Meniga Consumer Analytics

Product Sheet

Meniga Consumer Analytics is a customised monthly report based on real-time consumer transaction data.

Meniga Consumer Analytics provides the transactional data, insight and knowledge that gives retailers a clear picture of customers – how they behave, where they shop or eat. **Meniga Consumer Analytics** provides a monthly report revealing customer demographics, market share, average receipt amount, dates and times trades occurred, market reach, cross sales and market mobility. Based on real-time, real-world transactional data, you will be able to see, with very little effort, where you stand in relation to competitors in your market sector. The report will highlight if you are underperforming against competitors and will also reveal whether customers are giving you repeat business or going to a competitor instead.

How it works

Meniga's core business is founded on open banking. We work with banking and retailer partners to accumulate and consolidate a 360-degree view of consumers' transaction data – all with their permission, of course. We get explicit consent from every customer and transaction data enrolment is approved by partner banks' legal teams. Data is anonymised and held securely.

Due to the ever-growing sample size of Meniga users and as more banks join our network – we have so far collected more than 136 million card-transactions and are currently collecting on average two transactions every second – the resulting analysis is increasingly precise. We help you identify and reward customers that are most valuable. You will be able to see if you are spending marketing money wisely, achieving high impact and seeing the expected ROI.

We then offer rewards and cashback based on consumers' day-to-day card transactions. By adding intelligence to the transactions, the consumer will receive highly targeted rewards matching their spending behaviour, including time and location of spend. For more information about using cashback rewards to drive performance marketing, take a look at Meniga Campaign Manager.

Meniga Consumer Analytics and Meniga Campaign Manager

Meniga offers two complementary products that help marketers use real-time transaction data to drive marketing performance. Meniga Consumer Analytics gives retail marketers a deep awareness of consumer behaviour and competitor performance, while Meniga Campaign Manager helps you manage marketing campaigns that deliver high performance underpinned by consumer transaction data. Both solutions are available via desktop PC or iOS and Android mobile device.
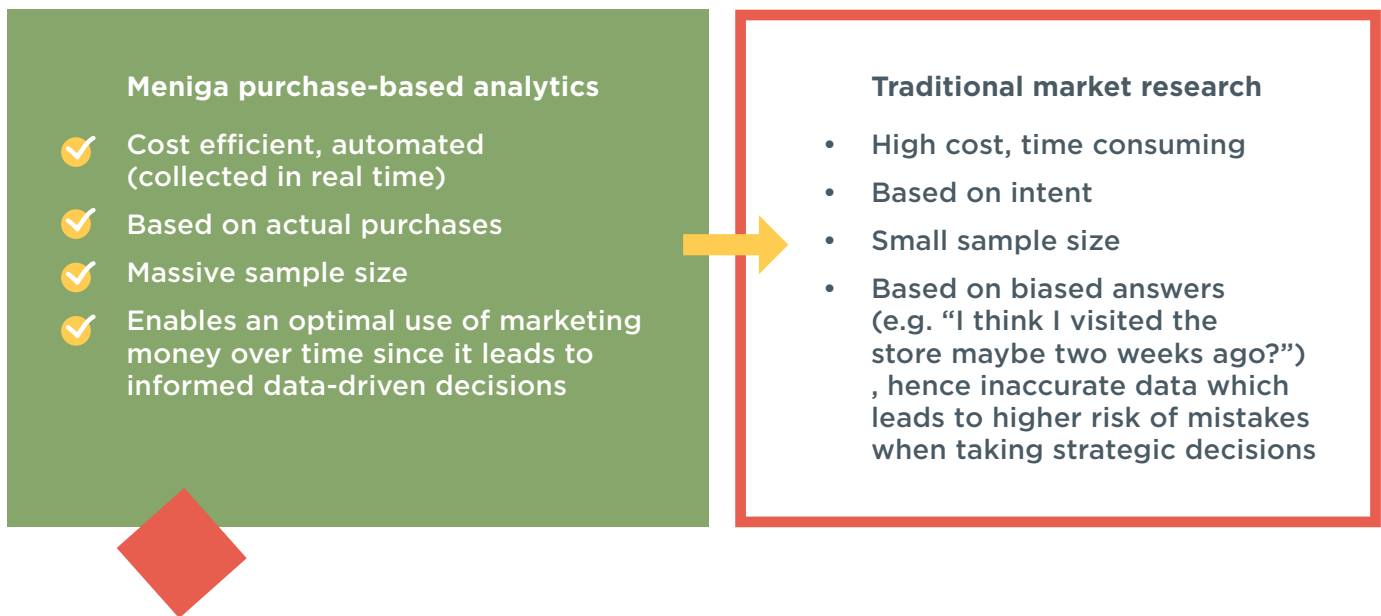
The two Meniga products work best together – data provided by Meniga Consumer Analytics feeds Meniga Campaign Manager, enabling data-driven marketing activities that grow the business. Meniga Consumer Analytics and Meniga Campaign Manager are also available separately. Marketers can subscribe to Meniga Consumer Analytics, receiving a monthly data report with insights that can help drive unrivalled high performance marketing. Meniga Campaign Manager is also available standalone to support campaign management that measurably increases loyalty and engagement. Meniga also offers tailored support to help you leverage insights from Meniga Consumer Analytics and get the best from Meniga Campaign Manager.
Meniga Consumer Analytics bridges the gap between online and offline data analytics and delivers immensely valuable information to retail marketers who have been taking decisions almost blindfolded due to the limited availability of relevant data.

Pricing

Meniga Consumer Analytics is a subscription-based service providing a monthly analytics report based on actual customer spending data.
When Meniga Consumer Analytics is used in conjunction with Meniga Campaign Manager, an element of monthly analysis is included in the fee. You pay for performance. We charge only on conversion – when a customer makes a purchase – so marketing based on guesswork is avoided and you can be confident you'll see return on investment (ROI). The fee Meniga collects is 100% performance based. No hidden intent, no guessing. That's why the ROI in Meniga Campaign Manager is usually ten times the money invested in campaigns. The more you learn about your customers' behaviour, the easier it gets to use Meniga Campaign Manager.

Meniga purchase-based analytics vs traditional market research

Meniga purchase-based analytics

- ✓ Cost efficient, automated (collected in real time)
- ✓ Based on actual purchases
- ✓ Massive sample size
- ✓ Enables an optimal use of marketing money over time since it leads to informed data-driven decisions

Traditional market research

- High cost, time consuming
- Based on intent
- Small sample size
- Based on biased answers (e.g. "I think I visited the store maybe two weeks ago?"), hence inaccurate data which leads to higher risk of mistakes when taking strategic decisions

Find your data today and together we can create marketing magic.

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For more information visit www.meniga.com