

## It's all about the data!

Who better to analyze your data than the Market**Experts**. Utilizing the MarketExpert suite of products, we can manage your data any way you like. Whether you're looking at pre-, during, and post program performance to the sales lift of a specific category we've got the tools to get the job done!

### Benefits

- Drive brand/category sales
- Measure pre-post program performance
- Identify your non-category and category shoppers
- Consumer receptiveness
- Generate incremental sales growth

### Features

- Graphical reports
- In house handling of data
- Robust targeting consultation
- Shared learning from our proprietary knowledge base of over 400 programs
- Opportunity Finder targeting tool

### Program Evaluation

- Audience analysis
- Channel performance
- Repeat purchase analysis
- Segmentation analysis
- Redemption analysis
- Circular analysis

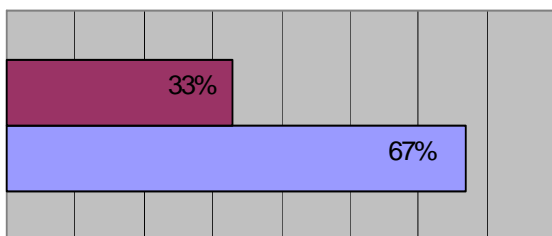
### Longitudinal Analysis

- Loyalty churn
- Private label/brand comparison
- Opportunity finder
- Brand loyalty
- Predictive analysis

### Examples

- **Incremental Sales** – Change in product group sales that occurred as a result of the number of households buying or spending the promoted product group
- **Quality of Redemption** – Number of households that redeemed coupons were New, Lapsed, Current Brand and Category buyers or new to the franchise
- **Category Impact** – Measure changes in the number of buying and spending households in the pre-defined category
- **Buy Rate** – Compare items purchased by households who redeemed coupons versus those that did not redeem coupons
- **Repeat** – Identify the number of households that came back and made additional purchases after redeeming the coupon
- **Loyalty Churn** – View a brand's top 30% buyers from one year ago and see where they are now
- **Speed of Redemption** – See how many households redeemed coupons each week of the promotion period

Annual Loyalty Churn



67% of Loyal HH's churn out of Top Loyalty Buckets year over year  
33% of HH's remain in Top Loyalty Buckets year over year

## Your Go-To Marketing Partner

Through collaborative relationships, enabling retailers with a comprehensive set of tools and resources for optimizing marketing spend, driving decision making, and delivering value to consumers how, when, and where they want.

For more information please visit [vrms.com](http://vrms.com) or contact your account executive

Delivering a world of value by reaching consumers how, when, and where they want it.