

# Buyer Behavior

Assess the loyalty of your online customers, post-purchase, analyzing customer acquisition, churn rates, and basket composition by merchants, brands, categories, or items shopped across spending tiers



**DEFEND**  
Market Position



**TRACK**  
Customer Lifecycles



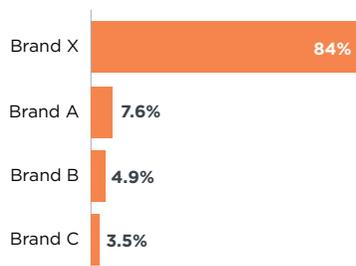
**LEVERAGE**  
Basket Affinities

## SHARE OF WALLET

**What's my share of my customers' category spend?**

*Increase spend from current customers by analyzing customer purchase activity at the item-level across your category over time.*

### Brand Share of Beauty Category

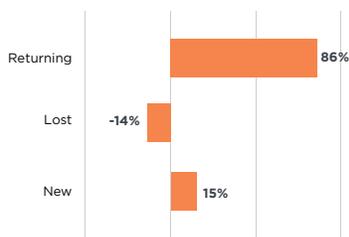


## NEW, LOST & RETURNING CUSTOMERS

**How many customers are acquired / lost each period?**

*Reduce churn and improve customer retention by identifying the competitors that you acquired new customers from or that lost customers left you for.*

### Change in Customers Period over Period

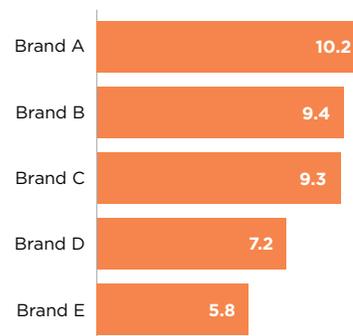


## BASKET ANALYTICS

**How much are customers spending and what else are they buying?**

*Prove brand value within the basket and expand product line by discovering products that drive overall basket value.*

### Brand Affinity at Retailer X



## HIGHLIGHTS

3<sup>+</sup>

YEARS OF DATA

MONTHLY

DATA UPDATES

5MM

PANELISTS TRACKED

## USE CASES

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### CUSTOMER RETENTION

Create strategies to reduce customer churn by determining customer loyalty from share of wallet and where else lost customers shop.

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### MARKETING & PROMOTIONS

Identify items that are frequently purchased together to plan cross-category promotions and advertising to drive conversion.

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### EMERGING COMPETITION

Pinpoint the competitors that are vying for the largest share of your customers' wallets to defend your category position.

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### OPTIMIZED ASSORTMENT

Adjust merchandising strategies based on what else customers are buying within the category and the items that drive basket value.

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### PRODUCT DISTRIBUTION

Prove your brand's added value to the basket across the market to champion for more items sold at retail partners.

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](https://1010data.com).