Tiger Analytics

Tiger Analytics empowers one of the world's top confectionery manufacturers migrate to next-gen RGM to boost household penetration through smart recommendations

Tiger Analytics established a feasible model that improved product promotion recommendations at the customer level. The in-market evaluation framework created a deep understanding of the short- and long-term impact of promotions, thereby helping increase ROI. It also provided insights to create a product-promotion recommendation list based on customer segments.

The Background

Our client is one of the world's largest Confectionery and Pet Food manufacturers, with a global procurement and distribution network. They required Tiger Analytics' expertise to understand and implement precision RGM promotion analytics and enable activation at the shopper segment level. Their major objectives included understanding the performance of promotions (including switching brands and packs), unearthing long-term performance drivers, and targeting shopper segments with tailored offers.

Key Challenges

\ **Identifying the right audience based on historical data:** The client struggled to pinpoint and engage past buyers and missed opportunities to optimize targeting. The absence of data-driven insights also left campaigns unrefined and generic.

\ **Delivering consumer-level offers and personalized trade offers:** Segment-wise pricing proved challenging to the client, hindering contextual offers for their diverse consumer base. Without clear differentiation, there was a risk of alienating specific consumer groups.

\ **Integrating all demand generation spend:** Fragmented view on expenditure, with scattered insights from media, trade, and shopper channels. This lack of integration could lead to overlapping efforts and missed data synergies.
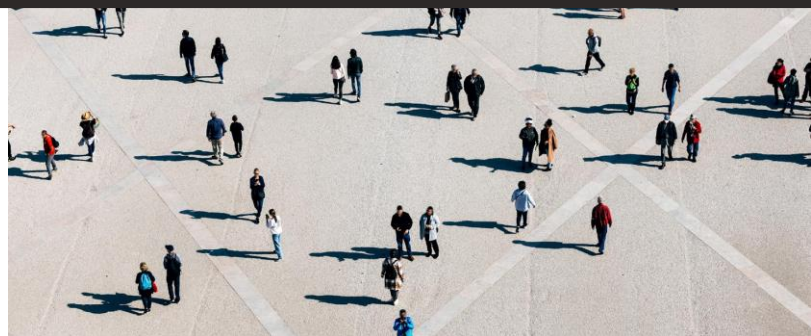
Our Solution

Tiger Analytics followed a multi-fold approach – starting with focusing on **Data Collection**. It involved gathering granular consumer-level first-party data from sources like Nielsen Catalina Solutions and Ibotta. Once collected, the data was unified, cleaned, and prepared to develop a consumer segment model.

Then, **Customer Segmentation** was performed to create demographic and psychographic consumer segments rooted in explicit attributes. It ranged from purchase behavior and demographics to loyalty-centric segments.

With these segments established, the next step was **Personalization Enablement**. Tapping into clickstream data, look-alike audience targeting was employed – making it easy to build audiences, mirroring the demographics and interests of the client's existing followers. Subsequently, tailor-made offers were developed.

The final step was the **Test and Learn** phase, in which A/B tests were implemented on a subset of locations and consumers. Feedback from these tests was vital, as it informed refinements to the overall model, leading to a dependable consumer targeting mechanism.

Value Delivered

/ Household penetration majorly improved with a recommendation list for product promotions at the customer segment level (retailer-brand).

/ Promotional ROI significantly increased by implementing an in-market evaluation.

/ A clearer understanding of short- and long-term performance of promotions was developed, thanks to the AI engine.

About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore and Australia; we help our customers accelerate their AI and analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work-Certified and a 'Leader V#39; in the Forrester Wave: Customer Analytics Services Report 2023.

Visit https://tigeranalytics.com to see how Tiger Analytics provides certainty for a better tomorrow.