Enhanced analytics to mine shopper and basket data

Evaluate the effectiveness of your promotions by measuring growth and changes in customer behavior. This will help you discover the effect your promotions have on other items in and out of the same category.

Optimize campaign adjustments in real-time by measuring impact on basket size from in-store activities such as display changes, promotions and digital campaigns.
Optimize your loyalty and promotions strategy to drive measurable ROI by leveraging enhanced analytics that mine shopper and basket data, providing you with actionable insights.

Your customers' needs change by time of day, week, and month - so should your promotions

Give your customers the products they want at a competitive price by choosing the most relevant and effective promotions.

- Identify the promotions that change shopper behavior
- Examine take rate, source of volume, and impact on category to drive business impact
- Measure the revenue lift, full store impact, and return on investment
- Capitalize on the demand for fresh food with optimal promotional bundles