

Crossmark's Initiative

Innovating across shopper, store, and business analysis

**Developing unmatched
shopper analytics**



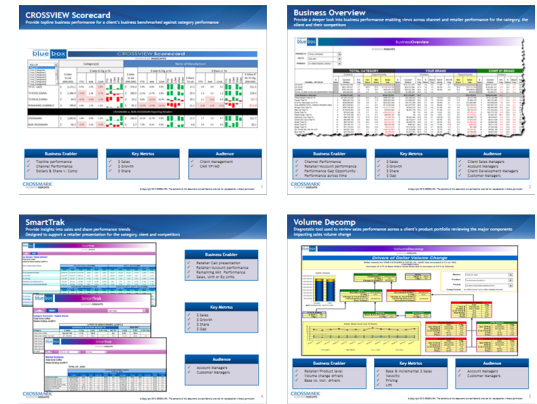
Partnering with new panel
providers for never before
seen insights

**Developing unmatched
store level analytics**



Tapping new sources of
data to drive “big data”
insights

**Developing category
management excellence**



TPG advanced category
management certification

By looking at incremental value of the purchase across many promotions...

Shoppers, Retailers, and Brands
can win together

Case Studies



Measuring Yogurt Promotion

OBJECTIVES

- Yogurt manufacturer wanted to understand the incrementality for one of their major grocers, as well as suppliers within the category for price promotions within yogurt.
- Help the retailer optimize which brands they focus on, and which offers are most effective.

Measuring Yogurt Promotion

Yogurt Promotions, Past 6 Months



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Yogurt Promotions, Past 6 Months

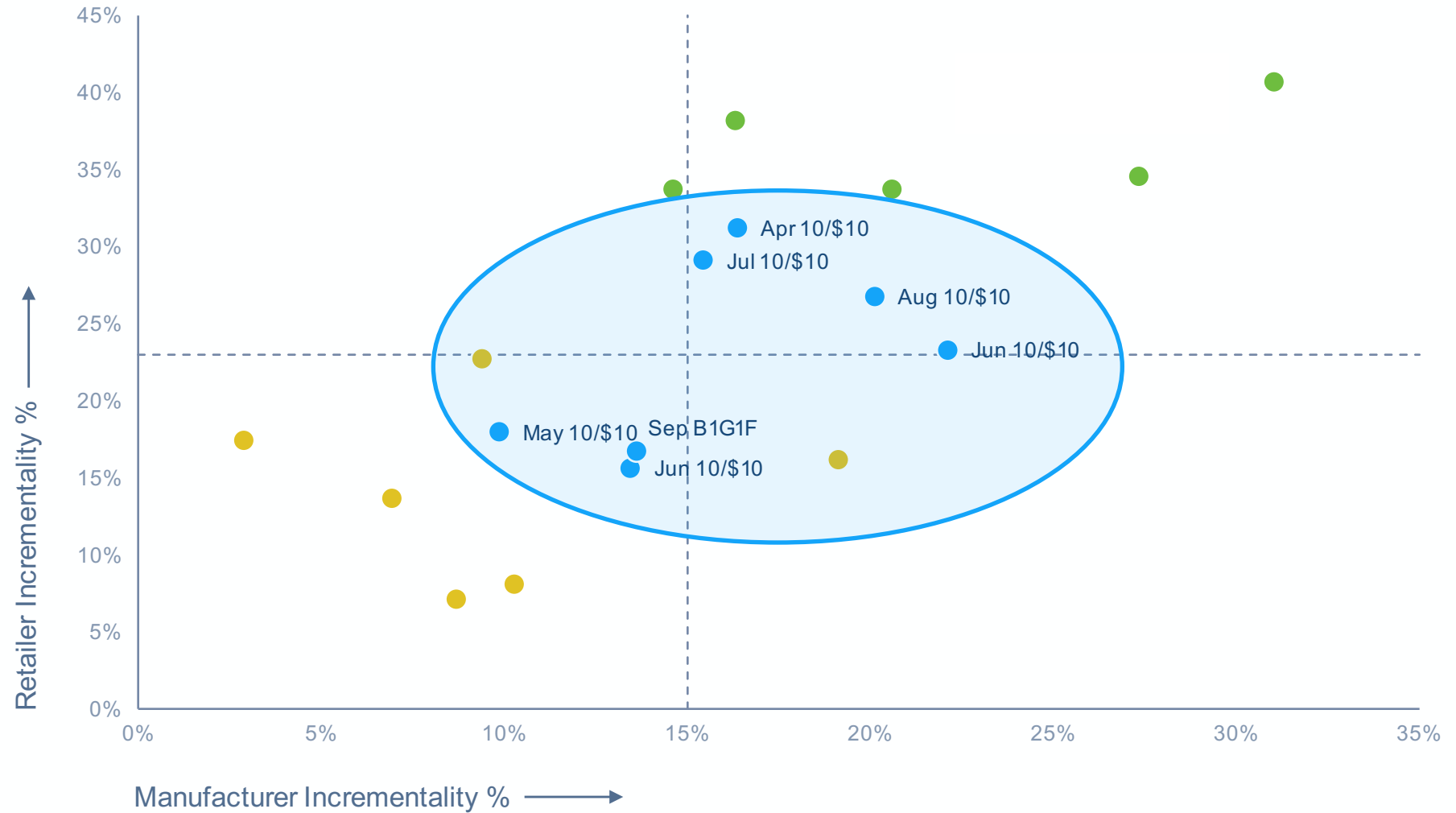
Brand A Brand B Brand C



Measuring Yogurt Promotion

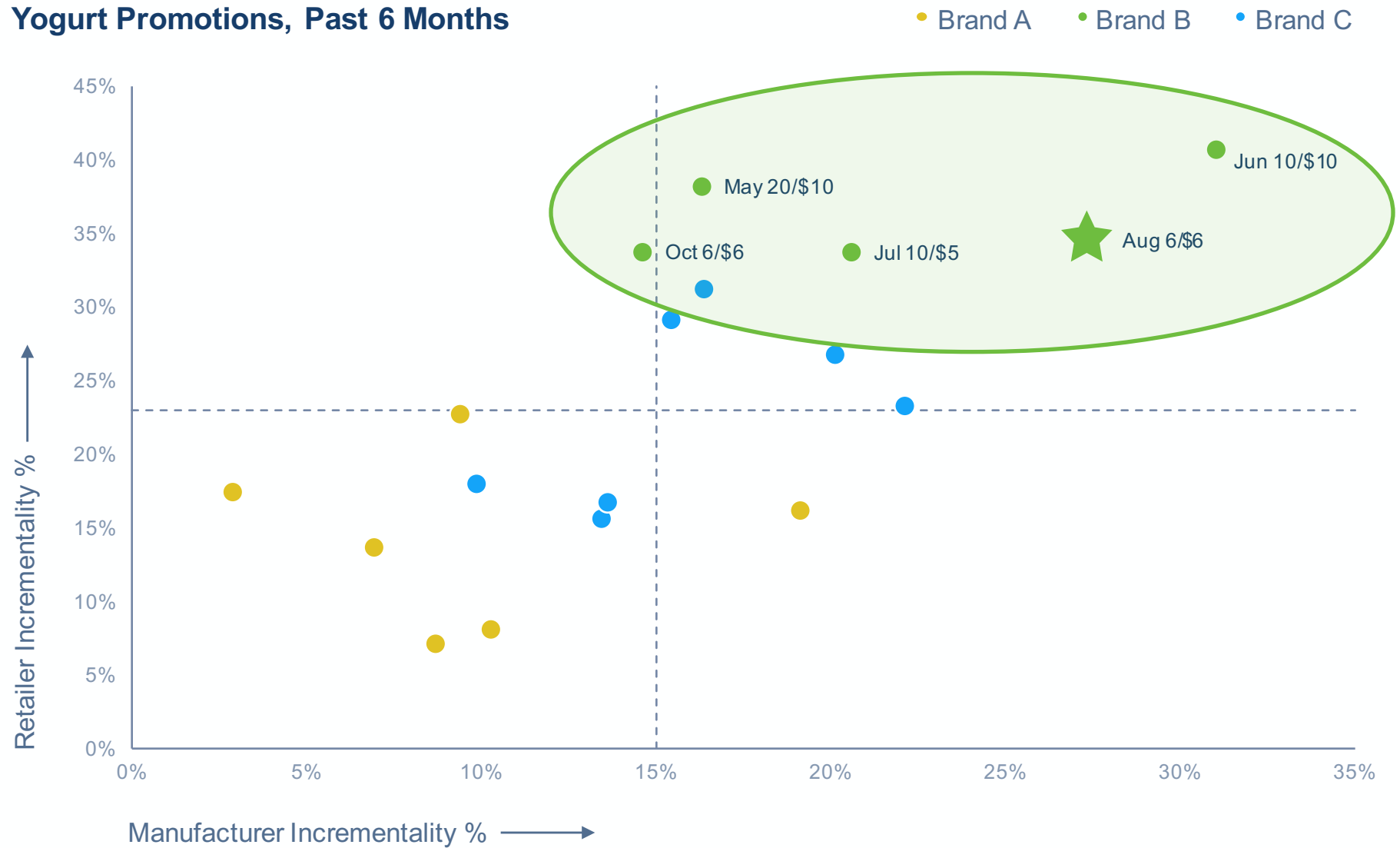
Yogurt Promotions, Past 6 Months

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Measuring Yogurt Promotion

Yogurt Promotions, Past 6 Months



Pain Medication Co-Purchase

OBJECTIVES

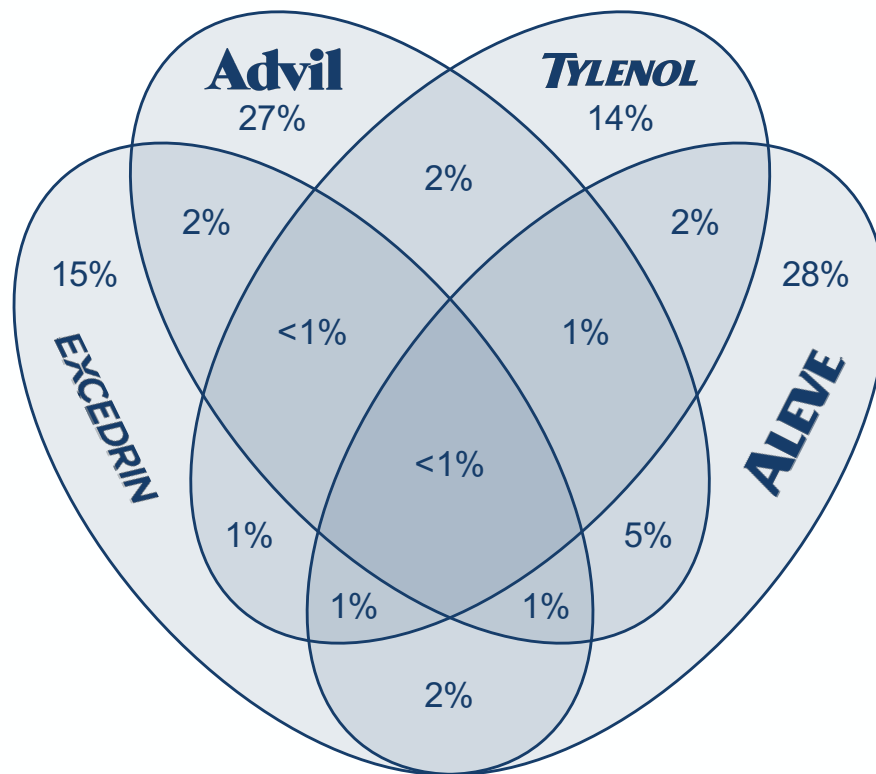
- Retailer had a promotion cycle where brands of pain medication were promoted individually by week. Determine whether this promotion calendar and strategy were optimal or not.

Pain Medication Co-Purchase

Co-purchase highlights brand loyalty and helps guide promotional calendar decisions.

Pain Medication Co-Purchase

Total US Grocery, Top 4 Brands, 52 Weeks vs YAG

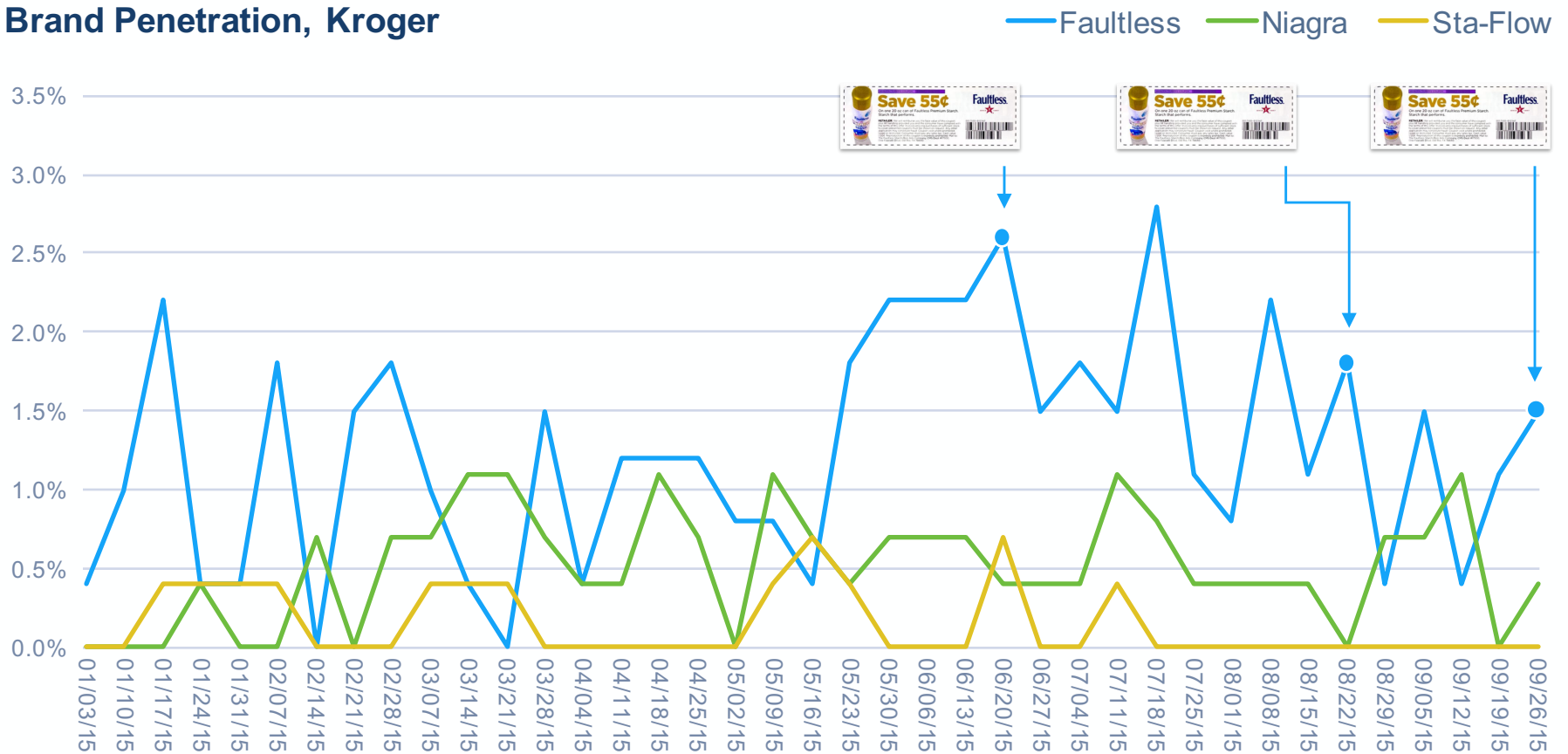


- Majority of HHs are very brand loyal
- Aleve has the most brand loyal HHs – 28%
- Advil is just behind in loyalty – 27%
- Advil and Aleve are the only two brands with significant co-purchase
- Only 2.3% of HHs bought more than two brands, and only 0.2% of HHs bought all 4 brands

Impact of FSI Promotions at Retail

The first FSI showed a spike but the next two diminished due to recency.

Brand Penetration, Kroger



Discussion Questions

- What other data should be merged with this panel data to more fully deliver the desired insights? (e.g., MarketTrack?)
- Should we look at integrating any particular inputs / outputs with particular trade planning / optimization systems?
- What role in your organization would be the primary user of the incrementality outputs?