

Numerator Promotions Intel + Numerator Insights uncovers multiple growth opportunities for a brand at a retailer



CHALLENGE

A retailer began making a significant shift towards featuring its private label brand and other competitive brands within a specific category over the food and beverage brand. The food and beverage brand needed to understand how this shift away from featuring its brand within the category impacted shopper behavior over the past year.


BACKGROUND

One of the top five American food and beverage companies in North America, and top ten in the world, leverage Numerator Promotions Intel and Numerator Insights to deepen their consumer understanding and measure the impacts of their promotional spend.

NUMERATOR SOLUTIONS LEVERAGED

Using Numerator Promotions Intel data, the brand found that compared to the retailer's private label brand and other competitive brands, the number of features for their brand was flat – despite the number of features in the category has grown by 2%. To understand how shoppers reacted to this shift, the brand leveraged their on-demand access to Numerator Shopper Insights to compare shopper behavior and verified purchase data during promo weeks versus non-promo weeks.

CONTACT US

 hello@numerator.com

 www.numerator.com

Shopper Metrics

What were the key metrics for **Any Product: Chips** broken out by **Parent Brand** purchased at **Target**, during the **02/26/2018 to 08/26/2018** period?

Advanced Options ▾

Select a Metrics Set: **Basic Metrics**

PARENT BRAND	% HH PENETRATION	% HOUSEHOLD CONVERSION	PURCHASE FREQUENCY	UNITS PER TRIP
TOTAL CHIPS AT TARGET	16.2%	23.2%	2.2	1.6
Lays	5.4%	7.7%	1.6	1.4
Doritos	3.9%	5.5%	1.5	1.3
Pringles	3.9%	5.5%	1.4	1.7
Tostitos	3.2%	4.6%	1.5	1.3
Ruffles	1.8%	2.5%	1.4	1.2
On the Border Label	1.6%	2.3%	1.6	1.2
Santitas	1.1%	1.5%	1.3	1.3
Frito-Lay	0.9%	1.2%	1.2	1.1
Cape Cod (Snacks)	0.8%	1.1%	1.5	1.2
Stacy's (Snacks)	0.7%	1.0%	1.3	1.2
Utz	0.5%	0.7%	1.4	1.2
Callidat	0.5%	0.7%	1.3	1.2
Takis	0.5%	0.7%	1.4	1.2
Old Dutch	0.5%	0.7%	1.3	1.1
Mission (Foods)	0.4%	0.6%	1.2	1.2
Diamond Foods	0.4%	0.6%	1.3	1.2
Sanitas	0.4%	0.5%	1.4	1.2
Wise (Snacks)	0.3%	0.4%	1.3	1.1

Images are for illustration purposes only.

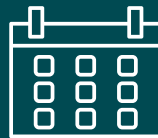
OPPORTUNITY IDENTIFIED

The brand found that during promo weeks, household penetration was 2.3x higher. Purchase frequency was also higher with 43% of households more likely to repeat the purchase of their brand. Additionally, the brand even found shoppers were spending about \$0.50 more per trip, which the brand could leverage to help cover the cost of the promotion to the manufacturer.

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THREAT IDENTIFIED

The brand discovered that during non-promo weeks the private label threat was stronger. Using Numerator Insights, the brand learned that 51% of shoppers were buying the retailer's private label brand, and of those shoppers, 73% had bought the brand's products in the past — posing a threat to their customer base. The share of spend within the category lost to other competitors was high, but not nearly as impactful as private label.



During non-promo weeks, the **private label threat was stronger**.

NEXT STEPS TO DRIVE STRATEGY

Numerator Promotions Intel + Numerator Insights armed the brand with insights that show growth opportunities for both the brand and the retailer — with the goal to influence the retailer's promotional strategy. Two of the main highlights being:

- **Deeper household penetration:** The brand can present data that demonstrates how additional promotional features for their products improve household penetration — providing wins for both the brand and retailer.
- **Incremental spend driven by the brand:** Showcase that shoppers spend more per trip at the retailer when their brand is on promotion. This increase indicates shoppers are likely buying multiple units per trip, which may not happen without the promotion.

Start a conversation today — hello@numerator.com

