



# How to drive sales impact with shopper insights

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# Agenda

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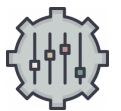
3 shopper insights strategies to drive revenue growth and category thought leadership:



Balance tactical and strategic insights to support retailer conversations at multiple levels.

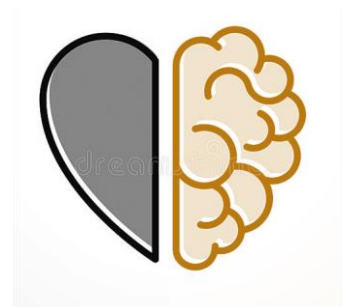
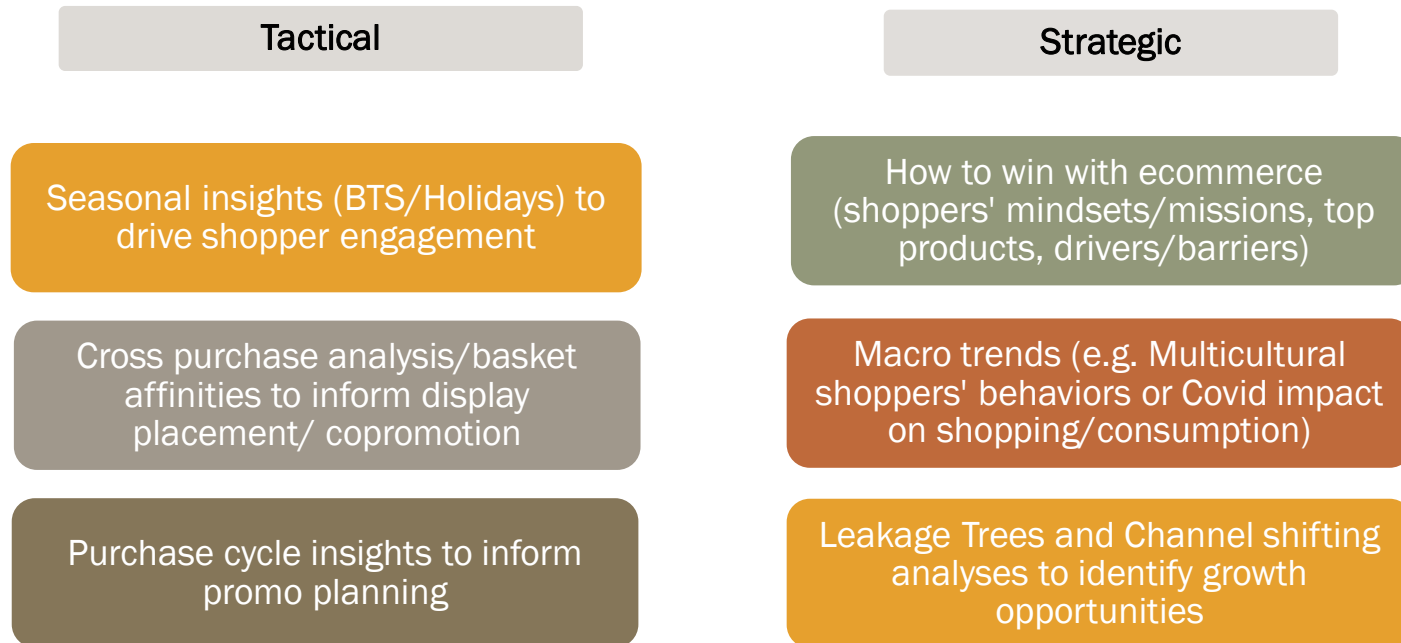


Establish a continuous relationship with both corporate sales teams and insights professionals within the retailer organizations.



Customize national insights to specific retailers, considering the psychographic and demographic composition of their shoppers.

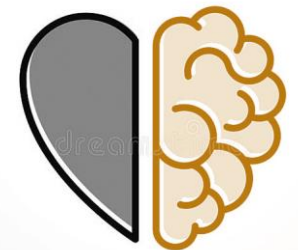
# Balance tactical and strategic insights



# Case study

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The Challenge	One year into the pandemic we needed to assess how the shopping behaviors had shifted and identify the key drivers of store selection to help outline strengths and opportunities for the top retailers.
The approach	We run a channel shifting analysis and a store drivers analysis to explore what is important to shoppers at the given retailer and assess how the retailer performs on those key elements.
The impact	Results were used to identify what's working for retailers, who's winning and losing and present their sales teams with playbooks on how to drive growth.



# Build relationships with key stakeholders

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# Case study

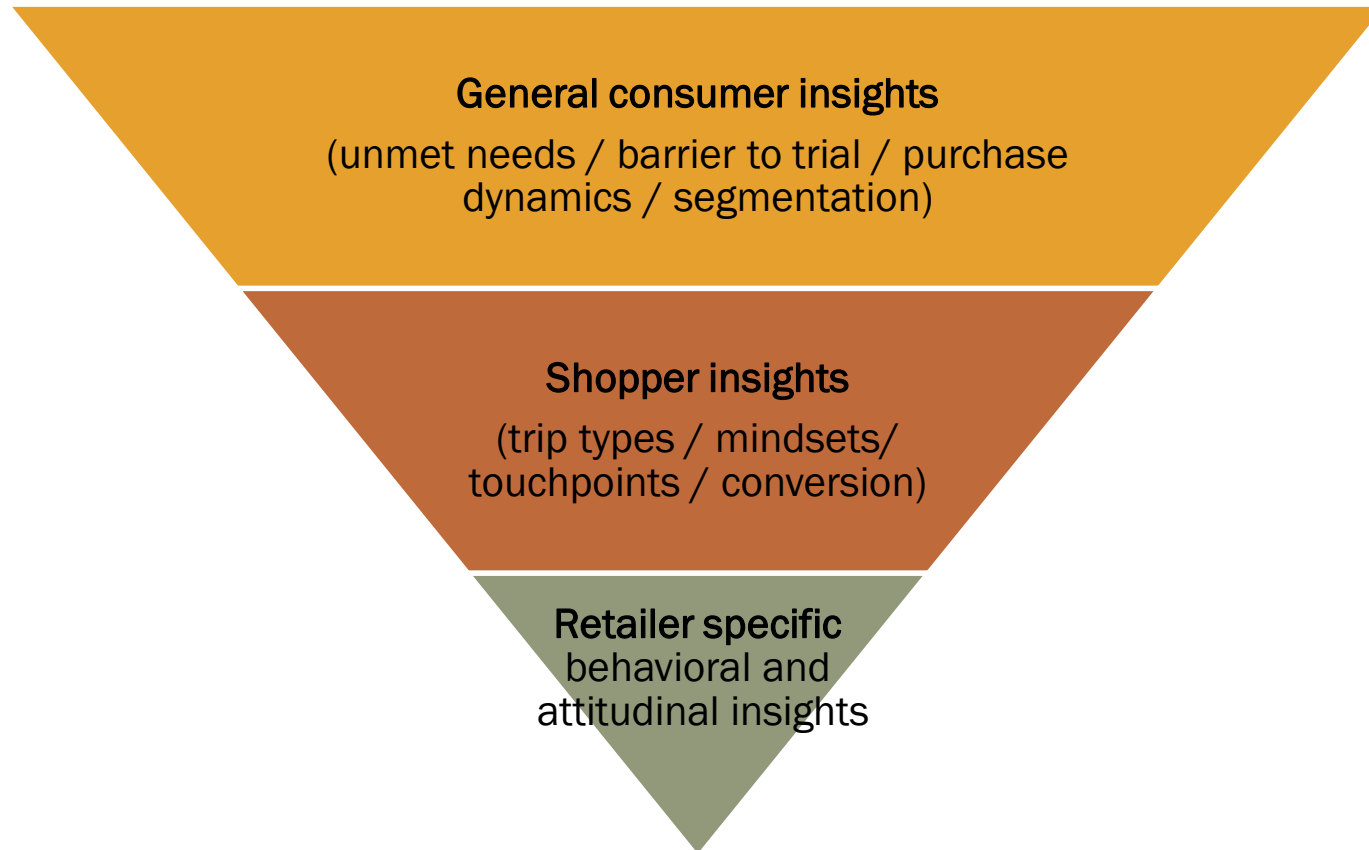
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<b>The Challenge</b>	Our category presence at a major mass retailer was losing relevance as shoppers were shifting to specialty stores. The category management team decided to pitch to the retailer team an aisle reinvention project to disrupt the current environment and improve the shopping experience.
<b>The approach</b>	The shopper insights team integrated a full learning agenda to the brief, including shop-alongs, quantitative digital concept study and an in-person aisle test. This allowed the retailer team to play a key role in the learning process and the vision creation.
<b>The impact</b>	The buyer agreed to implement the qualified new aisle concept in 100 stores to evaluate in market performance.



# Customize insights for impactful activations

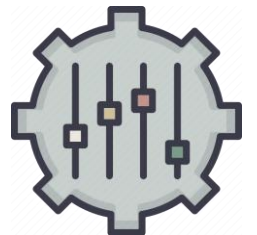
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What people *think* they do



What people *actually* do



# Case study

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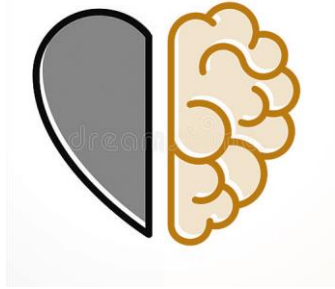
The Challenge	The sales team was preparing a T2T meeting with the retailer and they were looking for a thought leadership approach to assess the category pack sizes landscape and identify pockets of growth for the retailer.
The approach	The shopper insights team provided timely and ad-hoc insights around the category shopper by pack size. Identifying key opportunities for the retailer to expand its portfolio to target underserved consumers and minimize leakage to competition. The analysis included tailored insights about the demographics and psychographics profiles of the retailer shoppers which helped identify the opportunities and quantify the size of the prize.
The impact	This workstream has had a strong impact in building the credibility and category thought leadership of our team and being recognized by the retailer as a strategic growth partner.





# Summing up

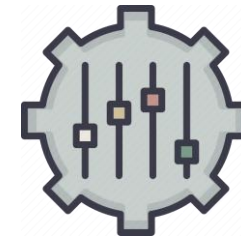
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Shopper Insights learning agenda should include a balance of **tactical** and **strategic** insights to drive impact across multiple level.



Soft skills and **relationship** building are key assets to amplify the influencing power of shopper insights.



**Customization** of retailer specific insights maximizes impact and enables stronger activations.