

1010DATA

1010reveal Market Benchmark

Discover the drivers behind your market position in today's competitive landscape by assessing online shopping behavior at the category, brand, merchant and product level



Determine
Market position



Identify
Industry disruptors



Optimize
Online assortment

Data Streams



Categories

200+ categories created directly with input from top consumer goods manufacturers and hundreds of broad retailer-based categories



Retailers

Over 90 mass merchant and specialty online retail domains monitored, including marketplace and subscription segments



Brands

Millions of brands, from household names to private-label goods



Products

Tens of millions of products by style, color, flavor and pack size

Metrics Tracked

Dollar Sales
Average Product Price
Product Views

Units Sold
Conversion Rate

Product Rank
Period over Period Growth

Highlights

3+
Years of Data

Monthly
Data Updates

5MM
Panelists Tracked

Client Successes

Use Case	Challenge	1010reveal Solution	Client Success
Performance Management	The beverage division of a leading consumer goods company had an underperforming product that was not offered for sale online	The company utilized category benchmark data to implement a promotional strategy that introduced the SKU online	The company realized a 4 share-point increase within one month, and achieved their all-time highest sales quarter
E-Category Management	A plant-based supplement brand's search rankings were in rapid decline	The brand's leading product was labeled as a "nutritional shake" and were switched to include "plant based protein powder" in the labeling conventions	The company realized an 8 point increase in share within one month of the labeling revisions and regained its status as the #1 brand in the plant protein category
Strategic Partnerships	A leading pet care brand was requested to participate in a new online promotional strategy by a leading pet retailer, requiring a commitment of millions of dollars	The brand discovered that the retailer was generating only 2% of total online pet sales	The brand declined the retailer's offer and realized a \$2MM savings
Marketing & Conversion	A leading mass merchant was desirous of opportunities to lift online basket sizes through the merchandising of high-affinity items	The company identified rug pads as a fast growing category at key competitors, which had high affinity with rugs	The retailer realized a 29% increase in average weekly sales after including "add to cart" prompts for rug pads when rug purchasers completed the check out process.

1010reveal empowers retailers and manufacturers to anticipate and respond to changing consumer preferences with granular-level insights on purchasing behavior, both in-store and online.

We monitor the spending patterns of tens of millions of U.S. consumers dating back to 2011, which enables our clients to longitudinally understand trends and changes over time that result in quality decision-making to maximize returns.