

enhanced customer targeting

NECTAR DATA

What is it?

Rich receipt-level transactional data that enables us to understand actual shopper behaviour – the what, when, where, and how often that enables us to predict the what next?

transaction information

product information

customer information

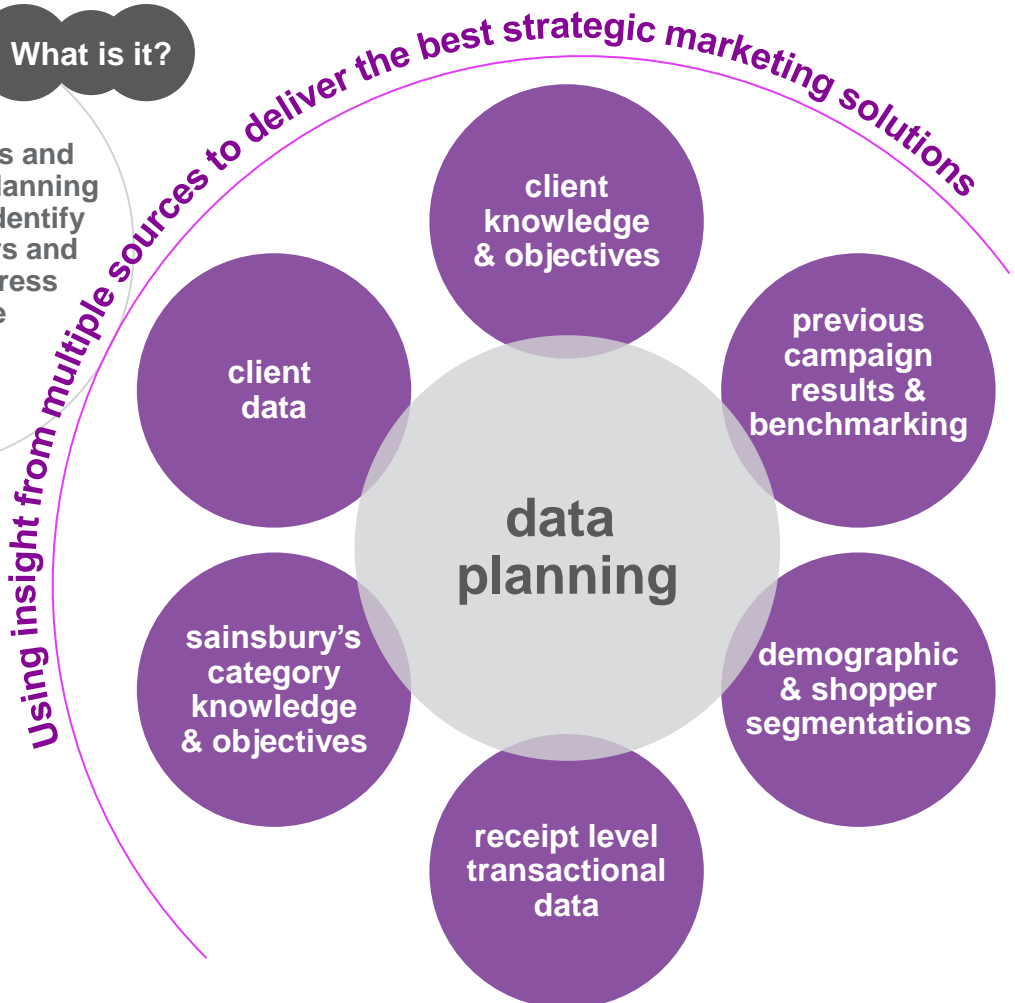


- Store name & number
- Transaction reference number
- Cashier ID
- Till number
- Payment type
- Date & time
- Number of items
- Transaction value
- SKU number
- Description
- Quantity
- Selling price
- Discount value
- ID Number
- Points mini-statement

BESPOKE DATA PLANNING

What is it?

Using our extensive data sets and experienced data planning resource we can identify the best customers and prospects to address a broad range of marketing objectives



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BEST IN CLASS TEMPLATED TARGETING

What is it?

Automated targeting that uses best-in-class segments to address five core business objectives

Advantages

Maximises total targetable universe (based on product and competitor SKUs)

Strong customer relevance

Greater value and stronger SCR

Savings from simplified delivery are passed directly to the supplier



PREDICTIVE TARGETING

What is it?

Using propensity modelling, based on past shopping behaviour, i2c can determine...

who to target

when to target

where to target

how to target

Models will be constructed using most predictive variables identified including:

- Demographics,
- Store level variables, visit frequency/period,
- Transactional level variables (e.g. category spend),
- Product range / category indicators

Combining the outputs of the models across categories will allow customers to be targeted individually with tailored product selections