

How to Capture Your Fair Share of Click & Collect Sales

Drive growth online with Numerator's modern, omnichannel consumer panel

Win online now to win later

The COVID-19 outbreak accelerated the ongoing shift towards online shopping, especially in the Grocery and Mass retail channels. New Click & Collect users spend a substantial amount of their dollars through the service, and 66% of them plan on using the service again, making it crucial for brands to reach consumers online now.

1

Partner with retailers on digital promotions

A Numerator Survey of verified users revealed that many prefer C&C because it limits impulse buys. Test digital promotion investments to keep your products top of mind for consumers that might not be considering them otherwise.

Numerator Promotions Intel tracks promotions across all channels, including online, allowing you to adapt your strategy quickly based on competitive intel.

2

Ensure your brand & category are being included in Retailers' Click & Collect assortments

Product availability drove retailer selection during COVID-19. Retailers benefit from expanding their online assortment, so utilize Numerator's modern consumer panel data to demonstrate which consumer segments your products attract.

A **Numerator Leakage Tree** report quantifies the value of leaked sales by distinct consumer segments to your retail partners.

3

Optimize your packaging & brand presence for non-traditional order fulfillments

Consider how your images and descriptions compare to competitors online or in a mobile app. As retailers expand their Click & Collect assortment, you'll want to optimize your brand presence against the competition.

Numerator Test Panel allows brands to get fast input on future initiatives and concepts from verified purchasers of your brand, competitive brands or category.

4

Adapt your promotional strategy to better reflect online vs. in-store assortment preferences

Consumers use Click & Collect for convenience and to limit impulse purchases, while they shop in-store to browse and pick up new products. Understand which of your brands you should promote online versus offline.

A **Numerator Shopper Profile** report enables you to learn more about key buyer groups, including where they shop and what and why they buy.



hello@numerator.com

 Numerator