

Applying an OmniShopper Lens

For a Comprehensive View of Your Business



1 Start by Harmonizing Data and Analyze for Insights

OmniShopper Insights are mined from a database blended from all your eCommerce and Brick & Mortar data sources.

Why TABS Data Harmonization is Different

TABS harmonizes online sales data with Brick & Mortar syndicated data (such as IRI, Nielsen or other sources) to deliver a full 360 Shopper view between eComm and Brick & Mortar. We can also take it a step further and analyze POS data between Brick & Mortar and eComm to provide a detailed view of sales from eComm sources, pure play, Brick & Mortar and DTC. Clean, customized data is critical to insightful analysis.

What We Deliver

Fast, Iterative Analysis on the Fly via a combination of our analytical service platforms, each containing powerful tools and unique dashboards. We will customize to meet your specific needs and those of your retail partners and/or internal teams.

TABS Analytics' data harmonization combines multiple, disparate data sources for value metrics at the UPC level.



2 Use Insights to Develop OmniShopper Hypotheses

Test and optimize OmniShopper strategies prior to in-market rollout – online or in-store – using Virtual Shopping Research.

How Test & Learn Research Works

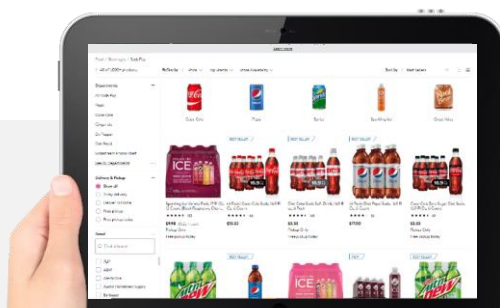
Test eCommerce or in-store strategies and tactics with speed, producing sales results and shopper metrics *without the risks and barriers associated with in-market A/B testing*. Participants enter a virtual store or website where they shop as they would in real life. The virtual shopping experience is followed with rich diagnostics to understand the specific elements of a strategy driving success and those that can be improved.



What You Can Test

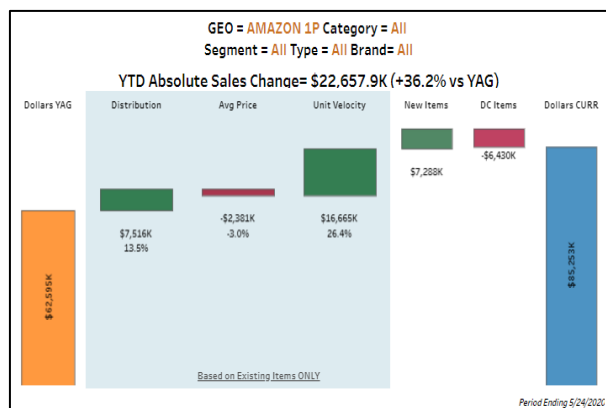
Strategies to test before implementing across channels include:

- New and unique product offering
- Alternative product mix
- Alternative packaging/pack size
- Channel/retailer specific promotions
- Price optimization



Case Study: eComm Data Harmonization to Understand Growth Across Channels

eComm sales data like Amazon is analyzed separately from Brick & Mortar, making meaningful analysis slow and challenging.



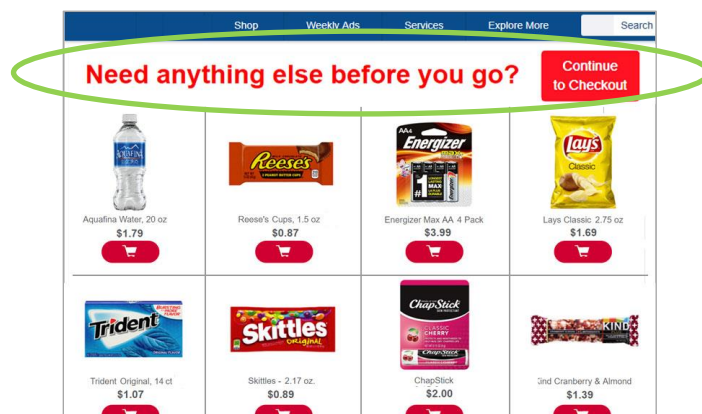
Solution: TABS leveraged its analytic capabilities – combining both B&M and eComm POS by Retailer/Brand down to the SKU level. Applying machine learning and “human intervention,” we built out a master item database harmonized across all geographies, products, time periods, price, pack size, channels and mix.

Using Excel® (QuickTABS®) and cloud-based deliverables (Marketing Insights PRO™), TABS delivered key recommendations around optimized product mix, segmented growth trends and overall category/brand sales performance by channel. The client was then able to activate against the harmonized data across all key business metrics.

Advantage: Proprietary distribution-based analytics provided further clarity to show “why and where” growth was coming from: distribution, organic velocity and price/mix.

Case Study: Influencing Impulse Purchase in eCommerce

Even online, there are several key touchpoints where the shopper may be influenced beyond his or her shopping list.



Research: In an online Virtual Shopping study (inspired by the checkout lane in grocery stores), consumers shopped a simulated eComm grocery environment and were presented with a variety of multi-category impulse items during the checkout process. Because eComm is not restricted by the physical limitations of an in-store checkout lane, we were able to test unconventional items not typically offered in Brick & Mortar.

Results: The checkout interruption technique more than doubled the percentage of shoppers buying the checkout items, and dollars spent on those items increased substantially. Diagnostics also indicated a positive shopper experience and perception of the retailer.

Find more info at www.tabsanalytics.com and www.decisioninsight.com