SOLUTIONS FOR YOUR RETAIL BUSINESS

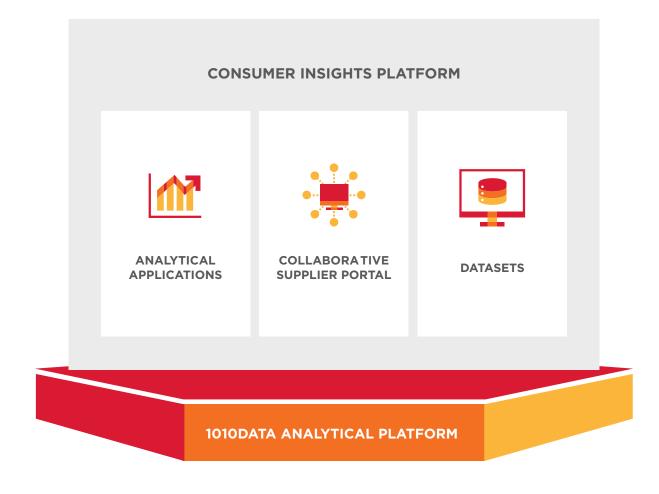
1010DATA CONSUMER INSIGHTS PLATFORM





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There is a limitless amount of retail and consumer data that needs to be transformed into insight and then executed by knowledge-based decisions. The Consumer Insights Platform provides a family of differentiated data, advanced analytical applications and data sharing capabilities designed to make your organization agile and data-inspired.



The Consumer Insights Platform has full access to the tremendous speed and power of 1010data itself including the Trillion Row Spreadsheet™, QuickApps, Interactive Analytics, Data Blending, and Visualization. 1010data's family of solutions is transforming the retail industry and the way executives think about their businesses. Let us make it fast and easy to be truly data-driven.



ANALYTICAL APPLICATIONS

1010data's pre-built analytical applications and advanced models mean quick deployment. Our suite of analytical applications provide customers with continuous insight such as:

- Basket Insight & Affinity
- Promotion Optimization
- Advertising Effectiveness
- Loyalty Analysis

- Supply Chain Insight
- Pharmacy Auditing
- On-Shelf Availability
- Segment of One Modeling





COLLABORATIVE SUPPLIER PORTAL

The Collaborative Supplier Portal is a turnkey solution that enables retailers to share data and powerful insights with supplier partners:

- Provides a Seamless Flow of Insights Across Retailer and Suppliers
- Unifies Market Management for Both Retailer and Suppliers
- Standardizes Retailer-Selected KPIs and Improves Joint Planning



DATASETS

1010data Datasets is a family of differentiated datasets for retail that can help you make better decisions. With a panel of over 5 million shoppers, we track everything from credit, debit and banking transactions to product-level email receipts:

- Access to Proprietary, Third-Party and Public Datasets
 - True Share of Wallet
 - Cross Channel Shopping
 - Shopper Loyalty
 - Online and Private Company Purchases

- Preloaded and Up-to-Date for Immediate Use
- Access to Experts



ABOUT 1010DATA

Gaining actionable insight requires the best analytical tools and access to all relevant data. 1010data is a complete solution that provides both. We provide the only out-of-the-box, self-service, cross-enterprise insights platform. More than 750 of the world's largest companies trust 1010data to manage, share and analyze over 27 trillion rows of data because of our proven ability to deliver results more quickly, easily and accurately than any other solution. Please visit **www.1010data.com** for more information.

TO GET STARTED, CONTACT 1010DATA TODAY.



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