Identify correlations to optimize bundles

Explore various product pairings in order to find bundling opportunities. Identify which items, brands, or categories are most frequently purchased in unison and have the most ‘unique’ relationships.

- Assess how and what various customer segments shop for during store visits
- Identify the strongest affinities between products by month, time of day and day of week
- Use insights to design and optimize marketing programs
- Anticipate trips and basket spend changes prior to implemented changes

Enhanced collaboration between CPGs and retailers to design and deliver the best promotions to your customers.
Use shopper behavior insights to create the best customer experience by offering competitive promos, bundles and products

Understand your shoppers without requiring loyalty data. Identify full chain basket behavior, including the type, need and spend of your shoppers, as well as what and when they buy, based on their overall behaviors and product choices.

• See average basket size as well as seasonality and peak sale times during the week
• Inform bundling decisions based on shopper purchases and preferences
• Analyze basket size and evaluate bundling efficiency

Bundle favorite staples with new products to successfully introduce them to the market. This adds variety to your offerings to help drive customer loyalty.