

# Buyer Behavior

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



## DEFEND

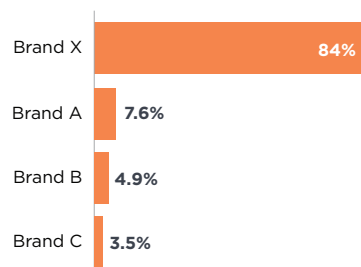
Market Position

### 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



## TRACK

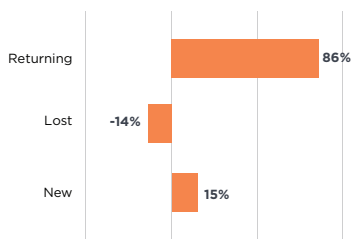
Customer Lifecycles

### 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



## LEVERAGE

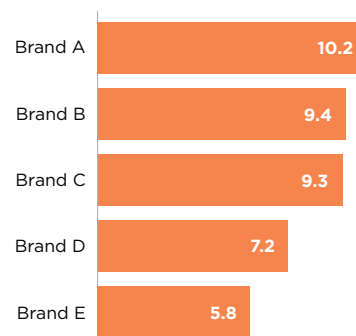
Basket Affinities

### 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<sup>+</sup>

YEARS OF DATA

MONTHLY

DATA UPDATES

2MM

PANELISTS TRACKED

## USE CASES

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### CUSTOMER RETENTION

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

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### MARKETING & PROMOTIONS

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

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### EMERGING COMPETITION

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

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### INCREASING BASKETS

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

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### 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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