



CLIENT:

Market-leading consumer packaged-goods company

SIZE:

- 50,000 employees
- \$20 billion in revenue
- More than 80 countries

BUSINESS NEEDS:

- Segmented customer profiles
- Product placement analyses
- Direct marketing lists to strategically target under-performing local markets

Improved Shelf Awareness

How customer segmentation and location-demand scoring can help CPG shopper marketing groups optimize big-box performance.

HERE'S THE SITUATION

In an industry dominated by major retail chains such as Target and Wal-Mart, shopper marketing groups within consumer packaged goods (CPG) companies often have limited-to-no access to localized sales and marketing data. Yet, at the same time, those same retailers are holding CPG brand teams accountable for growing product sales in their retail outlets.

Localized data — ideally at a consumer household level — is essential to segmenting and analyzing consumer needs and behaviors; delivering relevant, targeted marketing; and optimizing marketing efforts around retail locations that provide the best potential for sales growth.

No localized data — and a mandate to drive sales. What does a shopper marketing group do when they're in this bind? They call us.

HERE'S WHAT WE DID ABOUT IT

Here's how we helped a shopper marketing group within a large, multinational CPG company drive new revenue for one of its key brands using a technique called Top/Bottom.

Using high-level data sets that the major retailer had provided our client, we were able to isolate the retailer's top 30 percent of stores and bottom 30 percent in terms of sales performance for our client's brand.

Using our proprietary drive-time analysis and segmented, household-level data sets, we were able to analyze which kinds of households were present — and absent — among the major retailer's top- and bottom-performing locations.

Bingo. Not only did we know who was shopping this brand, we knew which specific households were responsible for the brand's best performance within the retail chain. The shopper marketing group immediately gained a detailed behavioral and attitudinal portrait of their

brand's most devoted customer. We built our client a retailer scoring model, which showed them which retail locations had the most potential to improve brand sales.

CHECK OUT THESE RESULTS

The last step in the engagement was to make all of our intelligence actionable by planning and executing localized target-marketing campaigns to drive brand sales at specific retail locations — without the benefit of co-branding from that same retailer.

Using our own geo-spatial analytics, we were able to further refine our list of target households. We created a coupon drop targeting only:

1. The brand's most loyal customers...
2. ...who lived within an optimal drive-time radius of the shopper marketing group's retail partner...
3. ...and who did not drive past a big-box competitor on their drive path.

Not only did this coupon drop drive a disproportionately high response rate for the brand team, the redemption rate at the targeted retailer exceeded redemption at the No. 2 competitor by almost 400 percent.

Following the success of this initial engagement, our client has been able to reallocate and optimize its local marketing spend. We've gone on to help this shopper marketing group with similarly successful campaigns for six of its major brand lines.

TAKE THE NEXT STEP:

- Go to buxtonco.com
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