Consumer Decision Trees (CDTs) for In-Store and Online Purchases

INMAR ANALYTICS

Manufacturers and retailers can now quickly and economically use up-to-date consumer decision trees (CDT) to improve performance across the path-to-purchase … whenever needed.

The path-to-purchase has become more dynamic as consumers have more options than ever before. However, many manufacturers are using dated CDTs that provide purchase behaviors from a national perspective only. Accessing CDTs by region, cluster, and store provides more relevant insights; however, obtaining this level of granularity has traditionally been cost prohibitive. Additionally, dramatic shifts in shopper behavior are requiring more frequent updates.

The New Foundation for Category Management

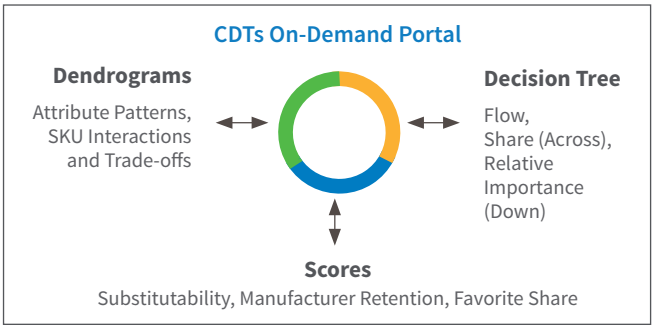
Inmar Analytics has made available CDTs On-Demand, the industry's first cloud-based consumer decision tree system that is available 24/7.

CDTs On-Demand captures purchase behaviors from nearly 2,000 stores across the U.S. and key purchase data from 1.5 billion transactions. Utilizing this data, the tool enables manufacturers to identify and rank product attributes based on each attribute's influence on a purchasing decision.

Create On-Demand, Up-to-Date Consumer Decision Trees

CDTs can be created by channel (brick-and-mortar and/or eCommerce), region, cluster, and time of year; then compared to CDTs at the national level. CDTs can also be created for specific accounts with the appropriate permissions and requisite data.

CDTs On-Demand is a subscription-based tool with unlimited access to the categories defined in the service agreement.

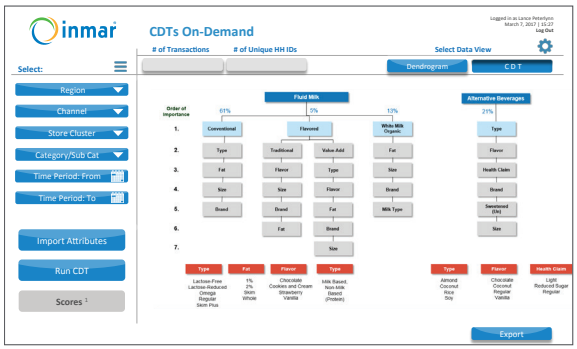


Better Assortment Decisions

CDTs On-Demand determines the point at which consumers start trading one SKU for another (substitutability/switching levels/ demand transfer/cannibalization).

Align Shelf Sets with In-Store Purchasing Behaviors

CDTs On-Demand provides insights for developing shopper-friendly shelf sets which may organize products horizontally, vertically, or in block groups, depending on how shoppers make purchases within the category.



To learn more about improving decision-making along the path-to-purchase contact solutions@inmar.com or (866) 440-6917.

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