

Predictive Acquisition Model



DATA ON DEMAND

Shopper Insights

Objectives

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!

Nice to know

- Also available for niche or innovation products
- Based on our plus-card holders at Delhaize

Post reporting

- No reporting foreseen for basic option
- Premium option: mapping of client age, regional, gender, segmentation split)

Sample pictures

