

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	1010DATA 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 highaffinity 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

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.