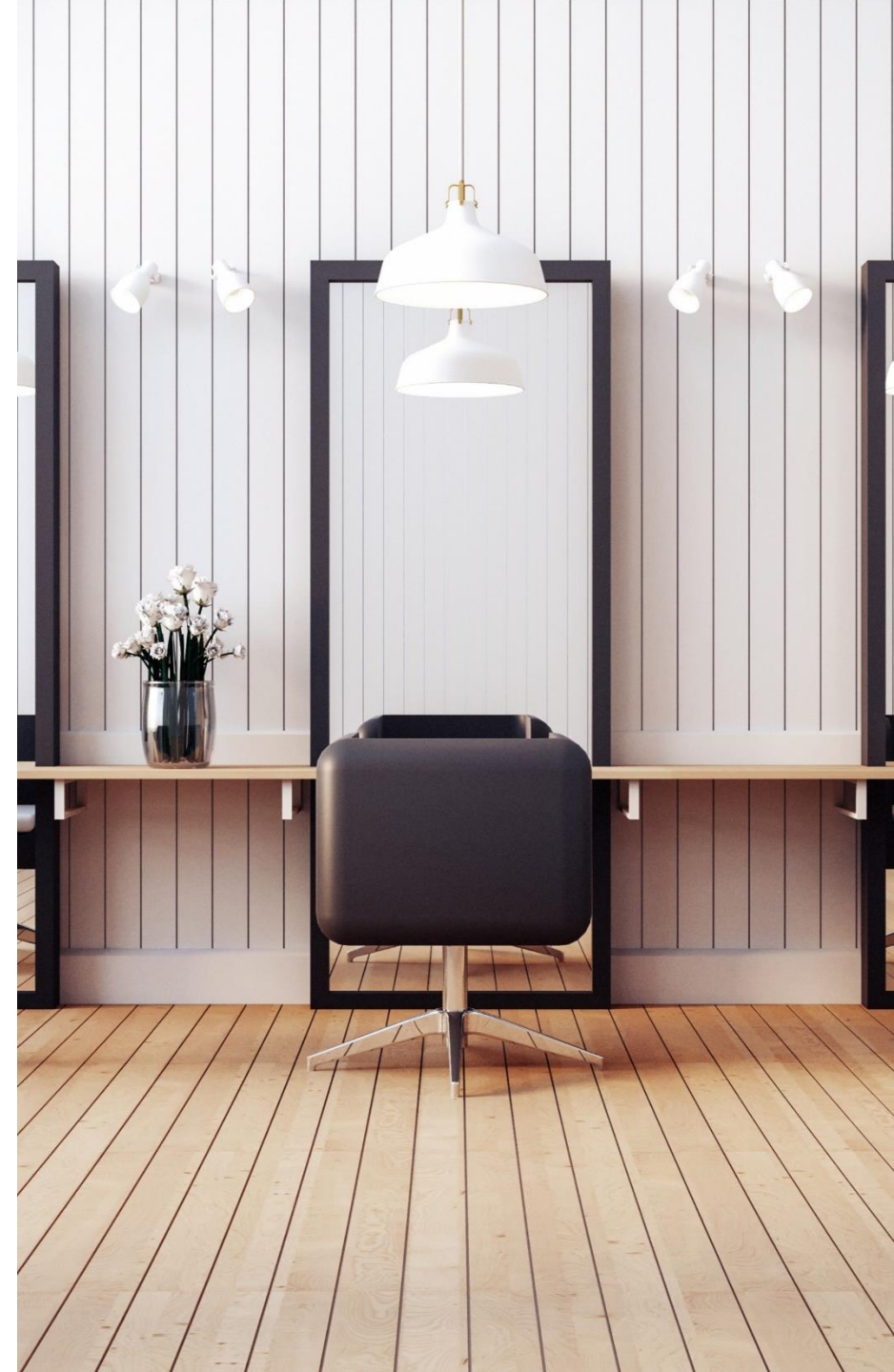
Independent salons in the United States are being impacted by changes of salon formats, retail product availability, and economic pressures. **Consumer behaviors are less steady than ever.**

2

With Salon Customer Insights, you have access to the industry's first client behavior tracking database for a **notoriously difficult channel to cover.**

3

Salon Customer Insights provides brand professionals with **valuable perspectives on how client interactions at salons are changing**, based on point-of-sale data from [Kline PRO](#).



What can you learn from Salon Customer Insights?

1 Base Metrics

- % Shoppers Buying
- Shopper Conversion
- Buy Rate
- Repeat Rate
- Trip Frequency
- And More

Understand fundamental shopping dynamics across salon visits

- How many customers make purchases in general?
- How much do they spend over time?
- Do certain brands or services have better repeat rates?
- How many trips do clients make on average?

2 Advanced Metrics

- Purchase Cycle
- Loyalty
- Exclusivity

Illuminate the distance between salons visits and share of spend

- What share of spend does your brand command from customers?
- What portion of your buyer base is exclusive to your brand?

3 Advanced Analytics Templates

- Day of Week Dynamics
- Cross Purchase
- Basket Analysis

Delve deeper into customer behaviors

- Which days are the best for a salon's product and service sales?
- What is the likelihood of a client buying across products and services, either over time or on the same trip?

What is covered in the Salon Customer Insights?

3 rolling years
of history to track behavior across product and service sales in the United States.



SERVICES

- Category
- Segment
- Subsegment



PRODUCTS

- Category
- Form
- Function
- Company
- Masterbrand
- Brand
- Sub-Brand*
- SKU*



SALONS

- | | | |
|--|--|--|
| Size: | Positioning: | Region: |
| <ul style="list-style-type: none">• Small• Medium• Large | <ul style="list-style-type: none">• Value• Moderate• Premium | <ul style="list-style-type: none">• West• South• Central• Midwest• Northeast |

*Sub-Brand and SKU level will be available for basic metrics

How is Salon Customer Insights done?



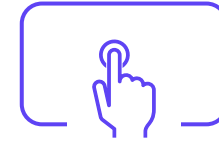
RICH DATA

Kline PRO's panel of over 3,000 salons in the United States providing millions of retail transactions



PRO BEAUTY EXPERTISE

After anonymous data sets are cleaned, coded, and aggregated, a proprietary methodology is applied to extract client specific data sets for metric calculations



CUSTOM DASHBOARD

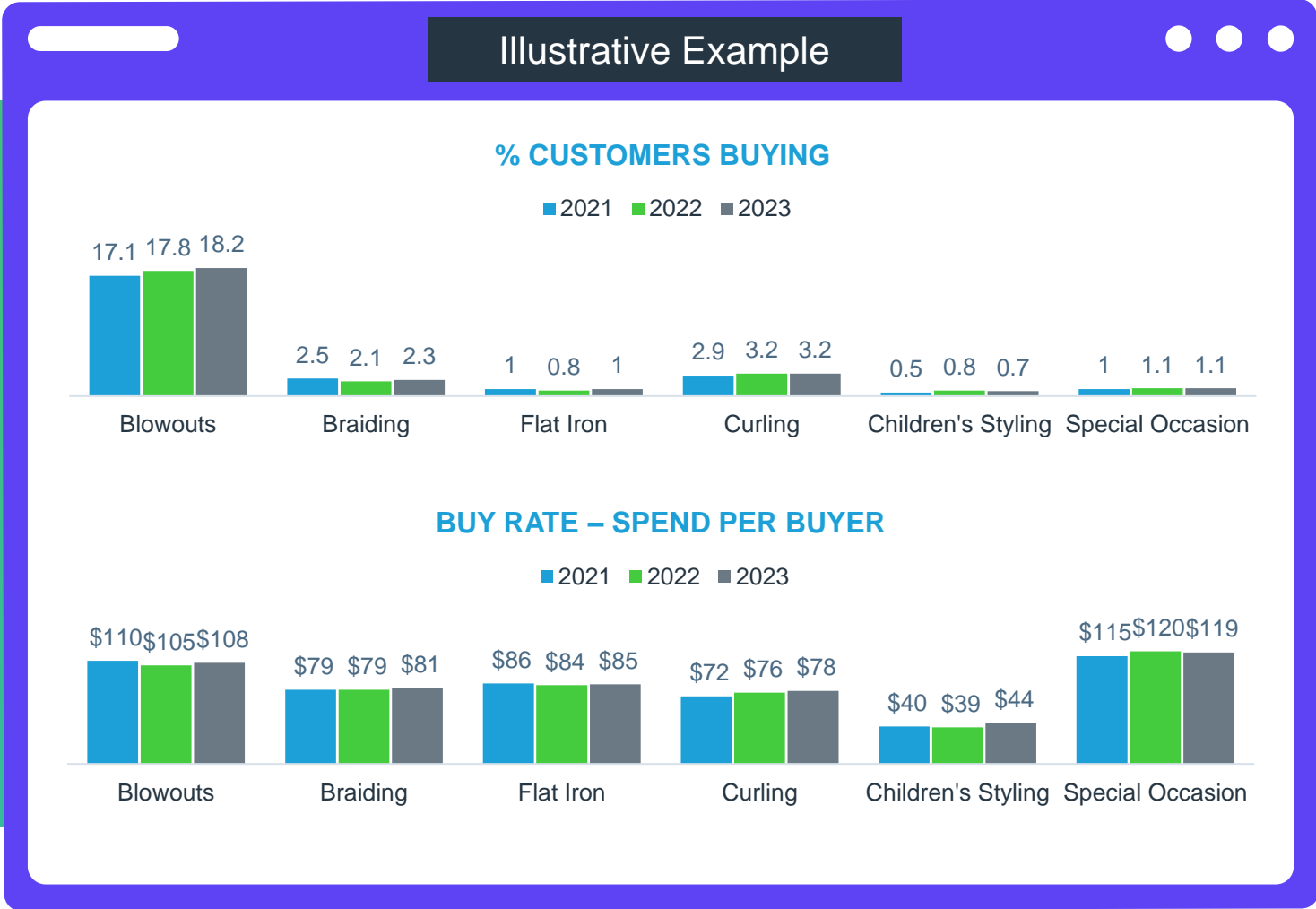
Interactive dashboards with the ability to export charts and data tables

Illustrative Dashboard Content

- + Base Metrics
- + Advanced Metrics
- + Day of Week Template
- + Cross Purchase Template
- + Basket Detail Template

Base Metrics

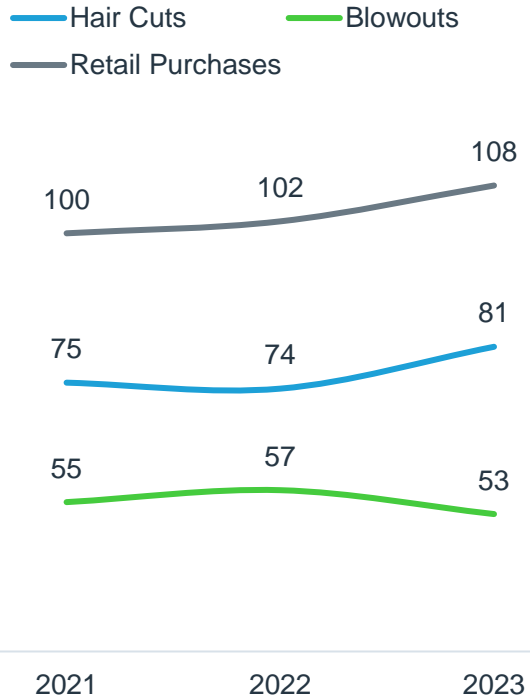
- View key shopper metrics across service and product sales.
- Investigate how your company's portfolio performance differs through its assortment and versus competitors.
- Understand how service traffic is changing over time.



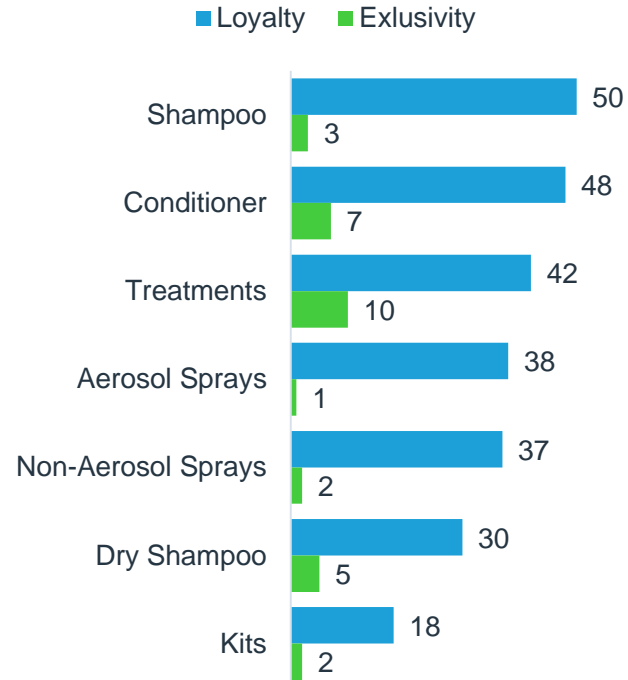
Advanced Metrics

Illustrative Example

PURCHASE CYCLE



LOYALTY & EXCLUSIVITY

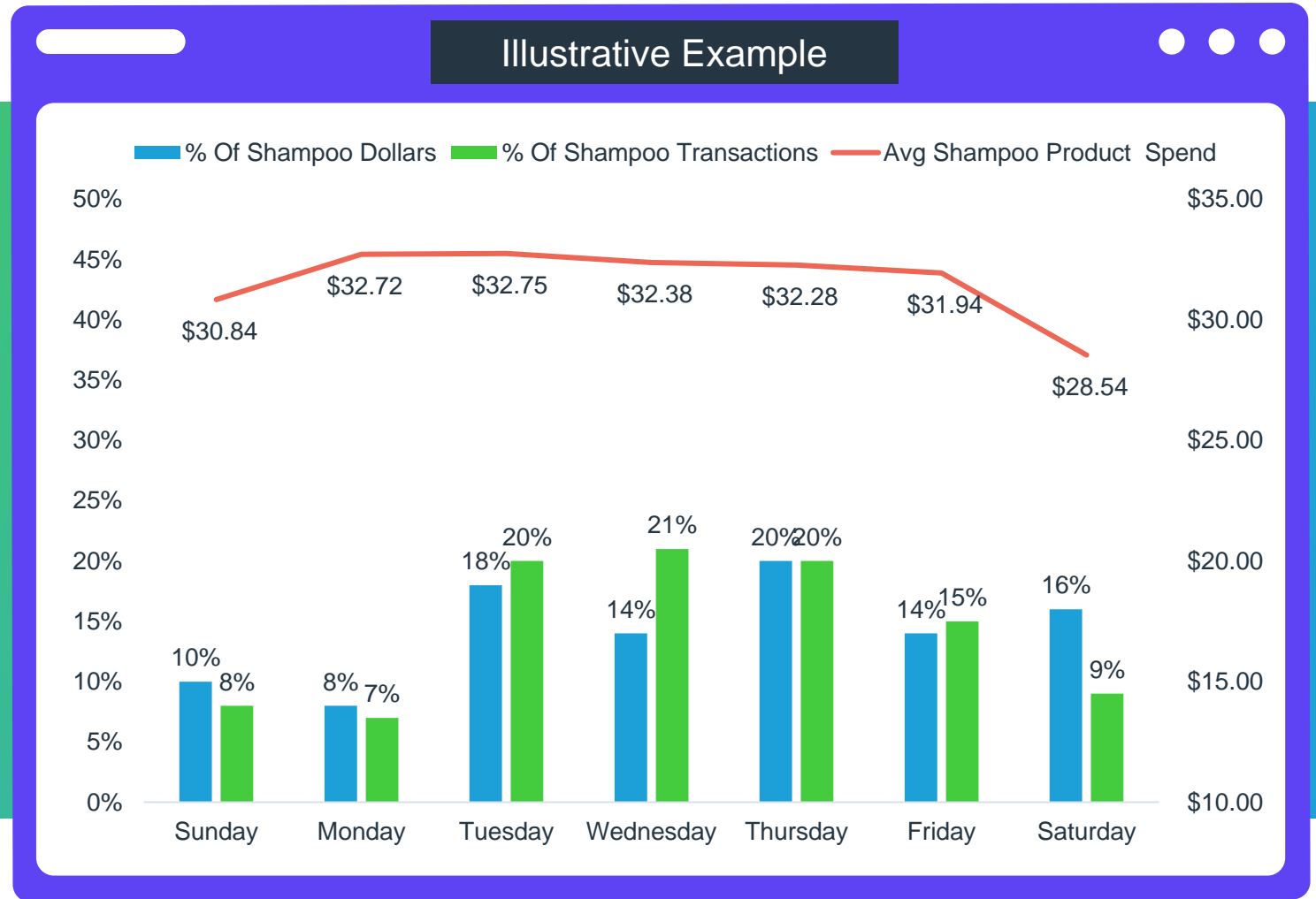


- Learn how many days on average there are between salons visits.
- Understand brand loyalty by seeing how much of a shoppers spend is satisfied by a brand.
- Uncover how many shoppers are extreme loyalists, or exclusive shoppers of your brand.

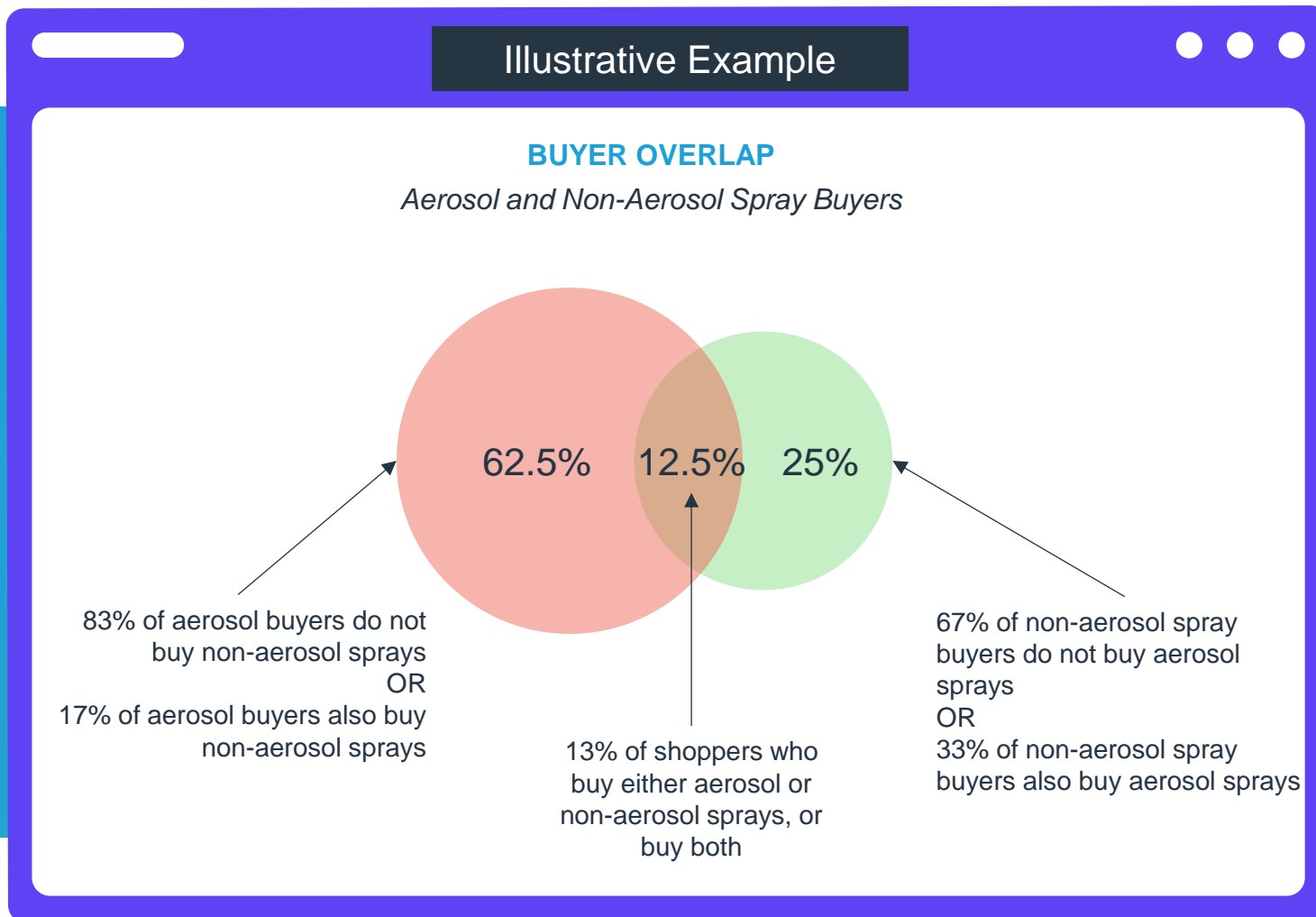
Day of Week Analysis

➤ Discover which day of the week is the busiest for salons across service categories.

➤ Learn what day a salon is most likely to sell retail products.



Cross Purchase

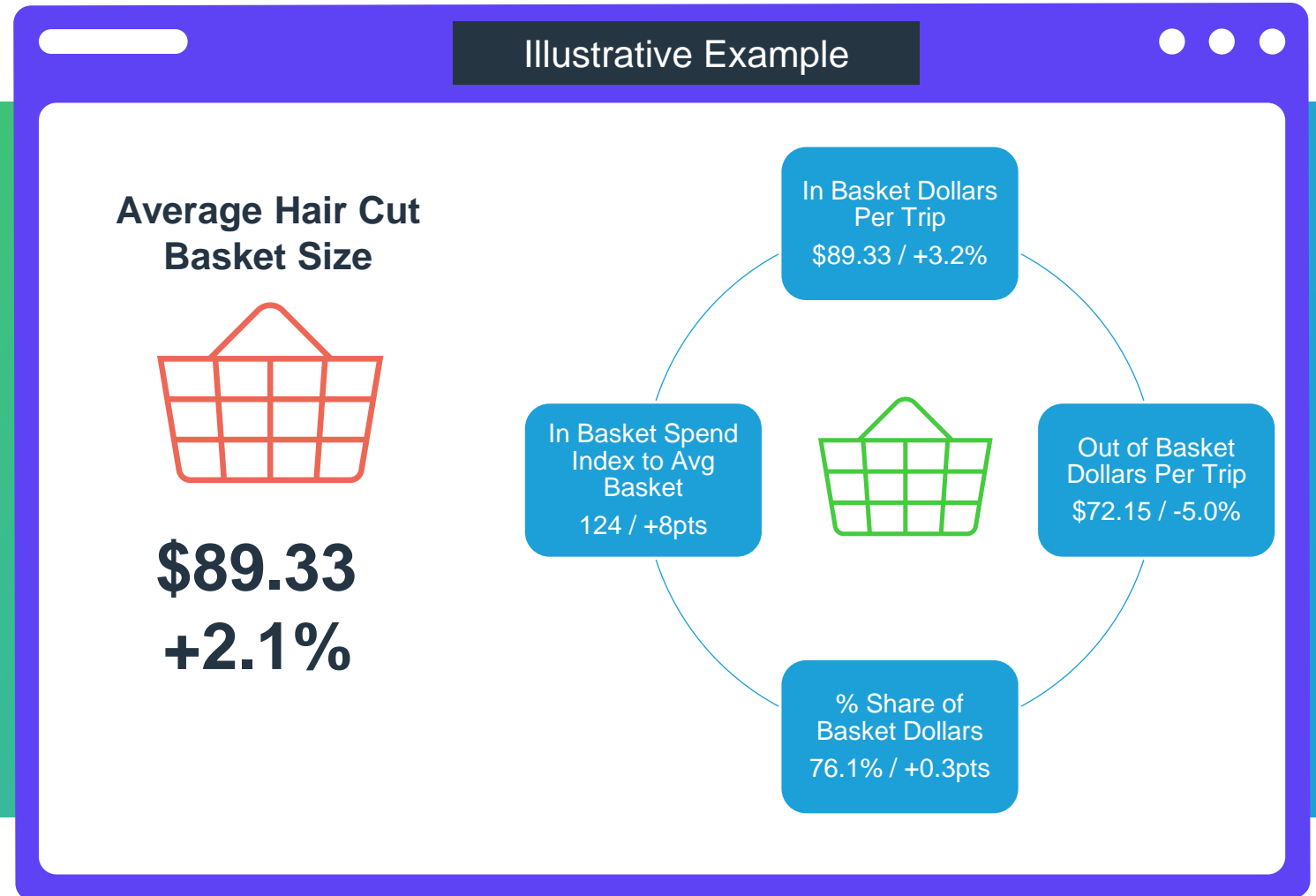


- Understand competitive interaction and cross shopping in the salon channel for your brands.
- Discover how much more likely consumers are to buy across different services and products.

Basket Analysis

➤ Uncover whether baskets are getting bigger and which services drive the largest transactions.

➤ Discover which products are most often bought together through a most common combination analysis.



Kline + Company is a global market intelligence and advisory firm with core competencies in the Chemicals, Energy, and Beauty sectors. Celebrating 65 years of service in 2024, Kline empowers clients to make informed decisions that drive business growth with an unparalleled depth of industry expertise, extensive research capabilities, and data-driven insights.

10 Waterview Blvd, Suite 102
Parsippany, NJ 07054
United States

+1-973-435-6262

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[klinegroup.com](https://www.klinegroup.com)



FOR MORE INFO

Carrie Mellage

Vice President, Beauty and Wellbeing
Carrie.Mellage@klinegroup.com

Adam Glinzman

Director, Beauty and Wellbeing
Adam.Glinzman@klinegroup.com

Kristy Altenburg

Sales Director, Beauty and Wellbeing
Kristy.Altenburg@klinegroup.com