Numerator | Nestlé

Nestle Coffee Partners shifts eCommerce strategy to adapt to new online shopping habits

Learn how Nestle Coffee Partners dove deep into category shoppers' behaviors and sentiments through the integration of a full-service research study with behavioral panel data and Numerator's Inflation Segments to optimize the shopper experience and retain consumer loyalty.

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Learn how Nestle Coffee Partners dove deeper into category shoppers' online behaviors and sentiments toward inflation to develop a data-driven eCommerce strategy.

Challenge

As eCommerce coffee purchasing has grown in recent years, Nestle Coffee Partners noticed differences in the dynamics of their online vs. brick-and-mortar (B&M) sales. They needed to uncover what the key drivers were when consumers were choosing to buy coffee online.

Numerator Solutions Leveraged

Numerator Surveys + Numerator Insights

Integrating a Custom Survey with Panel Insights

With channel shifting as a result of inflation, Nestle Coffee Partners knew they needed a deeper understanding of how inflation was impacting the shopper and their eCommerce business. They had assumptions of how inflation would impact eCommerce behavior, but they needed to validate. Numerator's ability to connect them directly with actual Nestle coffee buyers to understand sentiment while layering on a large, representative panel of known purchase behaviors - both online and in-store - would give them the truest view of their market.

ABOUT THE BRAND

Nestlé Coffee Partners

Nestle Coffee Partners brings together a team with more than 30 years of experience in the coffee category. Together, they combine their unmatched expertise, an innovative spirit and the largest portfolio of brands to bring the coffee experience to life in unique and meaningful ways for their consumers.

Start the conversation today. **hello@numerator.com**

> **This unlocked both short-term and long-term growth for us, ultimately influencing our eCommerce business trajectory.**
>
> - Manager, Market Insights
> Nestle

Understanding Differences in Online and B&M Sales

Leveraging multiple reports and Numerator's Inflation Segments from the Insights platform, Nestle Coffee Partners was able to uncover purchase patterns among their shoppers - seeing who was shopping the category in both channels, who was shifting their buying from one channel to the other, and who was leaving the category altogether. Using these insights as a foundation, they partnered with Numerator Surveys to dive deeper into consumer motivations and sentiments effecting these behaviors. With behavioral targeting, they were able to connect directly with lapsed, repeat and new buyers of the category to understand the specific drivers influencing their behaviors.

An Even Deeper Consumer View

In addition to providing a true view into consumer motivations, Nestle Coffee Partners leveraged Numerator's Inflation segments, available in the Insights platform, to gain an even deeper understanding into how behaviors differed across shoppers in the five inflation-based segments. Interestingly, demographic factors closely tied to inflation (i.e. income, generation, household size, etc.) were highly indicative of where consumers would shop and how their behaviors were changing.

Results

Using Numerator data, Nestle Coffee Partners was able to assess and optimize their eCommerce strategy. They gained unparalleled clarity into both the 'what' and the 'why' of their online shoppers and how they are reacting to inflation. They uncovered areas in the consumer path to purchase where they could optimize the shopper experience to better meet consumer needs and retain shopper loyalty.