

Thank You to Our SPONSOR!



CHESS
CHIEF HOUSEWARES
EXECUTIVE SUPERSESSION

IHA
THE HOME AUTHORITY

PROBLEM

With dramatic shifts in buying behavior in the last five years, how can we measure and accelerate consumer demand to point the home and housewares industry toward growth?



SOLUTION

CLIENT TYPE **Manufacturer, Retailer, Distributor or Operator**

OBJECTIVES

MEASURE DEMAND

ACCELERATE DEMAND

AREAS

Market

Consumer

Innovation

Marketing

Analytics

Supply Chain

Executive

SOLUTIONS

Complete Market

- Complete eCommerce
- B2B Market

Complete Store

Complete Beauty

Complete Consumer

- Receipt Panel
- Scan Panel
- Survey
- Loyalty Panel

Segmentation

National Eating Trends

CREST

Consumer Decision Tree

Hendry Market Structure

Concept Testing

Test and Control

Growth Predictor

Complete Audiences

- Campaign Optimization
- Complete Measurement
- Lift
- Marketing Mix
- Multi-Touch Attribution

Complete Why

Always On Analytics

- Price and Promotion
- Assortment
- Forecasting

Precision Analytics

- Price and Promotion
- Assortment
- Forecasting

ShopperSights

Loyalty Analytics

Execution Performance

On-Shelf Availability

Supply/Demand Planning

Retail Growth Consulting

Mergers & Acquisitions

Advisor Work Sessions

ABOUT US

Complete View

Complete visibility into consumer behaviors, covering \$4T+ in global consumer spending across 26 industries. Maximize your sales through more effective consumer engagement and improved retail collaboration.



FOOTPRINT

23 countries, representing **75% of the world's GDP** and spanning over **2,000 categories**. Understand shifting consumer behaviors so you can stay ahead of the evolving consumer.



PARTNERSHIPS

Over **1,900 partnerships** covering nearly every consumer product purchase across more than **500K stores**. Gain deeper partner knowledge and increase collaboration.



MEDIA

Global purchase-based audiences with over **30MM products** tracked across **26 industries**. Significantly improve your ROAS through better targeting and optimization.



TECHNOLOGY

All on Liquid Data® – the **industry's leading open, cloud-based technology platform**. Improve your efficiency and enable better, more informed decisions.



EXPERTISE

Supported by the world's foremost thought leaders with **deep category and industry expertise**. Benefit from actionable insights.