

Solution Brief

What is the True Value of a Receipt?

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What Data Do Receipts Contain?

Receipt data contains a wealth of information about consumer shopping behavior, including:



- 1 **Where:** Retailer name, store number & physical address.
- 2 **Who:** Cashier ID, last 4 digits & any loyalty program information.
- 3 **When:** Date & time of transaction.
- 4 **What:** SKU-Level cross-basket data, product overview, taxes & prices.
- 5 **Why:** Sales prices, redemption value & vendor rewards.

02

What Insights Do Receipts Provide?

Using receipt data, companies can gain insight into:



- 1 **Brand Affinities:** Better understand which brands are favored by customers.
- 2 **Price Sensitivity:** Analyze how changes in prices affect propensity to buy.
- 3 **Promotion ROI:** Determine whether retailer rewards influence purchase frequency.
- 4 **Competitor Intel:** Compare purchase data of competing brands & products.
- 5 **Shopper Insights:** Accurately identify shopper trends & preferences.

How Can You Transform Insights Into Revenue Growth?

Consumer shopping insights can drive revenue growth and loyalty opportunities such as:

Identify opportunities for pricing promotions & loyalty marketing campaigns.

Create promotional bundles of products based on brand affinities.

Launch promotions based on location, time of day, or competitive insights.

Partner with retailers on rewards campaigns and physical promotions that displace competitive products.

Discover new insights into how product packaging influences shopper behavior.

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