

eCommerce Suite

Obtain visibility across the eCommerce landscape with comprehensive, actionable data that tracks online shopping behaviors, providing brand performance insights along consumers' digital decision journey. Confidently evaluate online market performance, drive conversions, increase retention, and gain actionable intelligence based on pre- and post-purchase online shopping behaviors.

SHOPPER JOURNEY

Uncover the “why” behind consumer purchase decisions

Diagnose Wins & Losses

By determining the factors that drove the consumer's decision

Benchmark Conversion

By identifying rivals achieving best-in-category product page to purchase efficiency

Improve Marketing Efficiencies

By understanding how consumers search across categories

MARKET BENCHMARK

Discover the drivers behind your market position

Determine Market Position

Across thousands of consumer goods categories or hundreds of retailer categories

Assess Competitive Growth

By tracking the growth of millions of brands, from household names to private label goods

Identify Assortment Opportunities

By analyzing the performance of tens of millions of products across leading mass-merchant and specialty online retail domains

BUYER BEHAVIOR

Assess post-purchase loyalty of your customers

Increase Customer Spend

By monitoring how share of wallet in your category changes over time across spending tiers

Improve Customer Retention

By identifying rival brands your customers have switched from or abandoned you for

Prove Brand Value

By analyzing product affinities to identify which items drive overall basket value

KEY REPORTS

Comparison Shopping, Conversion Rates and Search Insights

Manufacturer, Category, Brand, Merchant and Item-level insights

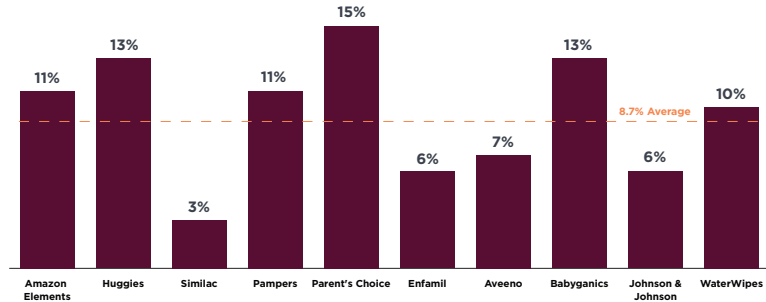
Share of Wallet, New-Lost-Returning Customers and Basket Analysis

HOW DO YOU ASSESS BRAND STRENGTH?

SHOPPER JOURNEY

Consumers that don't comparison shop are considered more brand loyal. However, brands with higher rates of comparison shopping customers might just be stealing more potential sales away from key competitors. At first glance, Johnson & Johnson appears to be the leading brand, but Amazon Elements is considered in more purchase sessions.

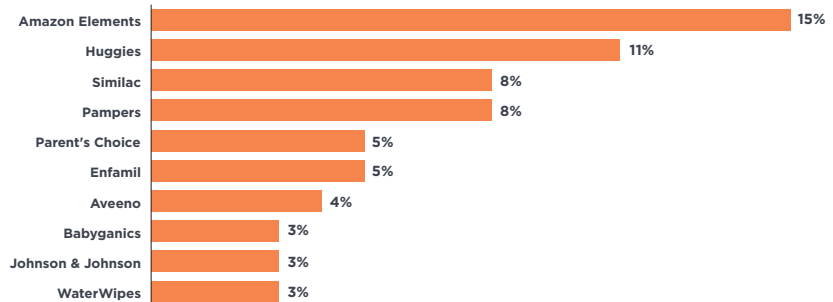
% of Purchase Sessions That Brand Comparison Shopped



MARKET BENCHMARK

Level the playing field across categories by determining which brand has the highest share of units sold online. With this metric, Amazon Elements emerges as a leading baby brand.

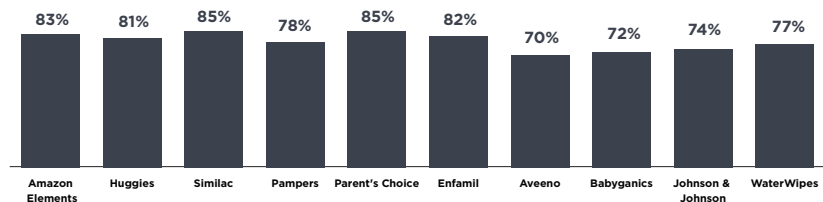
Top Baby Brands by Online Units Sold Share



BUYER BEHAVIOR

Brand loyalty is essential in determining brand strength. The higher your share of your customer's wallet in your category, the more loyal your customers are to your brand. With this metric, Amazon Elements is still a leader in the baby space online.

Brand's Share of Customer's Baby Wallet



DISTINCTIVE APPROACH OF 1010DATA MARKET INTELLIGENCE

360° VIEW OF THE CONSUMER

Understand consumers' online purchase decision journey in one interactive application

BROAD MERCHANT COVERAGE

Benchmark performance across both leading and emerging consumer goods channels including mass merchants, 3rd party marketplaces, fresh grocery and subscriptions

LONGITUDINAL, GRANULAR DATA

Track consumer, category, merchant, brand and item-level trends to anticipate changes in consumer preferences

ACTIONS TIED TO PURCHASES

Make decisions based on actual consumer purchases

ROBUST CATEGORIZATION

Department-wide and granular curated categories to support both merchant and brand use cases

TRUE MULTI-SOURCE DATA

Passive, longitudinal e-receipt, clickstream and credit card data to provide a robust view of consumers' online purchases

1010DATA

For more than 20 years, 1010data has helped financial, retail and consumer goods customers monitor shifts in consumer demand and market conditions and rapidly respond with highly targeted strategies. The 1010data Insights Platform combines market intelligence, data management, granular enterprise analytics, and collaboration capabilities to empower better business outcomes. More than 900 of the world's foremost companies partner with 1010data to power smarter decisions. To learn more, visit 1010data.com.