

# Merchant Insights

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



## ASSESS

Omni-channel Performance



## TRACK

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



## PINPOINT

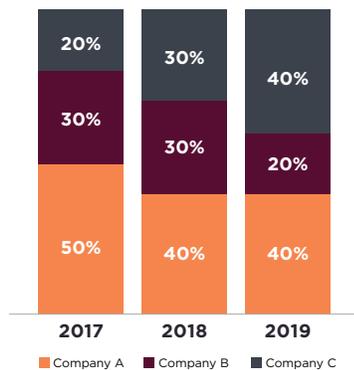
Regional Market Share

### 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

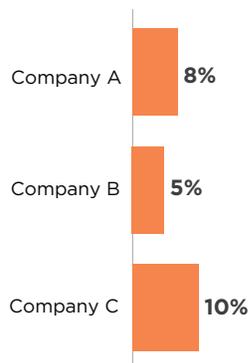


### NEW & LOST CUSTOMERS

**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

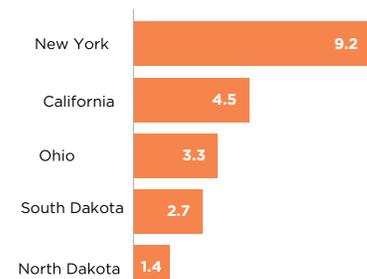


### GEOGRAPHIC DRILL DOWN

**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

**1010data (1010data.com) transforms Big Data into Smart Insights to activate the high-definition enterprise that can anticipate what's next and why.** Our time series-based collaborative analytics, consumer intelligence and alternative data solutions enable over 900 consumer-driven organizations and their trading communities to achieve improved business performance, efficiency and growth quicker, with less risk. The world's foremost companies, including Sam's Club, Dollar General, Procter & Gamble, Coca Cola, GSK, 3M, Bank of America and JP Morgan, consider 1010data the partner of choice for optimizing company health, mastering consumer touchpoints and digitally transforming operations. 1010data delivers on the promise of Big Data, and we're just getting started.