

1010reveal Merchant Insights

Monitor where and how consumers shop across a competitive set to determine the in-store and online performance of thousands of mass and specialty merchants



Assess

Omni-channel performance



Track

Shopper Lifecycles



Leverage

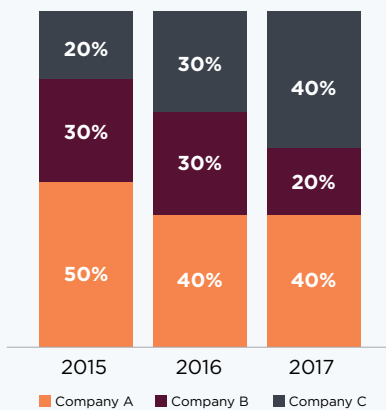
Merchant Affinities

Market Share

What's the market position by channel?

Trend market position by share of sales, basket size, trip frequency and spend per customer across the competitive set

Market Share

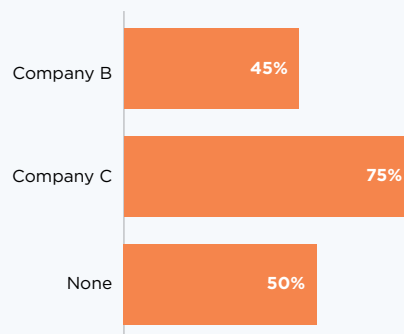


New & Lost Customers

How many customers are acquired and lost each period?

Determine the percent of new customers each period and track where else lost customers shop in the following period

Where Company A's Lost Customers Went in 2017

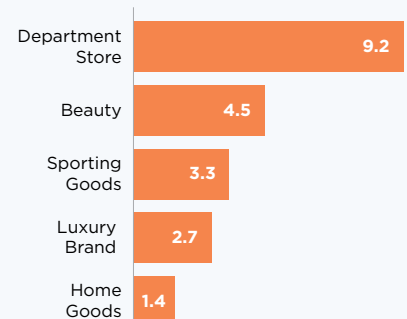


Merchant Affinities

Where else are consumers likely to shop?

Identify merchants that share customer bases to drive promotional spend and merchandising strategies

Company A's Customer Shopping Affinity by Merchant



Spend Trend, Market Share, New Customers, Lost Customers, Cross-Shopping, Basket Size, Trip Frequency, Spend Per Customer, Geo Breakdown and Shopper Affinities

Reports Available

Highlights

3+

Years of Data

Monthly

Data Updates

6MM

Panelists Tracked

Use Cases

Customer Retention

Leverage cross shopping and lost customer statistics to drive higher loyalty through pricing and promotions strategies

Regional Promotions

Monitor customer acquisition and number of store visits post campaign down to the MSA-level

Merchandising Partnerships

Identify direct-to-consumer brands that your customers buy from to optimize merchandising mix that drives store traffic

Competitive Intelligence

Benchmark your performance by channel to key competitors to pinpoint the drivers behind successes and vulnerabilities

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.