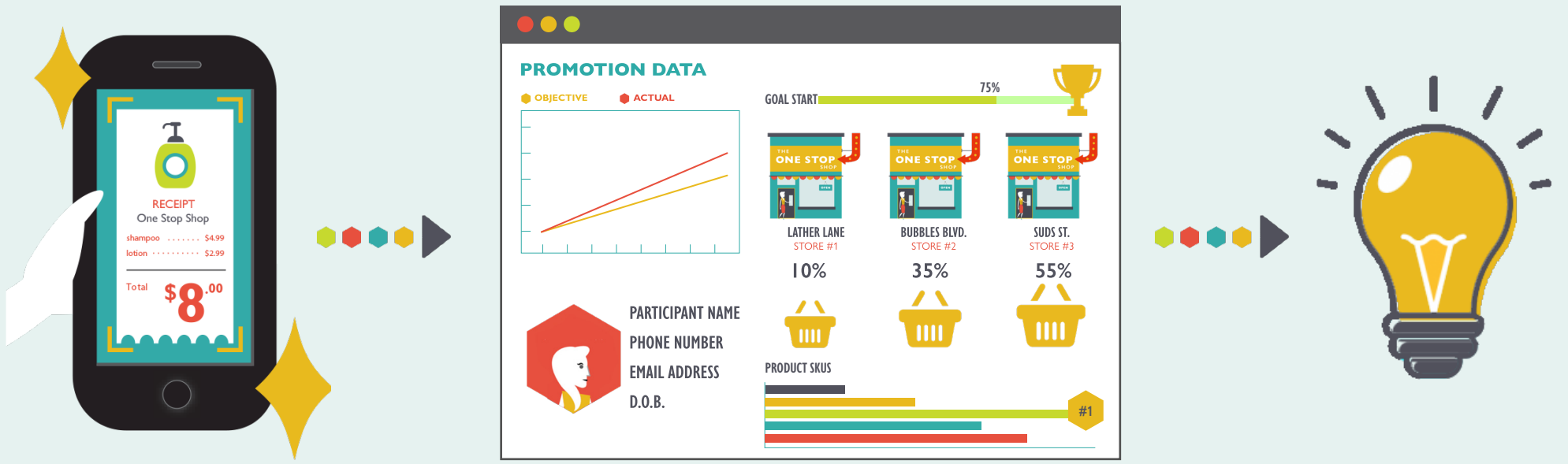


Receipt ANALYSIS - A MARKETER'S DREAM

A receipt is an excellent marketing tool when you consider the data that can be pulled from it. Receipts offer retailer information, product information, transaction data and shopper behaviour insights. Whether you're running a one-and-done promotion or executing a loyalty program, receipts are the link between promotion participation and driving strategic marketing action.



DATA COLLECTION & INSIGHTS

Promotion Metrics

Number of Participants



Number of Purchases



Number of Rewards Awarded



Track against established goals and past performance.



Retailer Metrics

Retailer Engagement - receipt count by store. Which stores are driving participation?



Share of transactions and sales by region, retailer and store.

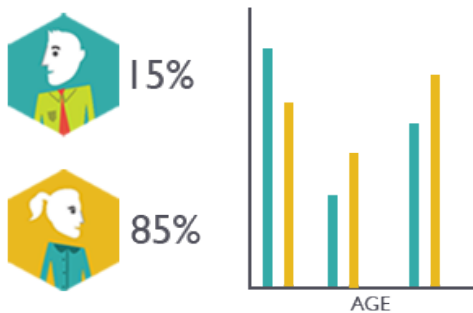


SKU mix, average transaction value and compliance by retailer.



Shopper Metrics

Demographic data, and new vs. existing customers (from past promotions).



Supplemental "declared" data from surveys, feedback, messaging.



Most popular day of the week and time of day for shopper's to make a purchase.



STRATEGIES BUILT FROM THE DATA:

- Segment and target audiences based on SKU items, and retailer preference.
- Focus on account specific programs for increased returns.
- Improve media plan to reflect channel performance in relation to participation and sales.
- Implement cross-brand promotions to improve basket size.
- Offer specific promotions, rewards based on time of day or day of the week.
- Align consumer target groups with participating shoppers.

Start making informed strategic marketing decisions, email us , hello@mobilexco.com