



Price and Promotion Effectiveness

Finding additional shoppers has helped

9 in 10
brands grow



Creating better trade plans

Optimise price promotions to grow your brand and category

Nothing has the same immediate impact on sales as price promotions.

However, with so much activity going on in a category at any one time, it is difficult to identify promotional impact at an aggregated level.

But by looking at the purchase patterns of individual shoppers we can directly measure the incremental impact of every promotion.

A shopper-led approach

Ability to break promotional uplifts down to determine how they work from a buyer perspective – creating a true measure of incrementality for your brand, category and the retailer.

Retailer agnostic

Total market coverage provides insight for all parts of your brand across customers and channels.

Predict impact

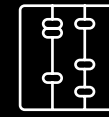
Simulate different promotional mechanics across different discount levels to make stronger promotional plans.

Our price and promotion solutions will maximise your incremental sales



Promotion Incrementality

Track real brand and store switching, and what shoppers do after a promotion, giving you the best read of how promoted volume is sourced and the impact this has on brands, retailers and categories.



Promotion Simulator

A dataset based on real long-term shopping behaviour allows you to simulate future outcomes and the optimal promotional strategy, even for scenarios that have not occurred in the market.



Price Pack Architecture

Identify the gaps in your pack price architecture by analysing your sales, across price and size points, compared to the market. Then simulate the impact of adding new SKUs to fill these gaps.

01

Promotion Success

Aggregating across all purchases within a promotion reveals what drove volume in that promotional peak. Overlaying this with volume stolen within store and from other retailers provides a unique three-lens approach to understand the benefit for your brand, retail partners and category.

02

Shopper Understanding

By identifying who your shoppers are, how many of them buy on promotion, and which types work best for different shopper groups, you can understand how promotions really work and how to capitalise on this.

03

Promotion Planning

When it comes to driving sales in a store over a short time frame, nothing beats the impact of price promotions. Worldpanel tools can be updated with the latest data to see the impact of your promotions recommendations and continue to develop customer relations.

04

04 Revenue Growth Management (RGM)

By knowing the prices paid for products both on and off promotion, you can see the true impact of promotional movements on net revenue by brand and for your combined portfolio.

05

Price Gap Understanding

Based on real shopping behaviour we can see the choices your buyers make when they buy other brands and identify the choices your non-buyers are also making.

For more information please contact your local representative or visit www.kantar.com/findnewshoppers

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