

From Data to Insights to Activation to Win- Win-Win



Use the power of sales & loyalty data

NIQ's collaborative platform, powering retailers and brands to go from *data* to *insights* to *activation* to measured *value*



„As is” situation of data usage



How Sales data can be used

Manual Insights generation

Manual Segmentation capabilities

Low RoI measurement capabilities

No real collaboration between Retailers and Manufacturers

Product based Personalization

Automated Insights

AI based segmentation capabilities

Consistent RoI measurement

Close cooperation between Retailers and Manufacturers on a win-win bases

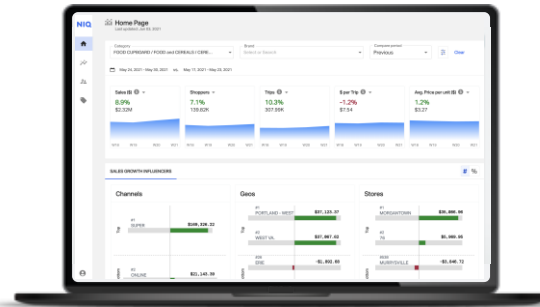
Shopper based 121 personalization

The *approach* of collaboration for success

The retail win-win-win model

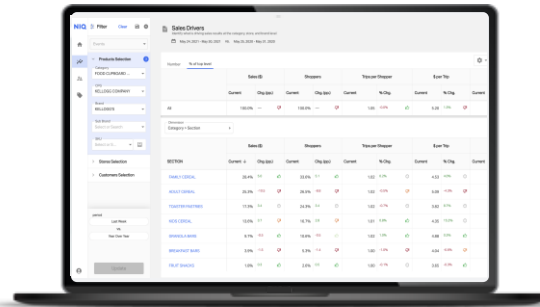


1 SaaS platform → 5 modules → 16-20 weeks to value



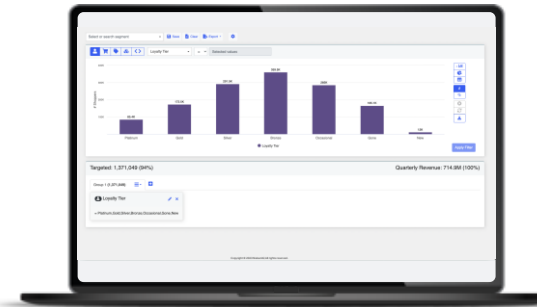
Insights Hub

- on-the-fly reports/insights for better decision metrics
- user-friendly, customizable
- Centralized, automated



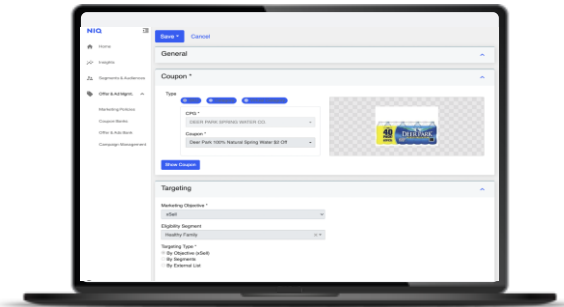
Brand Collaboration Portal

- Collaborate with Brands by giving them access to the reports/insights



Persona & Audiences Segmentation Studio

- Build personas and precise audiences in a couple of clicks across 1000s of customer attributes



Offer & Ad Personalization Manager

- Identify a strategy even for each shopper by using shopper segments
- Send customer centric offers on a fully automated way

Customer Retail DNA – the basic Platform

Leveraging AI

Insights Hub – Reports to cover all aspects of the operation



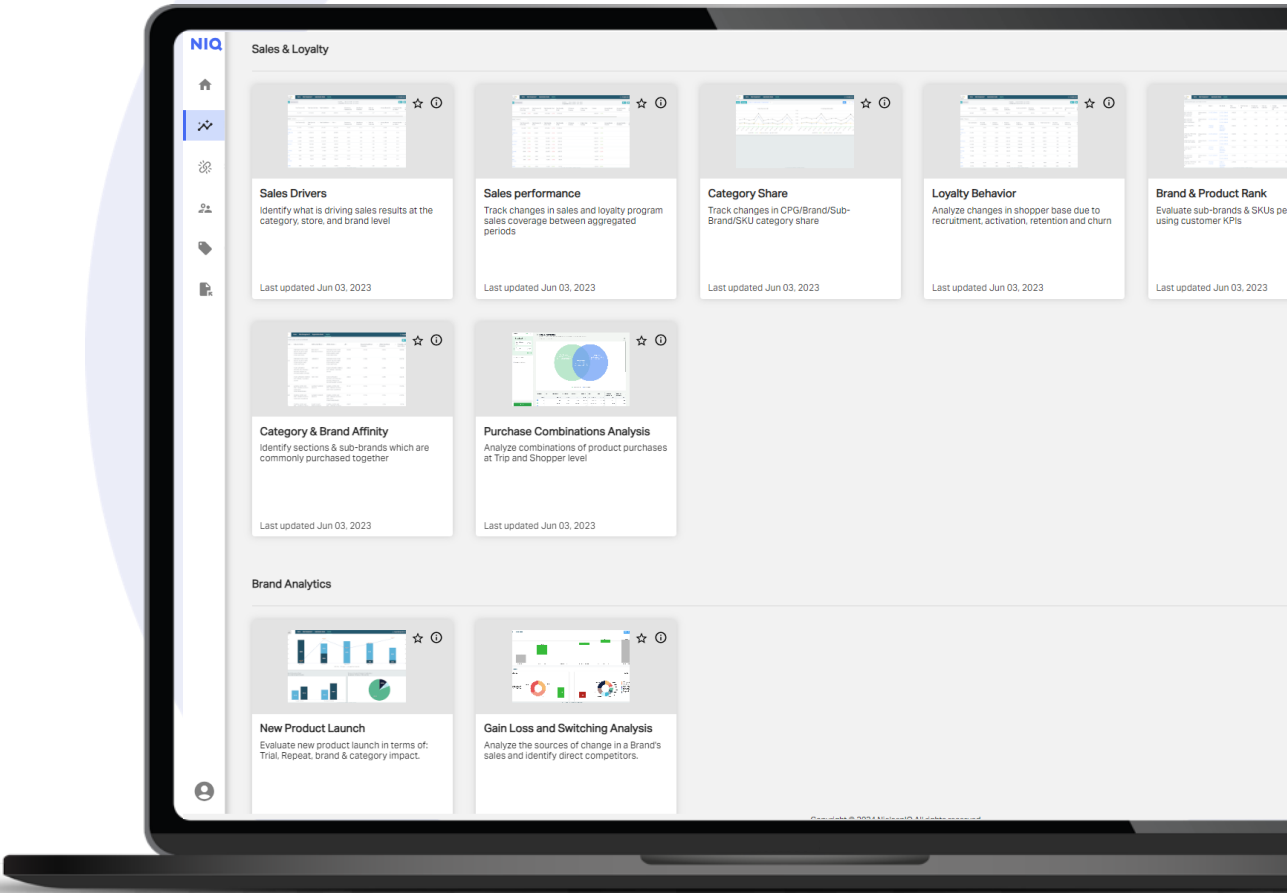
Supply Chain Analytics



Assortment & Promotion Analytics



Category & Customer Analytics



Retailer Insights can be shared via Brand Collaboration Portal

Sharing is growing...



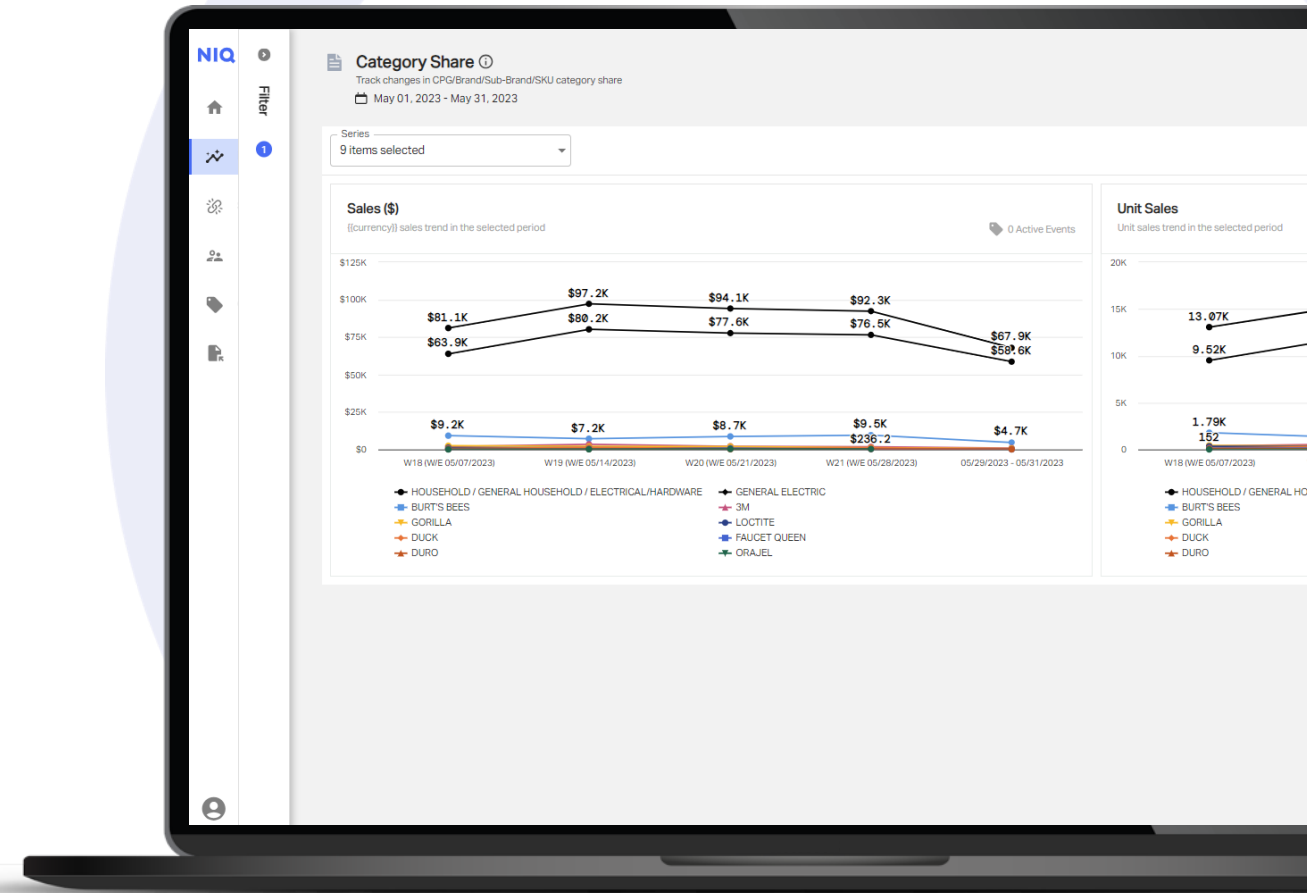
All Brands can be empowered with **direct access to their products' sales and performance** through the same platform, with the same data and the same user experience



Leverage a **flexible permission** engine to provide brands with the right access per business priorities and needs



Create **new revenue streams on a win-win basis** to improve the business with better trade and marketing decisions



From Insights to Actions

*How Retailer's sales and loyalty data can be used -
Examples*



Better customer targeting – *Example; change in activation strategy*



More effective promotions – *Example; change in promotional strategy*



Analyzing INSIGHTS coming from the Retailer (Category Affinity Report)



Running promo activity

Pay1 – Get2 cans of Jack&Coke

Limited Results

+10,4%

In Sales Volume, BUT

Low margin



New promo activity

Cross-sell offer;
Buy 1 can of Jack&Coke and an additional beer on a discounted price

Learnings

- Category affinity with Beer is very high!



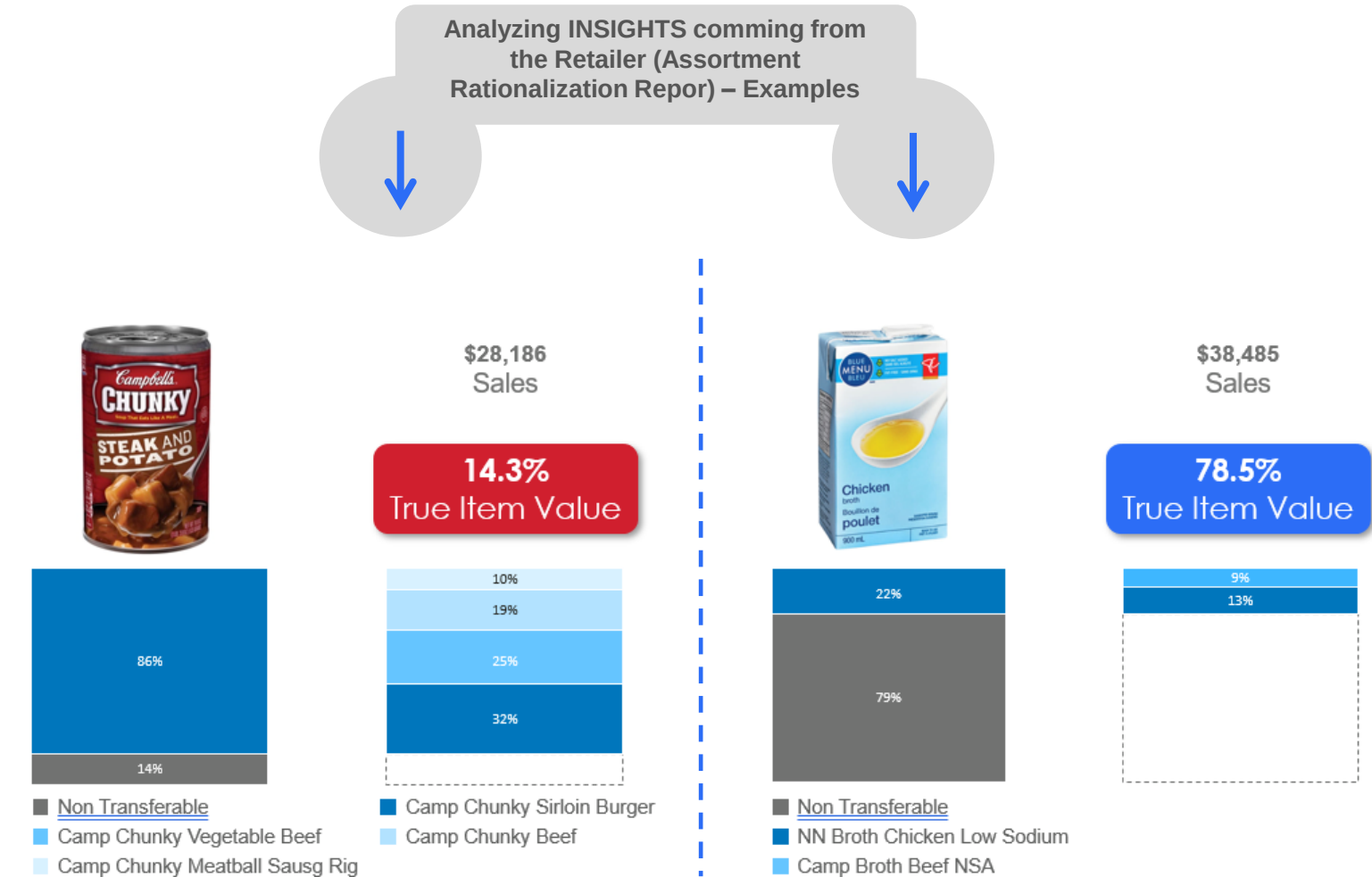
Results

+20,8%
in Sales Volume

+22%
Better margin

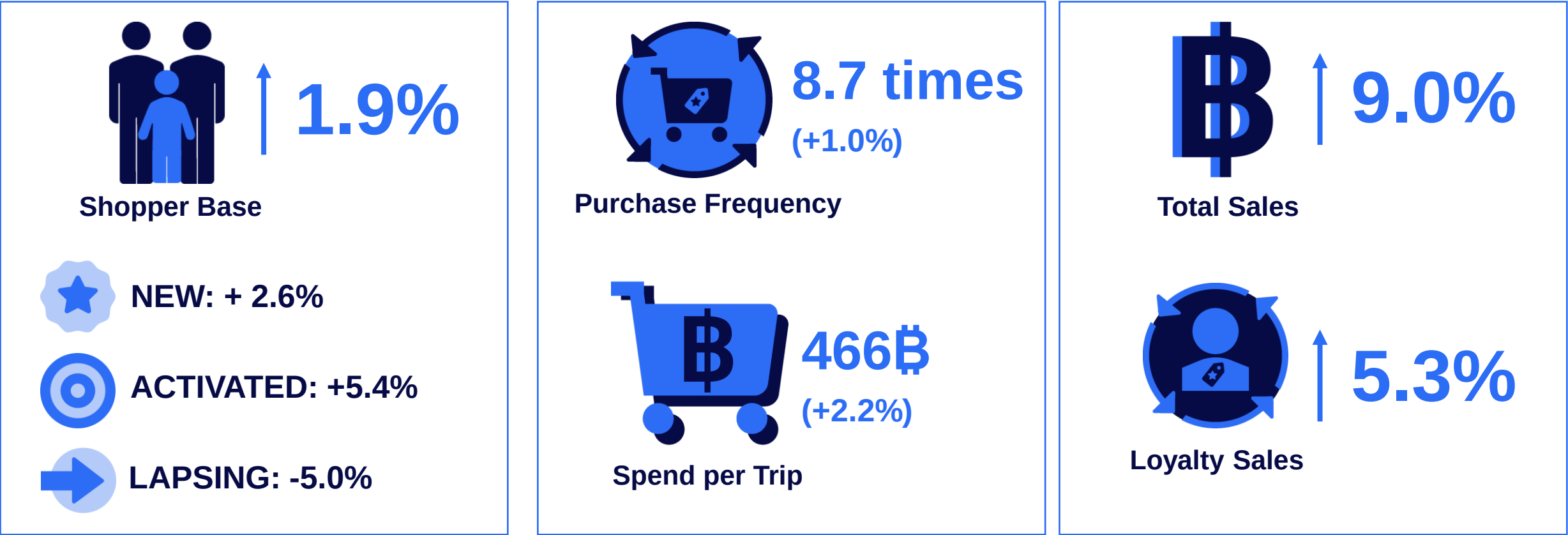
Assortment rationalization –
Example; define true item value

True item value is used to rank items and understand risk if it is delisted, reduced or out of stock



Real Example - Results from a Retailer (APAC region)

In the latest 6 months from the live date, Retailer is growing strong in sales & its shopper base



Period: Latest 6 months ending Feb 25th vs LY

Activate Platform

*How NIQ
Activate is
helping to use the
power of data?*



The *abilities* retailers need to have

to be ahead of the competition



Master **Data**

Get the **Full View of first-party and market data** in one, collaborative platform, to master consumers' shopping behaviours



Leverage **Insights**

Utilize **advanced analytics and AI** to produce actionable supply chain, category, assortment, and promotion insights, and monetize them by sharing with suppliers



Deliver **Activation**

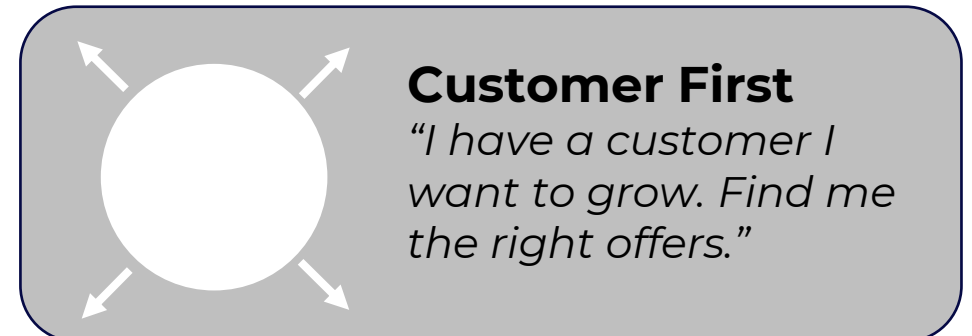
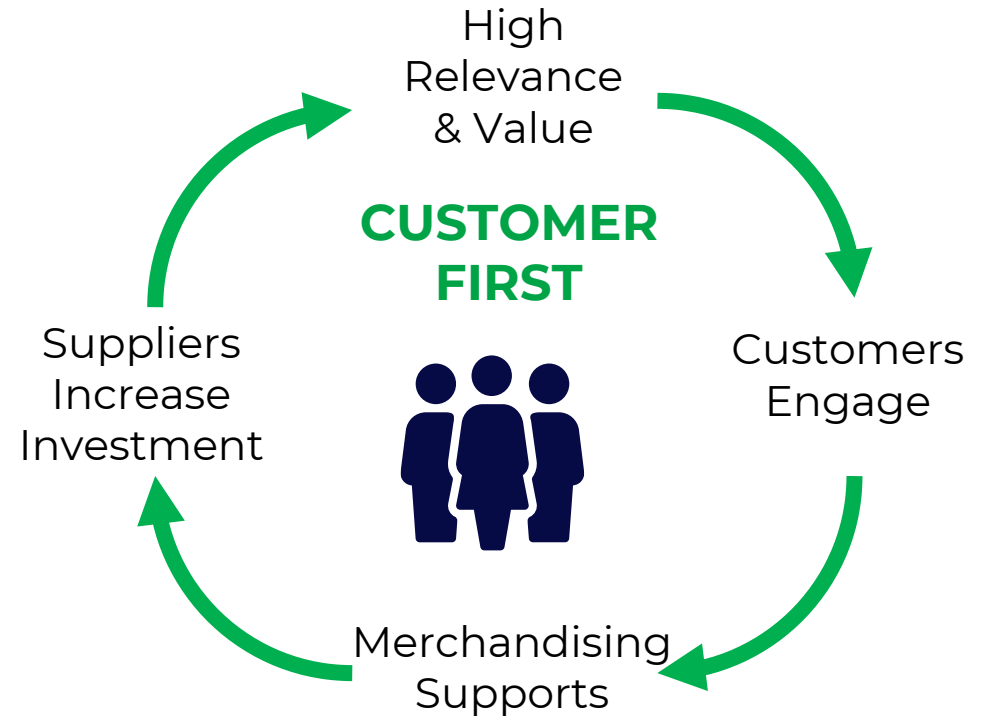
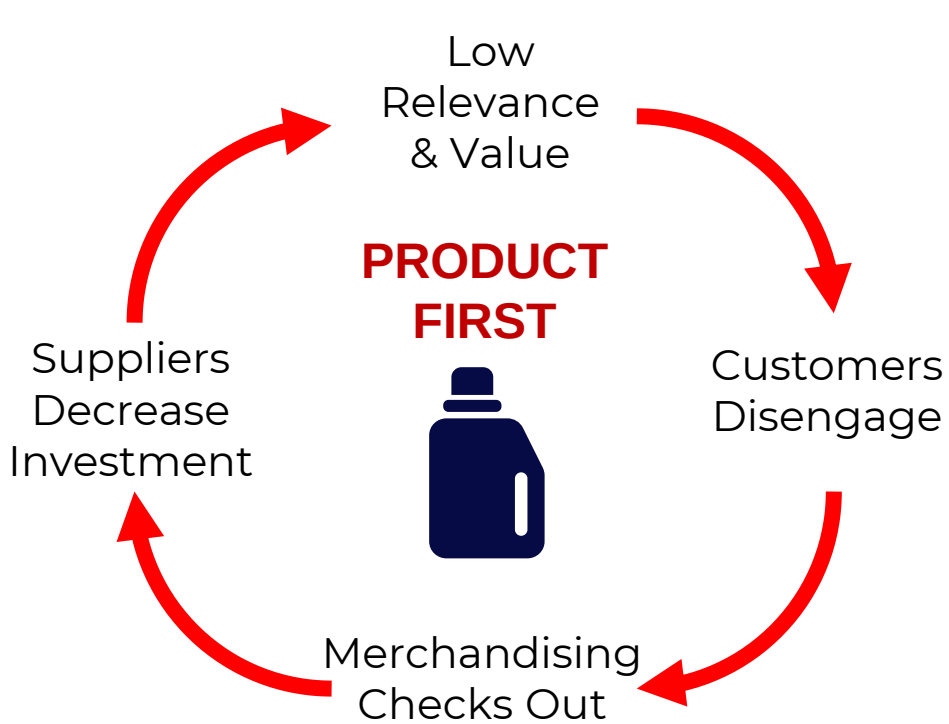
Segment your consumers and practice personalization to offer the right offer, at the right time, through the right channel



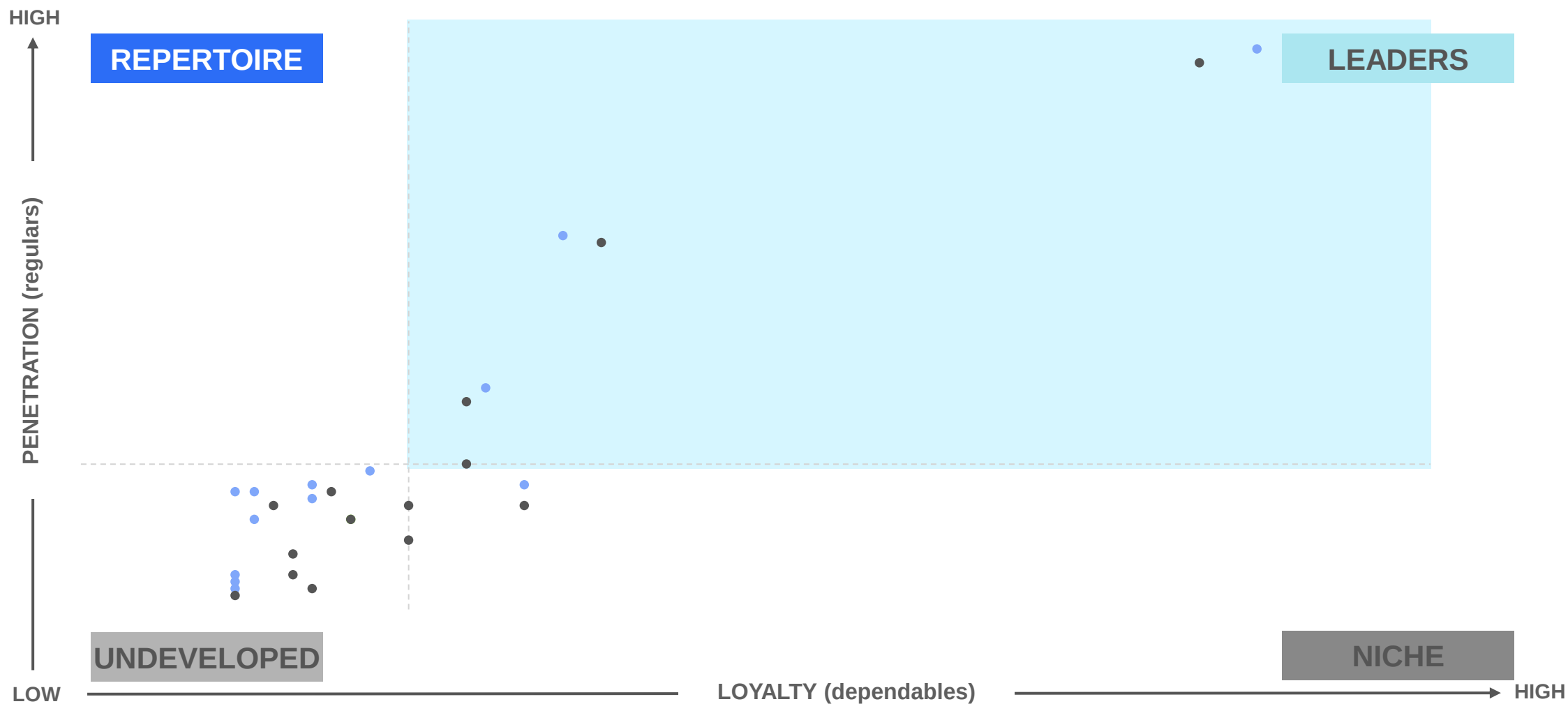
Continuously **Measure**

Constantly assess, learn, and optimize activations, merchandising, and marketing decisions to adapt to changes quickly

Start with the Customer, not with the Product



Be customer centric to have highly loyal customers



Base: All HM/SM shoppers 2022 (n=1468), 2023 (n=1466)
Ref.: Q13a/Q13b

How it works?

We load into Activate **Product, Loyalty and Customer data & store level T-log data**:

Based on AI we ingest all the data to automatically create a granular **Customer DNA for each Customer**

1. **Customer Profile** – some of the data we get from the Retailer (Demographics, gender mix, family class) but most of the data we calculate (Lifestyle, Shopper habits, preferred channel, Day of the week, etc.)
2. **Shopping behavior** – we calculate it at the Brand and at the Category level, which helps us to understand what offers will drive the customers back to the store, and/or where we have additional sales opportunities

Customer DNA is supporting Customer understanding and Customer targeting

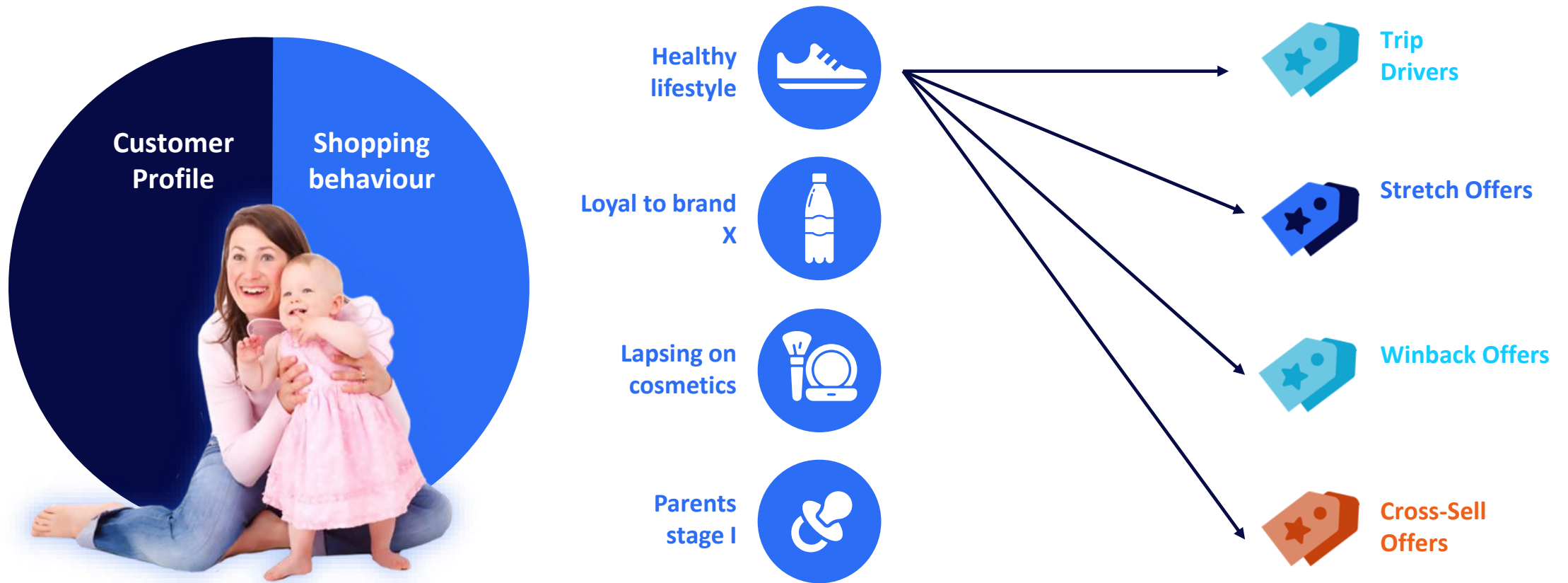
Customer Retail DNA

Unique AI-powered mechanism, creating individual customer profiles across 1000s of parameters



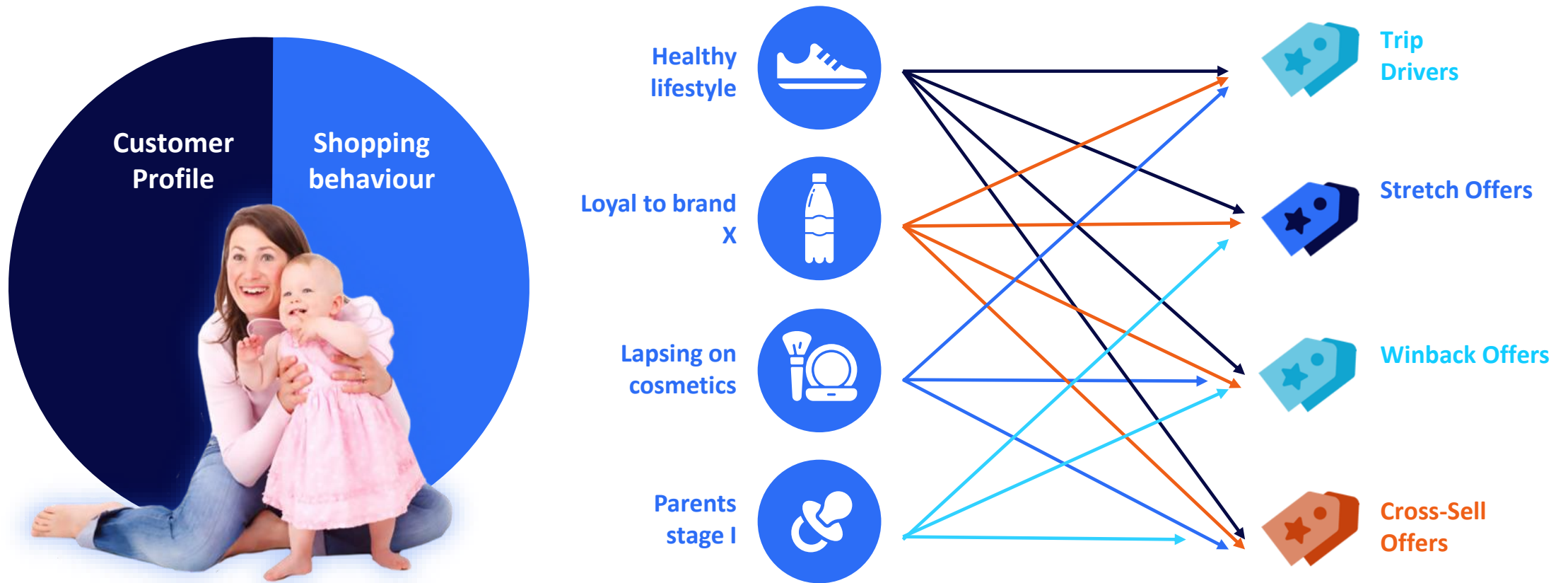
Customer retail DNA helps to understand the behaviour

Applying unique, AI-powered, predictive data science algorithms to customer data to allocate offers



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Activate advantages

*Why NIIQ Activate
is the perfect tool
to analyze &
share data?*



Why NIQ Activate is the perfect tool to use the power of sales & loyalty data?

Sharing

Scaling

Tracking

Retailers Trust Us

Our Global Footprint



THANK YOU

For more visit our
webpage:

