



Winning in Omnichannel

Circana Complete Consumer



Complete Consumer

Our basic beliefs about winning in omnichannel



Companies and brands that know their consumers best will win – but this is getting harder in the omnichannel world



Measuring omnichannel sales and consumer behavior is complex and requires a multi-faceted approach



Many manufacturers are not doing this well today. There is significant opportunity to deliver growth with an integrated approach.



Our Consumer Vision

When you're developing **strategies** to grow your category, defend shelf space, or increase market share, you need comprehensive insights to inform every stage of the process.

OPPORTUNITIES

- ✓ Quantify the demand for new and existing products.
- ✓ Zero in on the right consumer segments and opportunities to target.
- ✓ Reach new buyers, appeal to changing consumer tastes, and win loyalty.

**YOUR ONE SOURCE
FOR A COMPLETE
UNDERSTANDING OF
THE CONSUMER**

Omnichannel world



COMPLETE CONSUMER COVERAGE

The most comprehensive,
360-degree understanding
of the U.S. consumer.



▶ 20+ Industries

- CPG
- Foodservice
- Beauty
- Tech
- Auto
- Home
- Entertainment
- Softlines

▶ 30+ Channels

- Beauty specialty
- C-Store
- Club
- Pet
- Pure Play Ecommerce
- Sporting Goods
- Department Stores
- Direct to Consumer
- Dollar
- Drug
- Apparel
- Electronics
- Food
- Footwear
- Health/Vitamin
- Military
- And more!

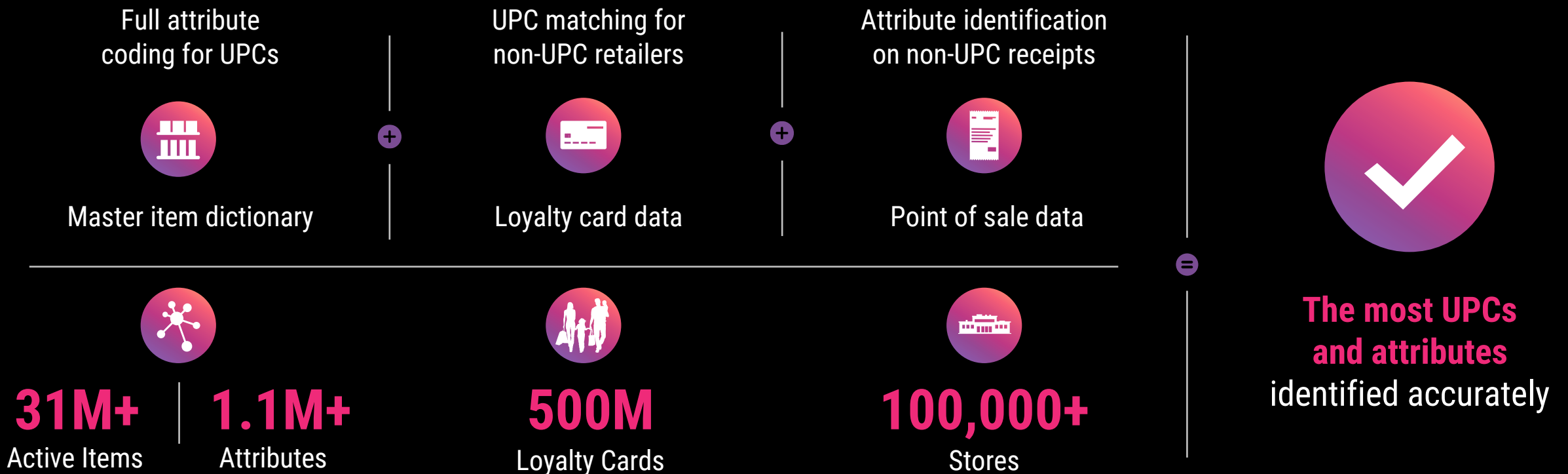
▶ 1,200 Categories

- Superior classification
- CPG to Brand + Key Attributes
- General Merch to Category Level
- Foodservice to Menu Item Level

▶ On-Premise

- Quick Serve Restaurant
- Casual Dining

Comprehensive data assets enable granular and accurate classification



Questions?

Email contactus@circana.com

