

the 2018 ● guide

to Retail & Shopper Insights

Featuring in-depth profiles from leading companies, including:

- 1010data
- EIQ Research Solutions
- InContext Solutions
- Inmar
- Label Insight

1010DATA™

1010DATA.COM



DRIVING SMARTER DECISIONS

Every consumer driven company is exploring changing business patterns iteratively, measuring past performance and predicting future direction to differentiate within their market. They are relying on data that enables their business to make decisions quickly. However, today's market is saturated with data and most companies can't determine which data streams to trust. Cutting through the clutter and integrating actionable insights is challenging. 1010data provides consumer purchase behavior data that helps brands & retailers understand their market position and contextualize the "why" behind the buy. Our smart data streams have empowered dozens of Fortune 500 companies to regain share quicker, lower risk, convert more buyers, and make informed decisions ahead of the market.



PROVIDING "HIGH-DEFINITION" CAPABILITIES

Brands & retailers get data from a multitude of sources but are unable to unify these disparate datasets to create a holistic and unique view of their business and the markets they compete in. Without an end-to-end view of their market, companies can't get questions answered quickly enough to keep up with market changes. 1010data's analytical platform allows for seamless data integration and rapid time-to-value in a flexible environment that's customizable and low maintenance.



DEMOCRATIZING INTELLIGENCE

Technical systems often impede access to the relevant data and insights needed to move business forward. Attempts to share insights across the company and with external value chain partners are elusive in this structure. 1010data puts insights in the hands of users at all levels instantly by removing data delivery lags or the need for long running projects. Our collaborative platform enables organizations to permission varying levels of access to insights for hundreds of external stakeholders.

AT-A-GLANCE

WHO WE ARE

1010data transforms big data into smart insights to create the high-definition enterprise that can anticipate and respond to change. Our modern cloud-based analytical intelligence and consumer insights solutions enable over 850 clients to achieve improved business outcomes quicker, with less risk.

INDUSTRIES SERVED

- Retail
- Consumer Packaged Goods
- Financial Services

PRODUCTS & SERVICES

- **1010reveal** - High Definition Consumer Insight & Alternative Data Suite
- **1010edge** - Enterprise Analytics & Data Orchestration Hub, To Discover, Curate, Enrich, Analyze, Model, Learn, Act and Share Business Insights
- **1010discover** - Self-Service Data Analytics Workbench, For individuals and small teams
- **1010connect** - Granular Inter-Enterprise Data Sharing and Monetization Marketplace to democratize Intelligence

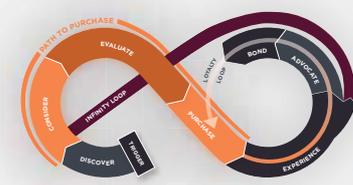
KEY EXECUTIVES

Greg Munves, CEO & President
 Steven Albert, COO
 T.C. Fleming, CFO
 John Seaner, CMO

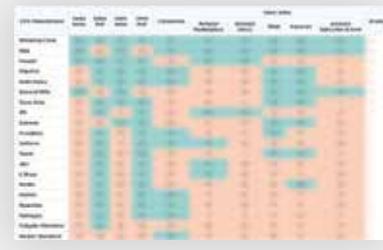
CONTACT

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Consumer Decision Journey



CPG Scorecard



1010reveal Market Benchmark

1010DATA
1010reveal Ecommerce Market Benchmark
 Discover the drivers behind your market position in today's competitive landscape by assessing online shopping behavior at the category, brand, merchant and product level

Determine
Market position

Identify
Industry disruptors

Optimize
Online assortment

Data Streams

Categories
 200+ categories created directly with input from top consumer goods manufacturers and hundreds of brand retailer-based categories

Anticipate and Respond to Change by



Driving Smarter Decisions

Regain Share, Lower Risk & Convert More Buyers



Providing "High-Definition" Capabilities

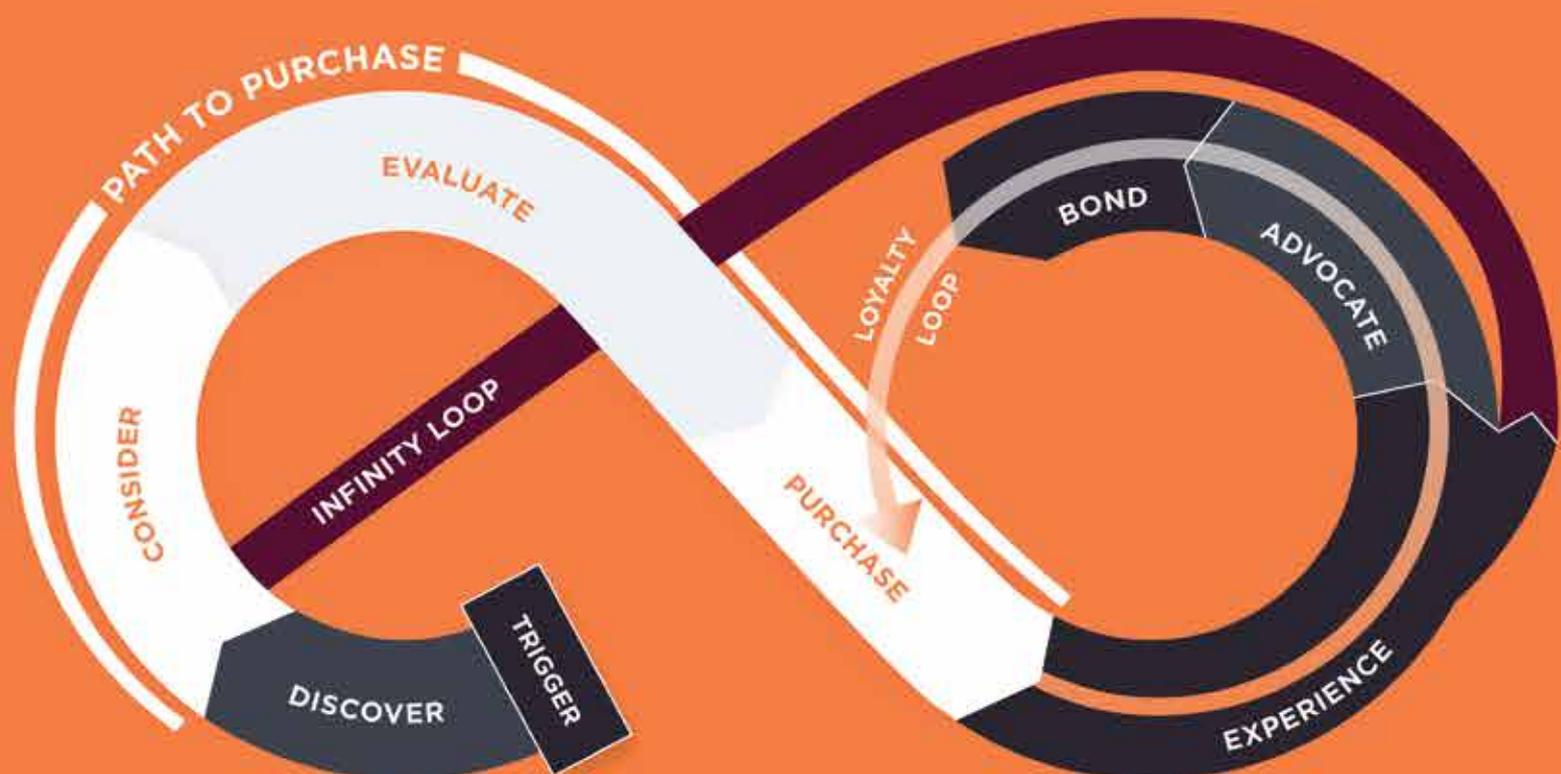
End-To-End Market View with Rapid Time-To-Value



Democratizing Intelligence

Access Insights at Every Level

Along All Stages of the Consumer Decision Journey



1010DATA



INCONTEXTSOLUTIONS.COM

BLURRING THE LINES BETWEEN PHYSICAL & DIGITAL

The truth of today's retail is that shoppers care less about the medium in which they shop, and more about whether they have a pleasant experience and are able to get what they need. Stores are becoming the catalyst for this idea of "new retail", which integrates ecommerce and conventional retailing. In China, Alibaba is doing this already, and here in the U.S., Amazon has been leading the charge with its integration of Amazon Prime for Whole Foods shoppers. In-store versus online is becoming irrelevant. But how can physical retail keep up with the pace?



- It will have to mirror the "test and learn" speed and agility of the digital world.
- It will need better data for faster decisions, without the cost inefficiencies that exist today when it comes to bringing innovation and change to market.

Mixed reality technology allows brands and retailers to get deeper insights on shopper experience, faster, and more affordably than ever before. Understanding how digital and physical can become more unified in all facets of the trade, from supply chain to marketing, is going to be key to retail's future. This type of technological innovation gives customers convenient and engaging ways to shop, while creating much-needed agility for brands and retailers.



SEAMLESS RETAILER & BRAND COLLABORATION WITH MIXED REALITY

Teams from both a large snack foods manufacturer and a national retailer wanted to plan and execute a successful snacks category reset. But they needed a strategy that would allow them to efficiently

collaborate and iterate on concepts, saving time and reducing unnecessary costs before going to market.

Using **ShopperMX™**, the manufacturer and the retailer were able to evaluate the impact of two different shelf concepts on real shoppers, to get a quick read before taking anything to market – mitigating risk and improving collaboration between merchant, vendor and space management teams. For each of the two different category reset concepts, the brand and retailer leveraged ShopperMX™ to test both **Sales Impact** (including impact on category, manufacturer, brand and product performance in terms of units, dollars, penetration and buy-rate) and **Shopper Impact** (including reporting satisfaction, likeability and preference to shop.)

Evaluation with ShopperMX™:

- Eliminated the typical back and forth process, and created a virtual space where everyone's ideas were heard—resulting in a winning category reset that benefited both retailer and manufacturer.
- Showed the overall results supported previous category analysis, providing validation for virtual testing and confidence around future in market results.
- Helped identify the layout, as well as packages and brands, that resonated best with a key shopper segment, confirming that results with the target shopper were consistent with total respondents.
- Completed testing in just **5 business days**, saving the teams nearly six months of additional time, labor and cost.

By testing with real shoppers before investing in store changes for quantitative and subjective decisions, they mitigated risk and learned valuable insights for future concept iterations.

AT-A-GLANCE

WHO WE ARE

InContext Solutions is a mixed reality software company helping optimize the shopper experience for the world's largest retailers and brands. Our collaboration and decision-support platform – ShopperMX™ – provides 3D content and simulated store environments to help visualize, evaluate and collaborate on new concepts at the pace of digital.

EXPERTISE

At InContext, we pride ourselves in being the leaders in both retail merchandising and mixed reality solutions – providing a unique intersection of cutting-edge technology and retail insights. Our experienced teams understand today's evolving industry, and develop solutions that help our clients create better shopping experiences while improving agility and speed in the space.

INDUSTRIES SERVED

- Consumer Packaged Goods
- Retail
- Consumer Electronics
- Restaurant & Food Service
- Home Improvement
- Apparel & Fashion

PRODUCTS & SERVICES

ShopperMX™ – our enterprise mixed reality platform – powers the following solutions for faster, smarter, more profitable business decisions:

- **Digital Content** – Leverage high-quality multi-dimensional content—from products and signage to displays and fixtures—and over 2 million square feet of virtual retail space.
- **Virtual Simulations** – See how new concepts translate within specific retail stores or learn how new products, packaging or signage will pop on the shelf with hyper-realistic virtual simulations.
- **Insights & Analytics** – mine data and insights from real shoppers—with synthesized attitudinal and behavioral insights—in a fraction of the traditional time and cost.
- **Retail Tech Innovation** – Push the limits of retail innovation through the power of mixed reality with AI, image recognition, and other cutting-edge technologies.

MAJOR CLIENTS

- Walgreens
- Walmart
- Kellogg's
- Coca-Cola
- Anheuser-Busch
- Pfizer
- Home Depot
- Johnson & Johnson
- Kraft Heinz
- Smucker's

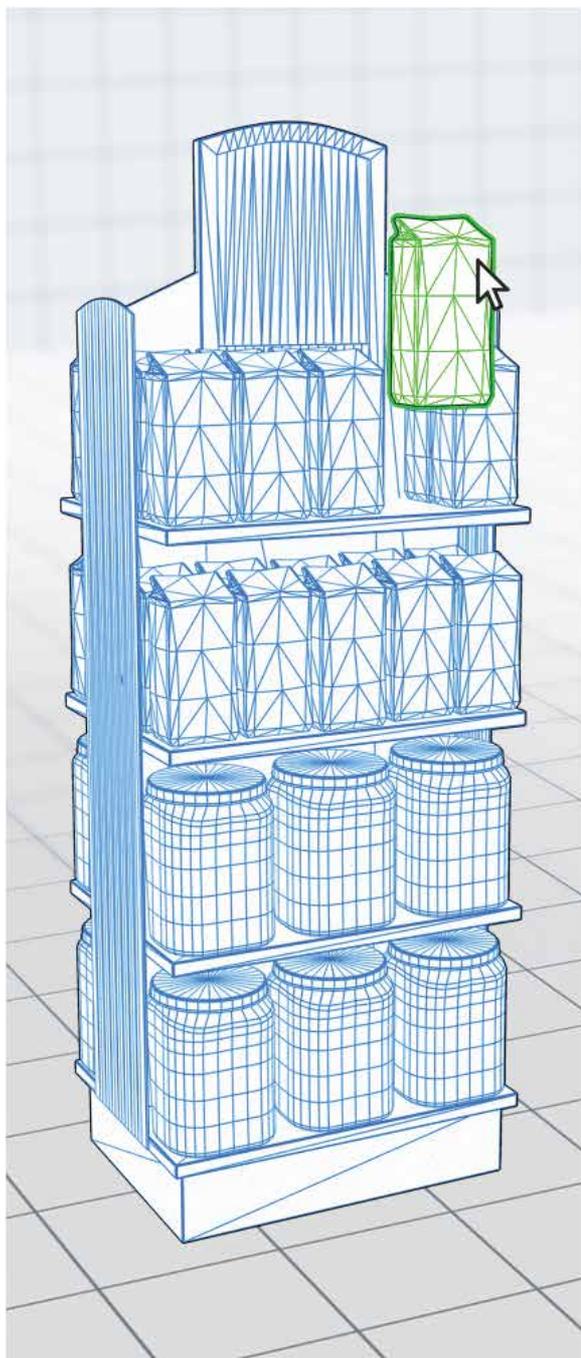
KEY EXECUTIVES

Mark Hardy, CEO
Tracey Wiedmeyer, Chief Technology Officer & Co-Founder
Rich Scamehorn, Chief Research Officer & Co-Founder
Derick Goodman, EVP, Commercial & Strategic Alliances

CONTACT

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Retail Innovation That Makes a Lot of Cents.



Ideate



Evaluate



Activate

Retail ROI starts with VR.

ShopperMX™ gives retailers and manufacturers a faster, smarter, more profitable way to bring new concepts to life.



www.incontextolutions.com | 312.462.4198



INMAR.COM

Influence and data go hand-in-hand. Inmar is the expert at leveraging the data it generates (at a rate of more than 53,000 cloud-based transactions per second) into first-class insights that help brands and retailers reach shoppers with hyper-relevant, high-impact content optimized for driving purchase and building loyalty.

SILOES ARE FOR CORN

We're silo busters. Sure, we have lots of data - 1.1 billion baskets, 63 million households, profitability metrics for over 2.5 million unique SKUs, one million monthly social engagements - but data from disparate sources doesn't do much on its own. Data becomes powerful when it's synthesized and made actionable.

At Inmar, we combine basket data, shopper data, product profitability data, and social engagement data and use behavioral economics to paint a full picture of the path to purchase. In doing so, we help brands and retailers develop winning strategies for building equity with shoppers with high-impact content and incentives delivered across platforms and media.



WE WORK SMARTER (AND HARDER)

Winning strategies require flawless execution to spur shoppers to action. Be it by email, a social post produced by one of our 11K+ social influencers, a display ad, or even a 1:1 conversation with a chatbot, Inmar's superior targeting capabilities ensure that your content is delivered to qualified shoppers on the most relevant channels.

All told, Inmar's network can reach 50 percent of all U.S. digital shoppers with optimal efficiency and impact. Our digital promotion and media solutions have been shown to more than double redemption and campaign ROI - all while reducing CPUM, preventing unnecessary promotion subsidizations, and keeping media costs in check.

OUR SUITE OF DATA-BACKED, TECHNOLOGICALLY-DRIVEN SOLUTIONS INCLUDE:

- **Intelligent Offers** – Drive loyalty and maximize your promotion budget by customizing digital coupon face values and purchase requirements to specific shopper segments based on their purchase history
- **prescriptiveIQ** – Create a comprehensive campaign strategy from creation through execution, and ultimately attribution, via first party sales data blended with social behavioral data
- **Conversational Commerce** – Deliver a completely personalized shopping experience via Messenger Bot technology

AT-A-GLANCE

WHO WE ARE

We harness the power of data to improve people's lives. Our technology and solutions are inspired by digitally savvy shoppers and are designed to help our partners develop high-impact shopper marketing strategies that address their changing needs and behaviors.

EXPERTISE

We simplify an increasingly complex world. By analyzing billions of consumer transactions at scale, we help brands and retailers grow share, build loyalty, and drive revenue by efficiently delivering targeted, equity-building content and promotions across methods, devices, and channels.

PRODUCTS & SERVICES

Inmar has the most robust data-driven promotion platform in the marketplace - comprising a single strategic resource for brands and retailers to create, execute, and assess holistic, omni-channel shopper marketing campaigns.

Areas of expertise include:

- Digital Promotions
- Targeted Media Delivery & Amplification
- Influencer Marketing
- Conversational Commerce
- Shopper Analytics
- Retail Analytics

KEY EXECUTIVES

Jennifer Mauldin, President and Chief Client Officer
John Gibson, President, Client Development
Jim Hertel, Senior Vice President, Inmar Analytics

CONTACT

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The Power to Influence Starts with Data

Drive Shopper Activation in 2019

Commerce ▶ Analytics ▶ Activation

We have shopper marketing down to a science (literally)

Access Rich Shopper Data



45% of U.S. Digital Retail Rooftops



2.1BB+ Loyalty Transactions Processed

Enhance Promotion and Media Efficiency



23% average increase in units moved at **31%** lower CPUM



1.5x Total Media Value

Connect with Socially Engaged Shoppers



11,000+ Social Influencers



200MM+ Monthly Page Views

Deliver Personalized, High-Impact Offers



2x Redemption Lift



20% Increase in Campaign ROI



Come see us at **BOOTH #219** to learn more!

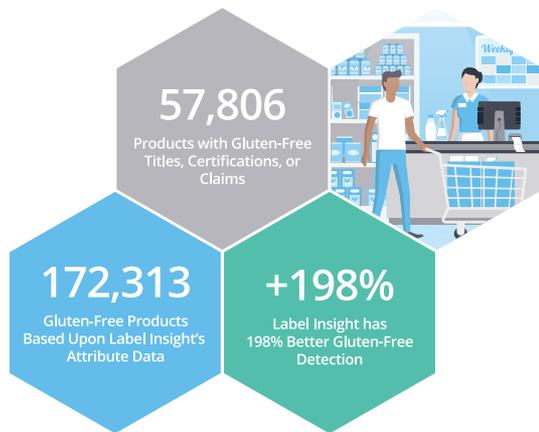
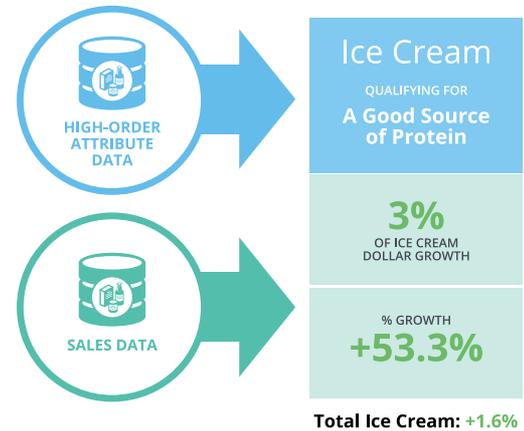
www.inmar.com • (866)440-6917 • solutions@inmar.com



LABELINSIGHT.COM

A NEW KIND OF DATA UNLOCKS THE WHY BEHIND THE BUY

High-order attributes from Label Insight are the key to unlocking transparency for your Insights and Analytics strategy. This new class of product attribute information, specifically designed to meet evolving consumer expectations, allow you to see your category through the shopper's eyes. When combined with sales data, these attributes uncover hidden trends and buying behaviors that produce powerful category and marketplace insights, and deliver real bottom line impact for brands and retailers.



NOT ALL ATTRIBUTES ARE CREATED EQUAL

Many solutions offer attribute-based insights in today's market, but only Label Insight attributes reveal a product's true characteristics. That's because our high-order attributes don't simply rely on claims, certifications, and product titles alone. We combine more than 15 dimensions including ingredient, nutrient and allergen analysis, 250,000 plus exclusive ingredient definitions, and proprietary taxonomies for cross-referential data indexing to create our patented solution. As a result, Label Insight high-order attributes offer the most complete, accurate, and granular picture available.

THE INDUSTRY STANDARD FOR PRODUCT DATA

Label Insight is the proven leader in product data. That's why more than 240 scientists at the FDA log into our platform every day. It's why we provide more than 90% of the product data included in the USDA Branded Food Products database. Moreover, it's why leading brands and retailers like Unilever, Pepsico, ConAgra, Albertson's, Target, Meijer, and Raley's partner with us to supercharge their product intelligence, category management, shopper marketing, health and wellness and transparency initiatives at scale. No other solution provider offers the depth, breadth, and granularity of product attribute data across more than 80% of top-selling food, pet, and personal care products in the US today.



AT-A-GLANCE

WHO WE ARE

Label Insight was founded with the mission of helping consumers understand the products they use and consume. Our purpose is to create personalized experiences between people and products through increased transparency.

EXPERTISE

Label Insight's patented technology captures, organizes, and transforms information on food, pet and personal care product packaging into enriched high-order attribute data. This unique data enables brands and retailers to uncover hidden growth and personalization opportunities both online and in-store.

INDUSTRIES SERVED

- Grocery Retail
- Grocery Ecommerce
- CPG Brand Manufacturers
- Government

PRODUCTS & SERVICES

- **Label Insight Explore**
Create and curate more than 22,000 high-order product attributes and activate them at scale across categories and the entire marketplace.
- **Nielsen Product Insider (Powered by Label Insight)**
The industry's most powerful attribute and purchase data platform.
- **Retail Health & Wellness**
Create differentiated shopper experiences in-store and online with custom attribute-driven product search and discovery tools for consumers.
- **Retail Views for Brands**
See how your retail partners are scoring and shelving your products in the context of their Health & Wellness initiatives.

MAJOR CLIENTS

- Target
- Albertson's
- Walmart
- Raley's
- Schnuck's
- Topco
- Pepsico
- Unilever
- ConAgra

"Label Insight has provided invaluable product and ingredient data to power our Shelf Guide program. With high order attribute data, we can help our customers make informed shopping decisions and create an improved eCommerce experience."

Michael Teel, Chief Executive Officer of Raley's

KEY EXECUTIVES

- Ronak Sheth, CEO
- Patrick Moorhead, CMO
- Kevin Hoffman, VP, Product
- Dave Byman, VP, Sales

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Shoppers Come to the Aisle with a Whole Different Idea of What Matters



“Label Insight data is the only solution specifically designed to meet the increasing consumer demand for better information and transparency.”

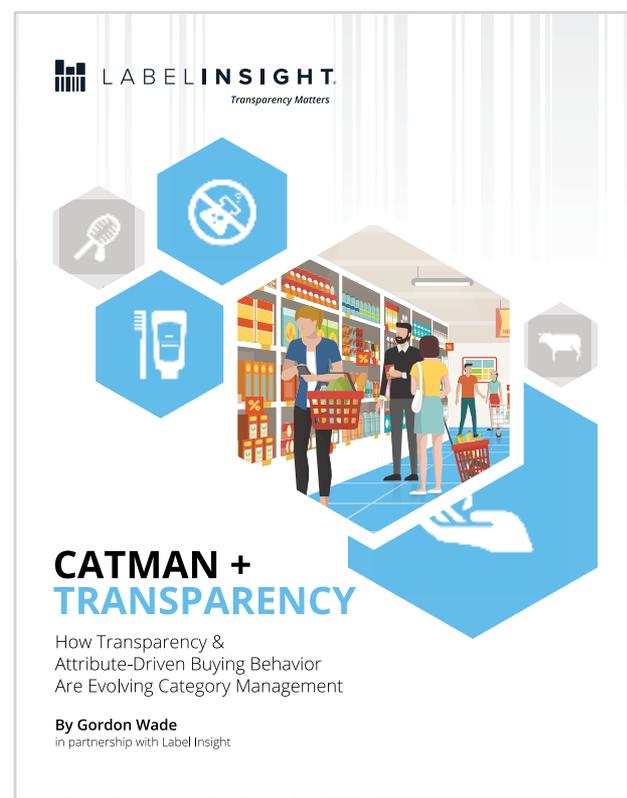
Tom McDonald,
Senior Vice President of IRCPA,
Chairman — Category Management
Association Executive Board

Is Your Category Management Strategy Ready For Them?

We've partnered with one of the original developers of the Category Management discipline, to explore how consumer demand for transparency is changing the CPG industry and how it's reshaping the Category Management profession.

Download the white paper to learn more:
labelinsight.com/catman-white-paper

 **L A B E L I N S I G H T**
Transparency Matters





ENSEMBLEIQ.COM

WE CAN DO IT ALL, AND ALL UNDER ONE ROOF.

SHOPPER & CONSUMER INSIGHTS

- Consumer beliefs and perceptions
- Shopper behavior and decision-making
- Path to purchase/shopper journey
- Emotional, rational and non-conscious associations

EXECUTIVE ENGAGEMENTS

- Peer-to-peer learning and relationship building
- Industry benchmarks
- Customer perception insights
- Advisory services



WE TURN RESEARCH INTO SMART BUSINESS SOLUTIONS.

EnsembleIQ Research Solutions offers its clients the thorough analysis and guidance necessary to make data-driven decisions that deliver the smartest results.

- EnsembleIQ's leading network of media brands give us a keen vantage point into the state of retail.
- Our expansive collection of resources and tools allow for truly innovative approaches that push best practices and go-to-market solutions.
- We have the ability to use your insights and unique story to develop thought-provoking content to achieve actionable results across key industry segments.

AT-A-GLANCE

WHO WE ARE

EnsembleIQ Research Solutions offers an unmatched dedication to providing actionable consumer and shopper insights, advanced analytics and comprehensive quantitative and qualitative research services that merge both B-to-B and B-to-C capabilities.

INNOVATIVE CAPABILITIES

We are the experts in helping retailers, brands, agency partners and the entire ecosystem of retail solution providers to identify, quantify and leverage opportunities for achieving consumer and shopper loyalty. It's our holistic understanding of the retail landscape and industry-specific experience that permits us to drill deeper into the real issues driving today's shoppers and consumers and yield actionable results. **We offer you a perspective as unique as your needs.**

WE UNDERSTAND YOUR MARKET

- Consumer Packaged Goods
- Retail
- Technology
- Hospitality
- Agencies

MAJOR CLIENTS

- Symphony AI
- Spring Mobile
- Keurig Dr. Pepper
- blu eCigs
- Hershey
- Valassis Digital
- Jack Links
- Procter & Gamble
- Tyson Foods
- Y&R

CONTACT

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The future belongs
to the curious.

Discover what you've been missing.



1

MARKET PERSPECTIVE

Unparalleled purview into the current state of CPG and retail.

2

INNOVATIVE METHODOLOGY

Techniques for informed decisions on consumer beliefs, shopper behavior and decision-making, the customer journey, peer-to-peer learning and industry benchmarking.

3

STORYTELLING

Expertise that turns your nuanced insights into a compelling and relevant story.

4

ACTIVATION FOR GROWTH

Ability to implement your thought leadership to gain actionable results.

Learn how EIQ Research Solutions can help your business succeed by contacting us at 773-992-4450 or visiting ensembleiq.com.

EIQ RESEARCH
SOLUTIONS
Inform. Engage. Solve.

Progressive
GROCER

Retail Leader

RETAIL INFO SYSTEMS
RIS
POWERING INTELLIGENT COMMERCE

CANADIAN GROCER

DRUG STORE NEWS
dsn

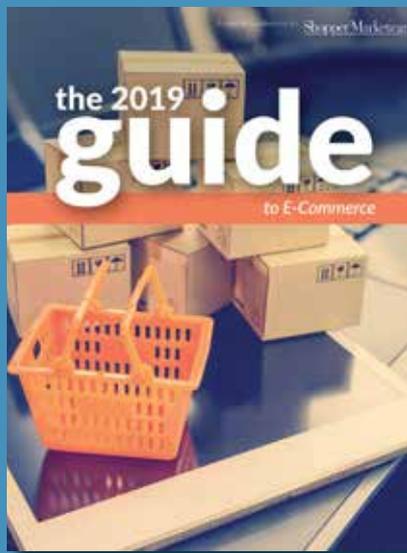
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StoreBrands

Shopper Marketing

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*Don't miss the next Industry Guide appearing only in
Shopper Marketing magazine in December 2018.*



*E-Commerce
December 2018*

*Contact Rich Zelvin at EnsembleIQ at rzelvin@ensembleiq.com
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