

Maximize retail performance with advanced analytics

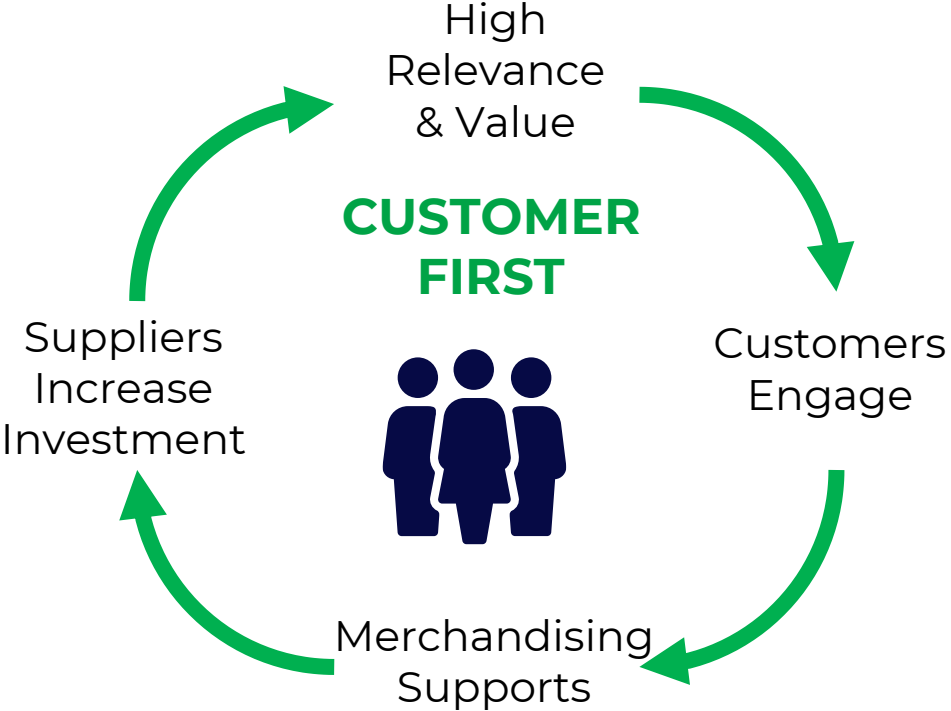
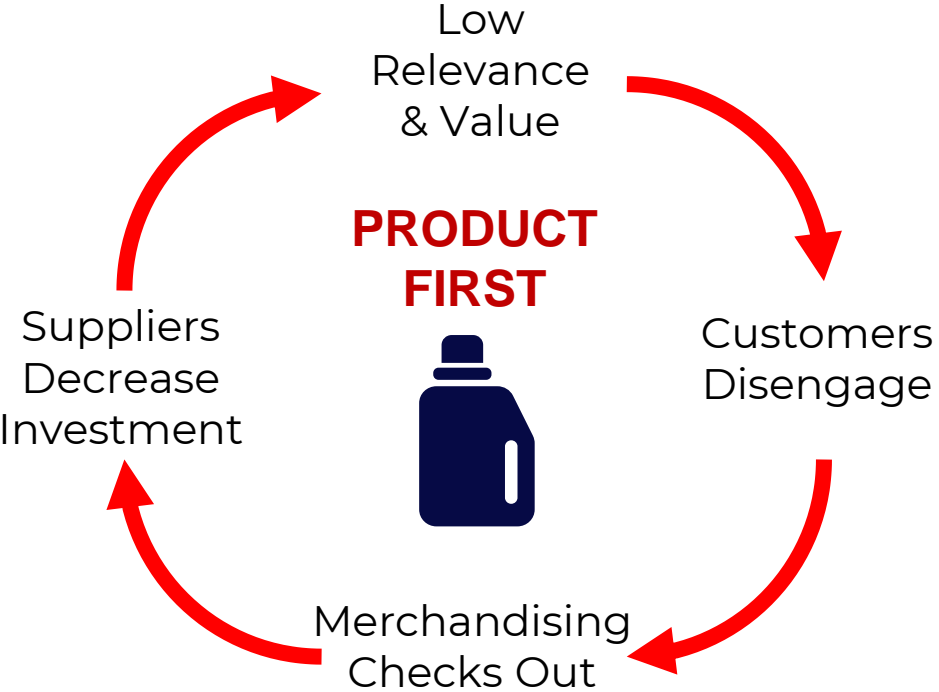
NIQ | 9th of April, 2024

Peter Kurucz

Regional Client Director

NIQ *Activate*

Start with the Customer, not with the Product



Product First
"I have a product I want to sell. Find me the right customers."



Customer First
"I have a customer I want to grow. Find me the right offers."

1 Start with the Customer, not with the Product


« Just because you are using customer data does not mean you are customer centric »




2



Understand the „retail DNA” of your Customers

« Retail DNA, dynamic segmentation and loyalty tiers are key to be customer centric »



CHOCOLATE
50% OFF
BUY NOW 

Performance
\$32.3K Incremental Turnover
120% ROAS

Device  Channel 



JAM BRAND
BUY 1 GET 2
BUY NOW 



3

Have a clear step for each Customer – use Personalization

«Help customers take one small step to climb up on the „loyalty ladder” »

Coupon
Coupon Type • SKU • Category
Coupon Name
Marketing Objective
Brand Loyal
Brand Switchers
Brand Explorers
Brand WinBack
Brand xSell
Automatic Audience Building
Evaluate 5,000

Offer Bank
Eligibility Segment: Small Baskets High Frequency
Wave Control Percentage: 0
Enable Offer Control:
Delivery Channels: Print, POS, email, Apps, SM
Smart engines
Omnichannel
Basket Stretch Campaign
ROI: 7.9
Incremental Revenue: \$670K
Redemption Turnover: \$1.2M
Total Allocations: 350K
Redemption: 41.9K
% Redemption: 11.7%
Measurements out of the box
Insights at your fingertips



Please reach out to:

konrad.waclawik@nielseniq.com

peter.kurucz@nielseniq.com