



Customer Behavior Analytics for Retailers

Get More Customers, Keep Them Loyal, and Grow Sales and Profits

Retailers of all sizes are experiencing the most difficult environment in over 30 years. The pressures of a poor global economy, consumers' shrinking wallets, and tight credit have all converged to significantly reduce retail sales, forcing retailers to cut costs and streamline operations. To survive, savvy retailers are looking deep into customer behavior to understand what is driving customers into stores, how new segments of shoppers have appeared, and what changes they need to make in order to remain standing next year. Without a deep understanding of changing customer habits, how they spend, and the patterns and affinities within their purchases, effective marketing and merchandising becomes a challenge.

Quantivo's customer behavior analytics takes existing customer data and turns it into actionable insights that identify the patterns that matter most across customers, segments, channels, categories, and more. By providing a deep view into the behavioral trails that customers leave behind, Quantivo provides a complete picture of what happened and why, which products sell together, and which strategies will work for particular categories. Quantivo's behavioral analytics enables the discovery of valuable patterns and trends hidden in mountains of Point of Sale (POS), loyalty, e-commerce, and other customer data.

Quantivo puts these actionable customer behavior insights into the hands of frontline decision makers to increase merchandising, marketing, and store operations effectiveness through optimized store layouts, improved targeting and campaign segmentations, increased response and conversion rates, increased loyalty, and more.

Empowering Value Discovery

Operational reports from existing business intelligence systems only give a sense of *what happened*, but do not answer *why it happened* or *what to do next*. With Quantivo, retailers can easily uncover customer behavior patterns that clearly show how best to segment customers, how they purchase now and over time, and which

<i>Operational Reports</i>	<i>Behavior Analysis</i>
<ul style="list-style-type: none"> • Did sales increase with last week's promotion? • What are the store-level inventories? • What are the category sales by channel? 	<ul style="list-style-type: none"> • What products are attached to promoted items by frequency, basket, and margin? • What are the optimal assortments by store location and demographics? • Which customer segments purchase in-store <i>and</i> online, and what products?

promotions work for which segments and category combinations.

By focusing on patterns and affinities across customers, categories, regions, and over time, Quantivo identifies the most

profitable and loyalty-driven segments, products, promotions, and strategies that give retailers the edge needed to increase traffic, purchase frequency, market basket volumes, conversion rates, and ultimately drive higher margins.







Online Behavior Analytics for Retailers

Actionable Insight to Those Who Need it Most

Quantivo gives decision makers the power to dynamically explore customer behavior data, breaking free from the limitations of predefined reports, the complexities of proprietary query languages, and the bottleneck of data analysts and IT. Quantivo’s easy-to-use discovery tools enable merchandising, marketing, advertising, e-commerce, store operations, and other teams with the customer behavior insights needed to drive margins. Additionally, Quantivo extends the dynamic nature of analysis, allowing decision makers to follow their train of thought as they dive into a specific hypothesis, or to work faster when new, unforeseen, or quickly-changing behavior patterns are uncovered.

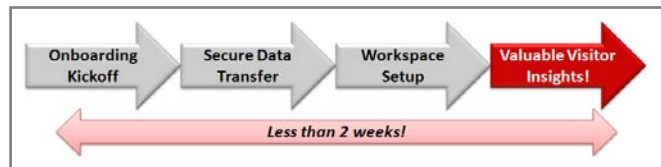
Profit-Driving Retail Applications

Quantivo provides insights that allow retailers to get, keep, and grow customers and revenue, from ensuring compelling on- and off-line store layouts for new customers to increasing lifetime value across loyal customers.

	<p>Market Basket Analysis</p> <p>Identify product affinities in the same basket, by promotion, by channel, or by segment to understand what customers purchase together and to increase basket-size and conversions.</p>
	<p>Customer Purchase Analysis</p> <p>Identify product affinities over time to learn how customers react to changing economics or promotions to understand and influence shopper behavior.</p>
	<p>Segmentation</p> <p>Identify high-value shoppers with similar behaviors, and then discover how to get, keep, and grow those different segments.</p>
	<p>Affinity 360 Finder</p> <p>“Know what you don’t know” with an exhaustive search across categories, segments, channels, and regions to uncover new growth opportunities.</p>

Actionable Insight in Just Days

Quantivo’s Software-as-a-Service solution offers high-performance online analysis in just days, putting behavioral analytics into decision makers’ hands and quickly generating ROI. Quantivo’s streamlined onboarding process combines zero up-front investment with affordable subscription pricing, allowing entire companies or single departments to get started with powerful analytics both quickly and easily – as opposed to the millions of dollars and months required for traditional analytics applications.



Quantivo’s fast onboarding process puts valuable behavioral insights in your hands in under two weeks!

Because Quantivo is provided as an on-demand service, there are no servers to purchase, no software to install and configure, and no on-going IT management. Just send data and start getting actionable insights that drive online monetization.