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
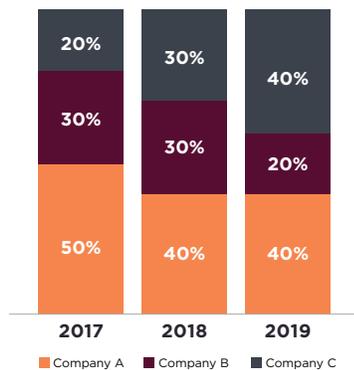
PINPOINT
Regional Market Share

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

	2017	2018	2019
Company C	20%	30%	40%
Company B	30%	30%	20%
Company A	50%	40%	40%

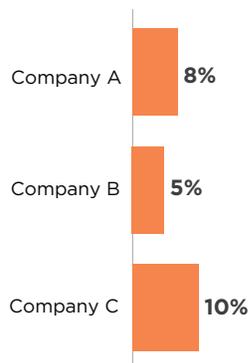■ Company A ■ Company B ■ Company C

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

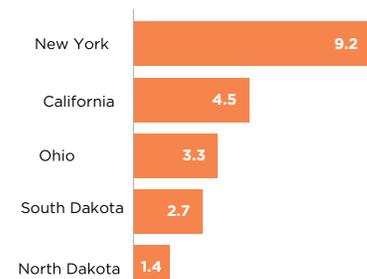|	
Company A	8%
Company B	5%
Company C	10%

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

New York	9.2
California	4.5
Ohio	3.3
South Dakota	2.7
North Dakota	1.4

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

1010DATA

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.