

GAIN INSIGHT INTO NEW PRODUCT PERFORMANCE

Examine the performance of newly launched products with trial, repeat and source of volume KPIs at the product level

New product launches allow retailers and their suppliers to maintain a fresh and relevant set of offerings while meeting the constantly evolving needs of shoppers. However, companies often struggle to understand what factors drive a new product's performance, and whether sales are truly incremental. Addressing these questions requires the ability to measure product trial, repeat purchases and source of volume; without this visibility, retailers and their suppliers often fail to learn from past misses and successes.

UNDERSTAND HOW SHOPPERS ARE RESPONDING TO NEW PRODUCTS

As part of the Consumer Insights Platform, 1010data offers two reports that make it easy to understand how new items are performing in the market: 'Trial and Repeat' and 'Source of Volume'. These reports leverage loyalty program data so retailers and their suppliers can gain insight into how shoppers are responding to new products. With these reports, business managers can answer questions such as:

- ◆ Is my new item tracking to expectations around trial and repeat?
- ◆ How is my new item performing vs. similar products or benchmarks?
- ◆ Does my new item bring in new category buyers?
- ◆ Is there brand shifting due to my new item entering the category?
- ◆ Are users trading up/down within my own portfolio?
- ◆ Is my new item expanding the category with existing users?
- ◆ Is my promotional activity or new planogram configuration attracting new buyers?

SOURCE OF VOLUME EXPLAINED

Sales from a new item launched in market could be great for a category if they expand the category's sales; but new item sales can also cannibalize from existing products within the category. Source of volume analysis breaks down how a new item impacts a category:



1. New Category Buyers - buyers who previously did not make purchases in a category but now are buying a new item in the category



2. Category Expansion from Existing Buyers - existing category buyers who purchase a new item in addition to their current category purchases

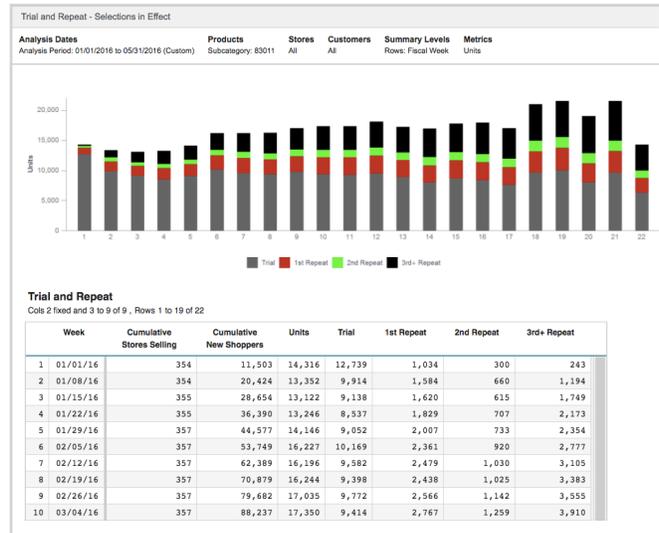


3. Product/Brand Switching - buyers who shift their purchasing from existing items to a new item(s) within a category

TRIAL & REPEAT AND SOURCE OF VOLUME METRICS FOR NEW PRODUCTS

With the ‘Trial and Repeat’ report, retailers and their suppliers can:

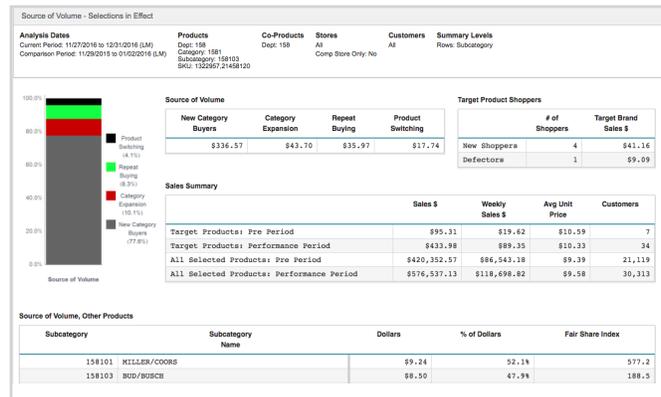
- ◆ Select custom date ranges, with the ability to aggregate metrics by week or day
- ◆ View metrics of one target item, or an aggregated output of multiple new items
- ◆ See purchases by units, dollar sales, or number of shoppers
- ◆ Access product performance by store level, group of stores or total stores view
- ◆ Understand new or existing product performance across promotional executions or new planogram configurations



Trial and repeat metrics for new products are provided in both table and graph format to easily see trends across time

With the ‘Source of Volume’ report, retailers and their suppliers can:

- ◆ Determine whether sales for an item are coming from new category buyers, existing buyers purchasing more, or brand/product switching
- ◆ Get a breakout of source of volume by brand or product contributing to the new item’s sales volume
- ◆ Identify whether item sales are incremental
- ◆ Compare target and secondary product performance across two distinct date ranges



Source of volume is broken out across four types of sources: new category buyers, category expansion (among current buyers), repeat buying, or product switching

About the 1010data Consumer Insights Platform

The 1010data Consumer Insights Platform enables retailers and their suppliers to gain a deeper understanding of their business. It offers customizable pre-built reports that combine different data sources for granular visibility into basket-level KPIs, providing actionable insights to improve performance. Please visit www.1010data.com for more information.



+1 212.405.1010
 info@1010data.com
 www.1010data.com