

Buyer Behavior

Understand online post-purchase consumer behaviors by accessing basket composition insights and customer retention drivers that help measure loyalty



DEFEND
Market Position



TRACK
Customer Lifecycles



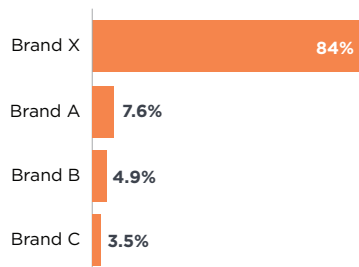
LEVERAGE
Basket Affinities

SHARE OF WALLET

What's my share of customers' category spend?

Increase spend from current customers by analyzing customer purchase activity at the item-level across your category over time.

Brand Share of Beauty Category

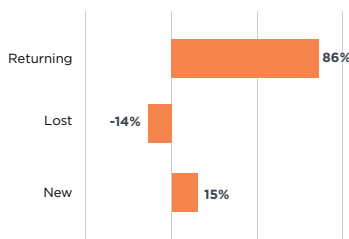


NEW, LOST & RETURNING CUSTOMERS

How many customers are acquired / lost each period?

Reduce churn and improve customer retention by identifying the competitors that you acquired new customers from or that lost customers left you for.

Change in Customers Period over Period

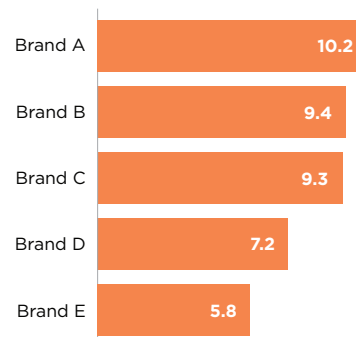


BASKET ANALYTICS

How much are customers spending and what else are they buying?

Prove brand value within the basket and expand product line by discovering products that drive overall basket value.

Brand Affinity at Retailer X



HIGHLIGHTS

4⁺

YEARS OF DATA

MONTHLY

DATA UPDATES

2MM

PANELISTS TRACKED

USE CASES

CUSTOMER RETENTION

Create strategies to reduce customer churn by understanding which rival brands former customers are now buying.

MARKETING & PROMOTIONS

Identify items that are frequently purchased together to plan cross-category promotions and advertising to drive conversion.

EMERGING COMPETITION

Pinpoint the competitors that are vying for the largest share of your customers' wallets to defend your category position.

INCREASING BASKETS

Adjust merchandising strategies based on what else customers are buying within the category and the items that drive basket value.

PRODUCT DISTRIBUTION

Prove your brand's added value to the basket across the market to champion expanded merchandising at retail partners.

1010DATA

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