Introduction to big data activation in Retail

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Retailers and brands collect more and more data through loyalty programs and digitalization.

However, many company leaders are discovering that they have more data than they can effectively handle as significant technological and organizational challenges stand on their way to activate “Big Data”. The complexity of the interfaces in the retail ecosystem often makes the organizational challenge predominant.

**Alkimea** helps retailers and brands to turn “Big Data” into “pragmatic solutions for the business”...to Turn Insight Into **Gold**
Founders’ proven experiences with

- Carrefour
- Auchan
- Target
- Walgreens
- Yves Rocher
- Franprix
- Metro
- Galeries Lafayette
- Bristol-Myers Squibb
- Unilever
- Coca-Cola
- Danone
- Heineken
Individualized Customer Centricity

Retailers and brands collect more and more data through loyalty programs and digitalization. Traces left by shoppers in their interactions with the retailers provide information that is richer than traditional personal and declarative data.

Shoppers are more and more pragmatic and price conscious. Online and mobile technologies make comparison between retailers easier. Retailers who are irrelevant to them see their performance declining.

Retailers are now fighting to build loyalty with their shoppers by personalizing their commercial relationship giving birth to “Customer Centric” promotional campaigns.
Customer centric campaigns are about switching the usual focus from Brand to Customer when dealing with supplier coupons.

From brand centric CRM...

... to customer centric promotions

BRANDS

Campaign  Campaign  Campaign

Campaign  Campaign  Campaign

Offers and €€€

BRANDS
The concept is about pooling offers based on shopper affinity and allocating them on a “One to One” basis to drive the right behavior.
How would it look like at Retailer X?
One to one targeted customer centric campaigns

Retailer X
You save : up to 120€ !!

-25%
15€ OFF 200€ Store wide

-15€
-5€

-25%
-15€

-42€
-15€

Innovation coupon
Activation coupon
Store or category coupon
Reward coupon
Such campaigns require a process that allows to scale offer sourcing and reduce campaign management complexity.

**Target selection**
- Who is a relevant target?
- For which objectives?

**Target based offer definition**
- Which offers should be sourced to develop Customers loyalty and share of wallet?

**Optimized offer allocation**
- How to allocate the best offers to each Customer to drive Reward and Activation?
- Which channel is most suitable?

**Customer and brand performance measurement**
- How does the performance compare to control?
- How is the performance for each brand?
A smart allocation process is key for the relevance of the program and its financial balance.

**Recommendation engine**

Most relevant reward and activation offers for each individual

**2 way relationship optimization engine**

Right balance between customer relevance and brand performance

**Target customers**

- BEST
- BEST
- BEST
- BEST
- ...