

Merchant Intelligence

Assess where and how consumers shop across a competitive set to determine the in-store and online performance of thousands of mass and specialty merchants by quarter, month, and week.



ASSESS

Omni-channel Performance



TRACK

Percentage of New, Lost, and Retained Customers as Compared to the Competition



PINPOINT

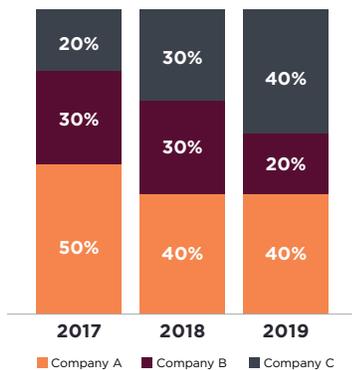
Regional Market Share

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

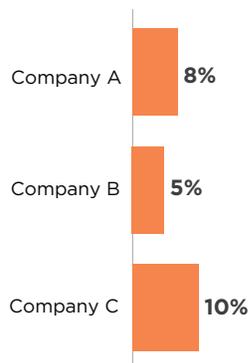


NEW & LOST CUSTOMERS

How many customers are acquired and lost each period?

Determine the percentage of new and lost customers and retention rates each period relative to your competition.

Percentage of New Customers Acquired in Q4 2019

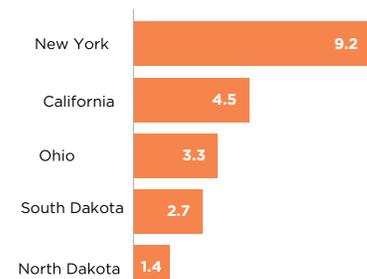


GEOGRAPHIC DRILL DOWN

How do we perform in specific markets vs. competition?

Understanding market trends on a regional basis to a CBSA or state-level.

Transaction Frequency at Company A



Reports Available: Market Share, New Customers, Lost Customers, Customer Retention, Cross-Shopping, Basket Size, Trip Frequency, Spend Per Customer, traffic trends, and Geo Breakdown

HIGHLIGHTS

4

YEARS OF DATA

WEEKLY

DATA UPDATES

MILLIONS

OF PANELISTS TRACKED

USE CASES

CUSTOMER RETENTION

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

REGIONAL PROMOTIONS

Monitor customer acquisition and number of store visits post campaign down to the CBSA and state-level.

GEOGRAPHY

Track sales performance vs competitors up to 10 locations at a time on a state or CBSA-level.

COMPETITIVE INTELLIGENCE

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

1010data 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.

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.