

# responding to a changing marketplace with advanced data



“The focus has shifted from trade spend and promos to a more strategic discussion, like what’s happening in the marketplace right now and what we should do next.”

**STEVE LLEWELLYN**  
Senior Vice President, PepsiCo

## the challenge

The COVID-19 pandemic brought about a historic change in shopper behavior and expectations. One large supermarket chain catered to a single shopper profile and primarily focused on trade spend and promotions. The changing landscape created a need for more granular insights and consumer data.

## the solution

First, the retailer partnered with PepsiCo to leverage pepviz™ capabilities to gain additional insight into the impact of COVID-19 and understand how their business was affected by factors like school closures, SNAP benefits, and more.

Next, they expanded their usage of pepviz-developed advanced data to establish new shopper profiles, including profiles of their health- and safety-focused shoppers who were targeted for a digital click & collect coupon.



## the results



The retailer's work with pepviz on creating shopper profiles led to a salty snack segmentation project that transformed its assortment to meet shopper needs and market demands—with smart planograms based on this data in the works.

The retailer was able to focus on multiple shopper profiles unique to its stores and has continued to rely on pepviz data capabilities to refine assortment strategy. It has even begun development of an internal insights team, using the learnings from pepviz to develop tools for the entire store.

**the discovery of multiple shopper profiles**  
has created new opportunities to  
utilize advanced data and empower the  
retailer's new internal insights team.

### ABOUT PEPVIZ

pepviz is a first-of-its-kind data practice that helps you unlock new ways to grow in food & beverage. With actionable insights and dynamic data, we help:

- win new shoppers
- drive trips and loyalty
- inspire impulse
- improve category performance
- boost omnichannel shopping

Find our latest thought leadership and discover ways to uncover new growth at [pepviz.com](https://pepviz.com)



change the  
way you data