

P² Insights

The next generation of retail



MOXIE RETAIL

“There is no silver bullet for measuring shopper marketing effectiveness. The foundation needs to be based on identifying available data and metrics as well investing in new technologies. Collaboration efforts between manufacturers, retailers and third parties are required to build the future scorecards”

Peter Townsend
SVP Strategy & Insights

Using P² Insights to Influence Design and Customer Experience

Understanding that sales and traffic flows are related is one part of the equation. The more holistic solution is making the shopping trip more logical and experiential. This is done by understanding customer preferences with shopping patterns. We use information and analytics to sell more products by modifying elements of the store layout. Strategically modifying category adjacencies, affinity product placements, displays and end caps to identify and maximize incremental sales opportunities based on how your customers shop your store(s).

Better Experiences Lead to Better Relationships

Today's time-pressured customers reward retailers who successfully add value by making their shopping experience easier and more relevant. Enriching the customer experience by creating an experiential and engaging retail environment that is logical with product placement and solutions. Building customer loyalty by responding to opportunities identified through the metrics of in-store behavior. The right products in the right place, in stock, convenient and easy to shop.

P² Insights...Putting it ALL Together

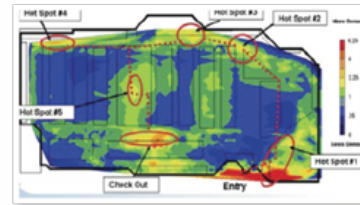
Customer



Cart



Path



Purchase

RECEIPT	
Goods	\$99.95
Services	\$00.25
Delivery	\$04.50
TOTAL:	\$104.70

1.

Pinpoint where your best shoppers travel.

2.

Identify the sequence they travel on their path to purchase.

3.

Identify opportunities for optimal exposure and store traffic management.

4.

Integrated customer, cart and path data to increase purchases.

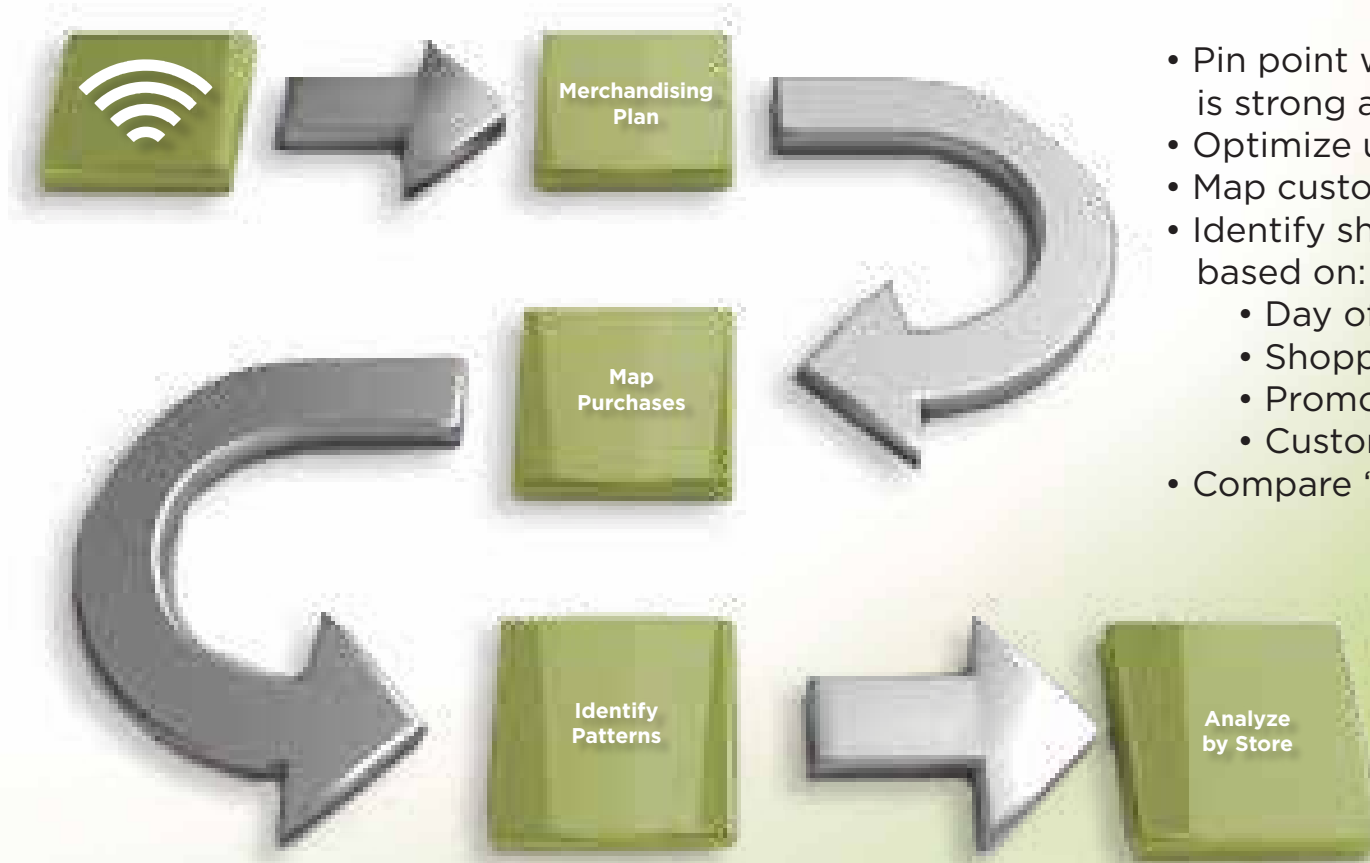
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P² Insights Results

for Retailers



- Pin point where customer engagement is strong and weak- 'hot' and 'cold'
- Optimize under performing areas
- Map customers order of purchase
- Identify shopping pattern variances based on:
 - Day of Week
 - Shopping Trip Type
 - Promotional Elements
 - Customer Profile
- Compare 'Yield on Traffic by Store'

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for Manufacturers

- Understand the traffic patterns moving past your products (effective distribution)
- Category Conversion rates measured as number of customers passing a category and making a purchase
- Category 'shopability.' Measure 'Dwell Time' based on how long a customer was in a section before making a purchase decision
- Compare 'conversion rates' by planogram type
- Compare 'conversion rates' by store type:
 - Traditional Grocery
 - Discount Grocery
 - Mass Merchandisers
- Affect 'category adjacencies' based on true purchase product affinity



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