Today's IRI

As a member of the Symphony Technology Group, IRI brings complete solutions – combining our wealth of data, domain and analytic expertise with proven technologies for real-time performance management – to CPG manufacturers and retailers. The IRI Consumer-Driven Enterprise Management platform automates business planning and analysis, providing enterprises with the insights necessary to transcend current limitations and raise future performance.

IRI
INFORMATION
RESOURCES, INC.

Consumer Centric Merchandising Suite

Loyalty Analytics

All that loyalty data you're collecting represents a golden opportunity. But so far its actual impact on your business has been modest. Now you can turn potential riches into measurable increases in volume, profit and share of wallet.

|		
Germany	**Spain**	**Greece**
France	**Italy**	**Netherlands**
United Kingdom	**United States**	

You know what an asset customer loyalty data is – now you can use it to efficiently segment your customer base and inject customer-centric and segment-specific strategies into marketing, merchandising and other areas of operations.

IRI Loyalty Analytics automates reporting and analysis of customer behavior. Dynamic segmentation and profiling increases visibility into the behavioral components driving sales within targeted groups – insights that point directly to how you can become more relevant to the primary shopping missions of your most valuable customers.

Highlights

- Detection of important customer behavior and attributes
- Highly complex and revealing customer segments/views
- Automatic generation of lists for targeted marketing
- Seamless input of analytic results into category management and other planning systems
- Analysis of transactional data on all customers for comprehensiveness and validity

Best-customer shopping missions
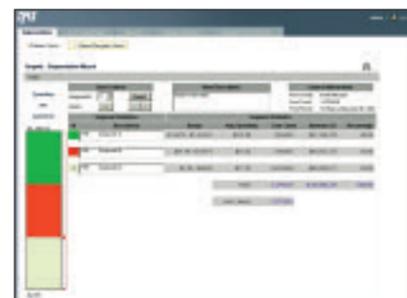
Real-time screening and segmenting based on multiple targeting criteria decompose the behavior of your most valuable customers into information you can act on.

The business case

1. Find the growth opportunities hidden in customer behavior. IRI's powerful analytics give you more insights for growing your business by identifying and meeting the needs of your most important customer segments. Use it to ensure that your high-value/high-potential shoppers always find the products they want on your shelves and see their lifestyles and preferences reflected in your circulars, displays and deals. Analyze loyalty data with consumer panel data to better understand your share of their wallets – and how to increase it.

2. Do more targeted marketing, and get more out of it. Plentiful, deep insights into shopper behavior help you create innovative marketing tactics and campaigns that resonate with your best customers. Go beyond category promotions, for example, to entice targeted customers into other categories relevant to their shopping missions. Adjust pricing on those items where good customers are most price sensitive, improving perception of value.

The IRI Consumer-Driven Enterprise Management platform

You've long known IRI as a leader in CPG retail data and analysis. Now the same trusted source provides installable and hosted applications that deliver insights at your desktop, accelerate action and help you evaluate results against expectations.

All the solutions in the IRI Consumer-Driven Enterprise Management suite are delivered on a common platform. It combines powerful data integration and multidimensional analytics with the means to rapidly generate reports, plans, dashboards and alerts that make insights accessible and actionable for business teams as well as technical folks. With a common platform, various groups within CPG companies can make decisions using the same core data and tools, along with their own unique data sources, data models, business models, rules, reports and workflows. Across the enterprise, as people work with the same numbers and collaborate with ease, decision quality and consistency greatly improve.

Who are my best customers?

What's my share of their wallet?

How much do they spend per trip?

What days and times do they shop?

What brands do they prefer?

What other items do they buy?

What promotions do they respond to?

What are their churn rates?

How price sensitive are they?

Which items drive price sensitivity?

ACTION-READY INSIGHTS

Powerful data transformation

- Automated integration of multiple data sources
- Highly compressed database (100s of millions of baskets, billions of pieces of item-level data) with innovative access methods that deliver unmatched response times

Rapid insight and analysis generation

- Automated standard/custom reporting on shopper behavior at every level in the product hierarchy
- Ad hoc analysis for in-depth insights (shopping patterns, basket size, product affinities, response to new product introductions and promotions, etc.)

### Multidimensional segmentation and profiling

- Real-time, dynamic screening and segmenting with multiple targeting criteria
- Powerful, dynamic data visualization
- Storage and retrieval of highly complex customer views and segments
- Security to ensure customer privacy and anonymity (household IDs masked, no personally identifiable customer attributes maintained)

Customer-centric action

- Quick, easy access to customer behavior data throughout the organization
- Analytic results provide input to planning systems and processes:
  Assortment and new products
  – Validate assortment decisions based on impact on high value/high potential shoppers
  – De-list items with the least impact; identify highly-substitutable, low-loyalty items

– Use trial and repeat metrics to more accurately determine the long term success/failure of new products; act on the early 'read' to modify tactics mid-launch when necessary
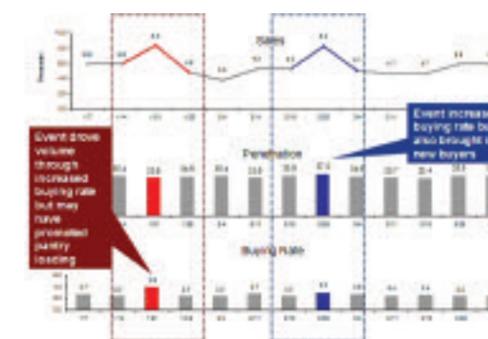
Promotion and pricing

– Identify the events and tactics that promote increased category consumption and new category buyers as opposed to brand switching

– Quantify the extent to which feature ads are fulfilling their stated objectives (e.g.: increasing traffic, promoting larger baskets, etc.)

– Identify promoted price points low enough to lure desirable shoppers but not so low as to promote 'cherry picking'

Targeted marketing

– Systematically expand targeted marketing to meet a wider range of need within top customer segments

– Accurately and consistently evaluate targeted offers and customer-segment-based promotional events