Leveraging Customer, Demand, and Market Intelligence to Drive Profits and Long Term Customer Loyalty

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Shoppers face more complex and varied pricing, promotion and product offerings than ever before

Traditional Price Competition

New Price Models

Online/Mobile Price Transparency

Economic Impact on Price Sensitivity

Endless Aisles Available Online

Increased Targeting and Personalization

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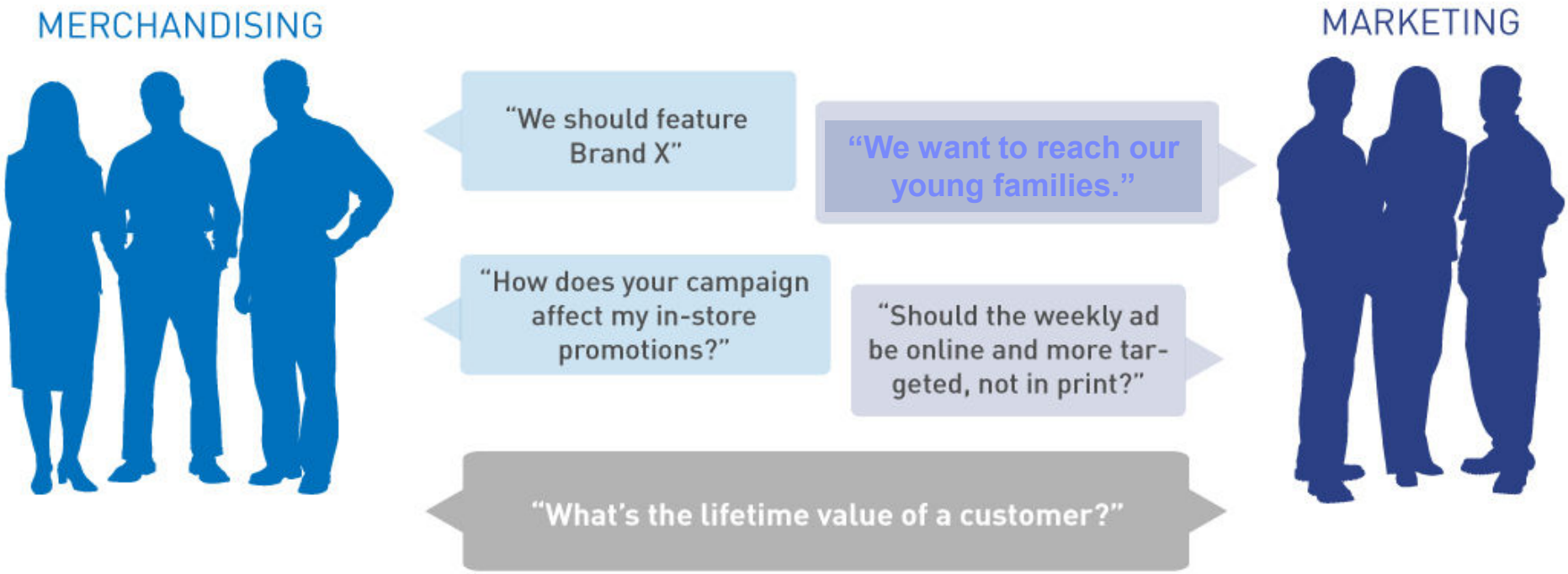
Merchandising and marketing can leverage demand and market intelligence to drive profits and long term customer loyalty



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Shoppers leave digital footprints to help us understand them based on what they buy

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Shopper Segmentation is often the first step in aligning merchandising, marketing, and the shopper

RFM
How are they spending?

Behavioral
What are they buying?

Headroom
How much more can they spend?

Trip Missions
Purpose of their visit?

Lifestage
What are their social influences?

Attitudinal
Why do they buy?

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Retailers can tailor strategies, messages, and merchandising tactics to each segment, in store and online

	WHAT THEY BUY	BEST VEHICLE	OPTIMIZATION
Families on the Go			Ad and Direct Mail Versioning
All Natural			Forecast display lift and find best stores for execution
Young Families			Identify top KVIs and set Rules to protect

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DemandTec's solutions help retailers become shopper centric merchants

Shopper Insights

Customer insights delivered through interactive dashboards help retailers make merchandising decisions that align with customer objectives, improving both category performance and customer loyalty.

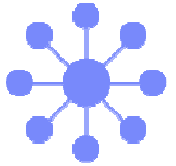
Pricing and promotion

Evaluate millions of alternatives to profitably define the right pricing and promotion approach in response to changing shopper behavior, supply chain dynamics, etc.

Assortment

Ensure item assortments are relevant to target customer segments and maximize store/space profitably by region and category

Supplier Collaboration



Improve negotiation processes and collaboration between retailers and manufacturers

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DemandTec users around the world have become shopper centric merchants, collaborating with trading partners

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