

MARKET INTELLIGENCE

Discover online consumer and market spending trends with access to our unparalleled datasets



Keep your finger on the pulse of consumers and your eyes on the competition

Gain the advantage and act before the competition by understanding consumer online spending patterns, competitor and retailer domain performances. Leverage data and insights at the speed required to find your edge among today's digital shoppers.

Confidently navigate today's online shopping landscape

Through our Market Intelligence solution, you can gain deep insights on online shopping behaviors at brand, retail, category and item levels.



Take advantage of our distinctive approach

BROAD MERCHANT COVERAGE

Benchmark performance across both leading and emerging 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

Understand if you are expanding your year over year base, shortening purchase cycles, if your loyal core is healthy, and many other purchase insights

ROBUST CATEGORIZATION

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

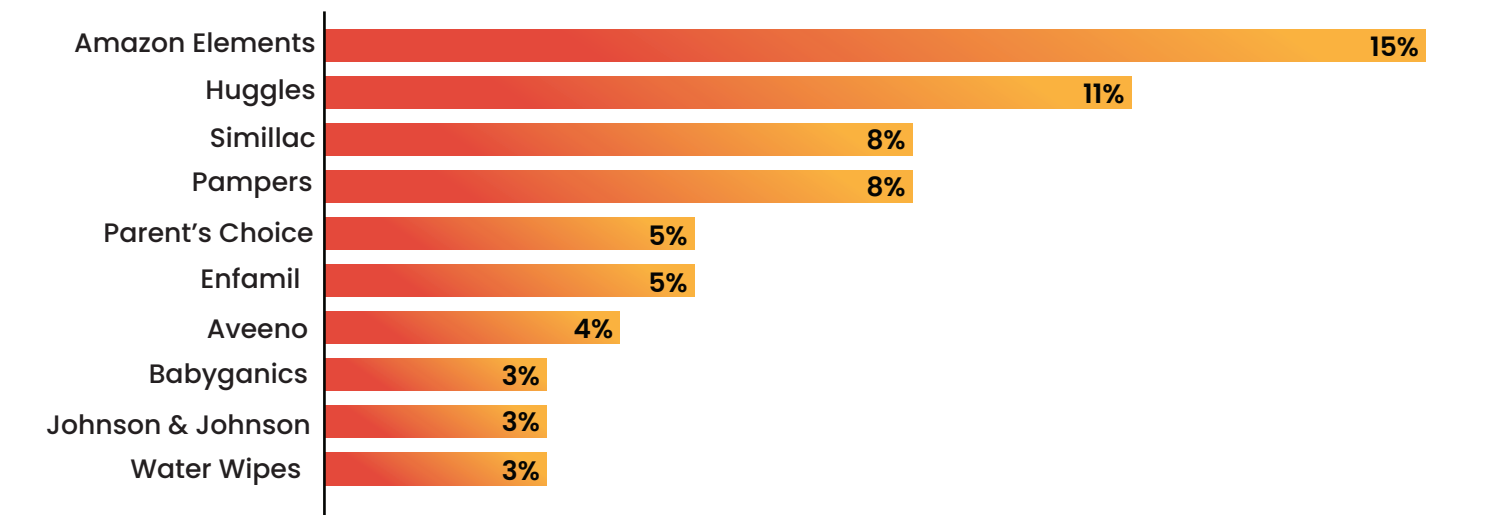


Confidently Understand and Enhance eCommerce Performance

Market Benchmark

Discover the drivers behind your market position. Understand today’s competitive landscape by assessing online shopping performance across a wide variety of retailers and brands.

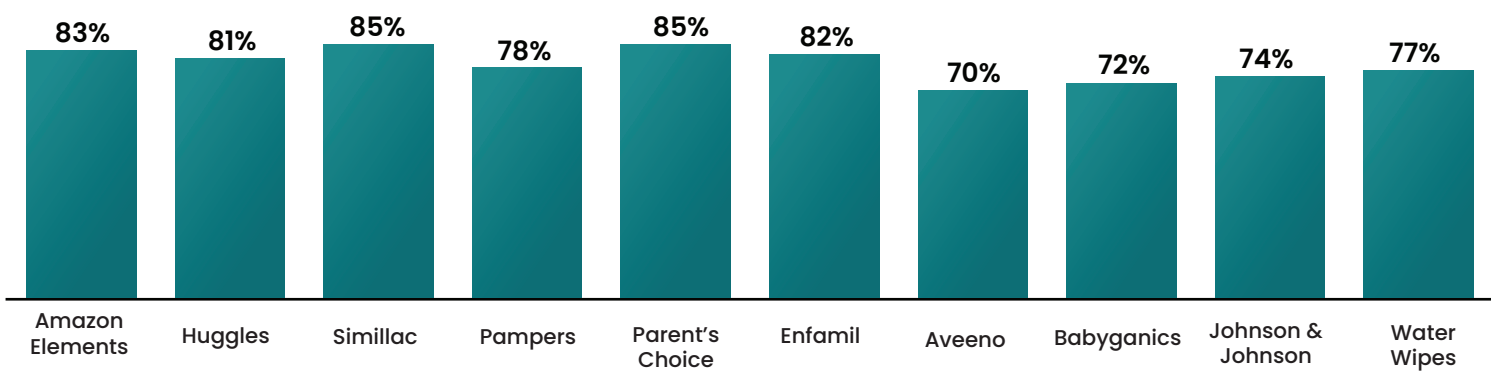
Top Baby Brands By Online Units Sold Share



Buyer Behavior

Go beyond the checkout with post-purchase visibility. Gain a complete understanding of consumer post-purchase behavior by utilizing share of wallet, basket and loyalty analysis.

Brand Share of Customer Baby Wallet




Ancillary Reports

We understand that there are additional players in the eCommerce space that affect your business and we want to help you understand how. Therefore, in addition to our core modules, we also offer ancillary data and reports to augment and complement our main solution.



Instacart Report

Sales insights on the grocery store orders placed through Instacart and fulfilled by various banners



Fulfillment Method Report

Fulfillment data on BOPIS vs Delivery for all partner merchants