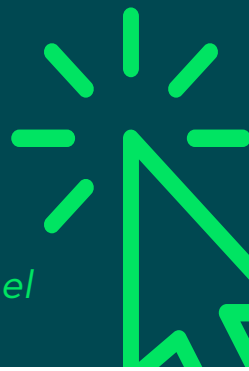


How to Capture Your Fair Share of Click & Collect Sales

Win online with Numerator's modern, omnichannel consumer panel



Develop your growth strategy today

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 retailers to react to the shift now.

1

Be prepared for increased demand for Click & Collect post-pandemic

Shoppers who plan to continue using Click & Collect will do so 1-3 times per month. Make sure that your Click & Collect service is set up to withstand greater volume in the future, and that you have the infrastructure in place to support more orders.

The [Numerator Household Acceleration Penetration Score](#) helps retailers understand how demand is building for categories over time, enabling you to plan effectively.

2

Expand your assortment of Click & Collect eligible products

Availability and selection are key to winning and retaining C&C shoppers. As stockpiling fades and shoppers begin to have more choices again, having a greater selection of products online will enable you to stay competitive.

A [Numerator Leakage Tree report](#) provides insight into competitive behavior by quantifying the value of leaked sales by brand or category.

3

Ensure your marketing & assortment appeals to new Click & Collect shopper

A demographic segment adopted C&C during COVID-19 – new users were more likely to be older, lower income, HHs without children. Don't forget this group post-COVID -- make sure your advertising and messaging appeals to them, and understand which products they buy via C&C.

A [Numerator Psychographics report](#) uncovers consumer opinions, interests, and values to inform targeted marketing efforts and influence purchase decisions.

4

Message Click & Collect as a complement to in-store trips

Enjoying shopping in-stores is one of the key barriers to C&C use. To encourage these valuable trips post-COVID, focus on the key drivers of C&C -- ease of use, convenience, and limiting impulse buys.

[Numerator Ad Intel](#) helps retailers make better advertising decisions by efficiently analyzing competitive advertising across traditional and digital media.



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