

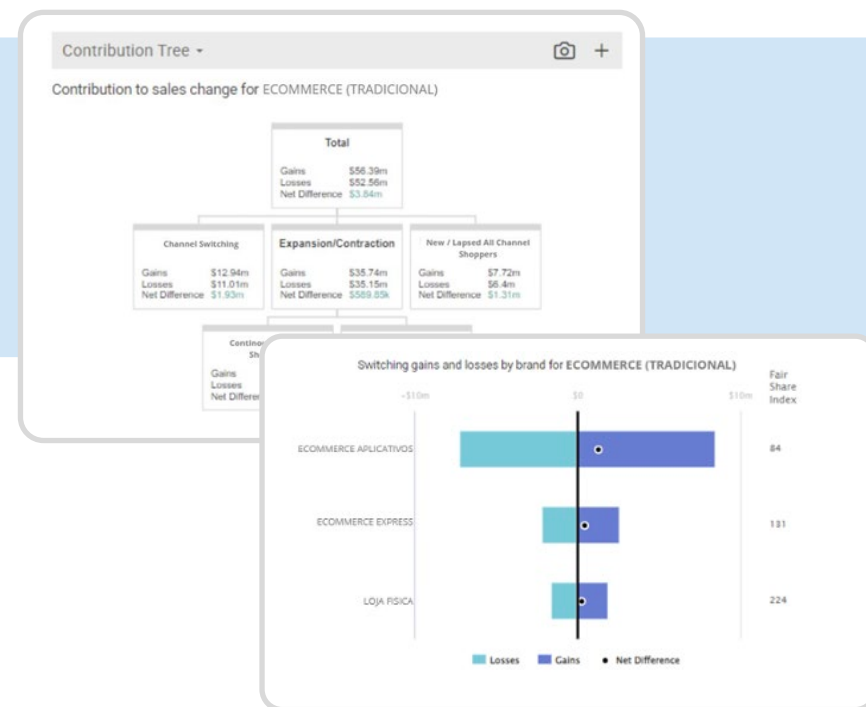
# What's new in **Shopper Behavior**?

## Channel Switching report

Gain new insights about shopping behaviors and spot growth opportunities with this report that explores how customers swap between retail channels

Leverage the Channel Switching report to **reveal new understanding of how customers are switching their spend** across channels like: in-store, online, pickup, and delivery.

Dig a level deeper to identify behavioral patterns that can help you pivot and adjust channel distribution and advertising strategies to retain loyal customers and attract new ones.



# What's new in **Shopper Behavior**?

## Channel Switching report



### Channel Switching report

Compare customers who left **in-store** for **pickup and delivery** to those who remained **loyal to a specific channel** to help identify your target channel shoppers

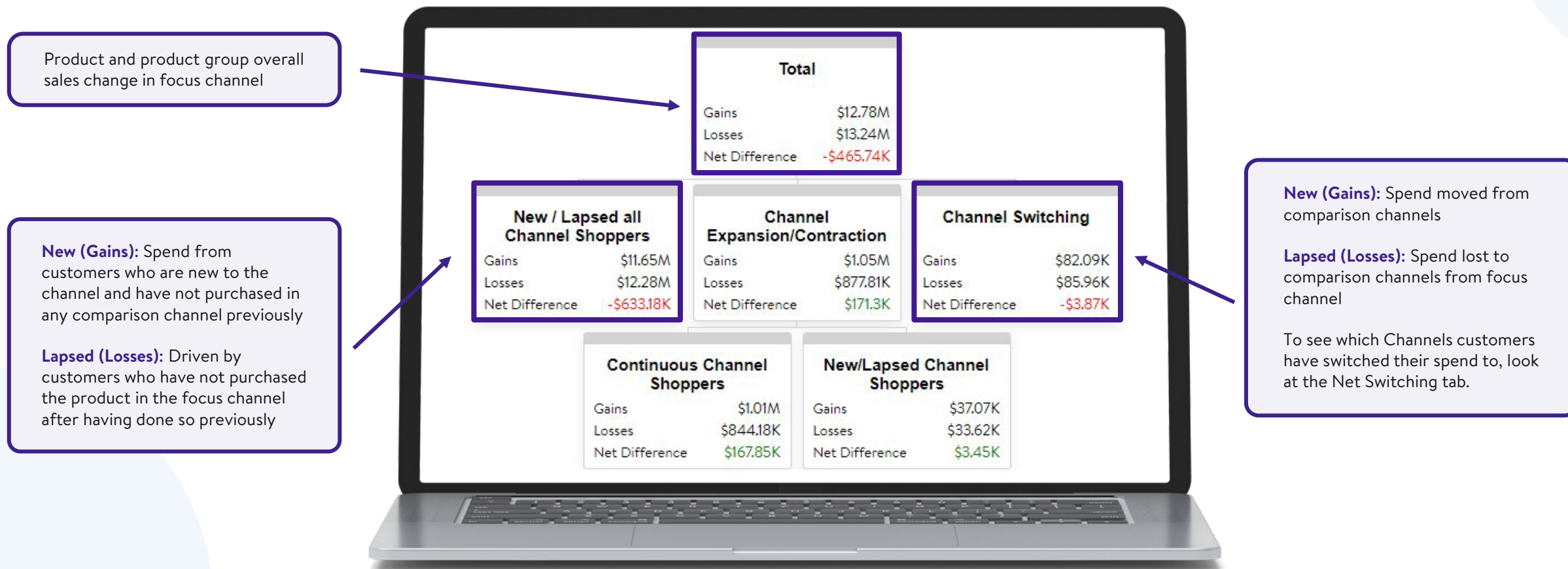


### Business questions answered

- Where are my target customers shopping?
- Which customers are most likely to swap channels?
- Do shoppers purchase my product consistently from a single channel, or do they swap channels when shopping my brands or products?
- Should I consider alternative channel-based advertising?

# Channel Switching contribution tree

A breakdown of sales changes by product, product group, or brand in a focus channel between latest and previous periods can help you better understand how customers are switching



This data is included for illustrative purposes only and is not actionable.

# Channel Switching contribution tree

A breakdown of sales changes by product, product group, or brand in a focus channel between latest and previous periods can help you better understand how customers are switching

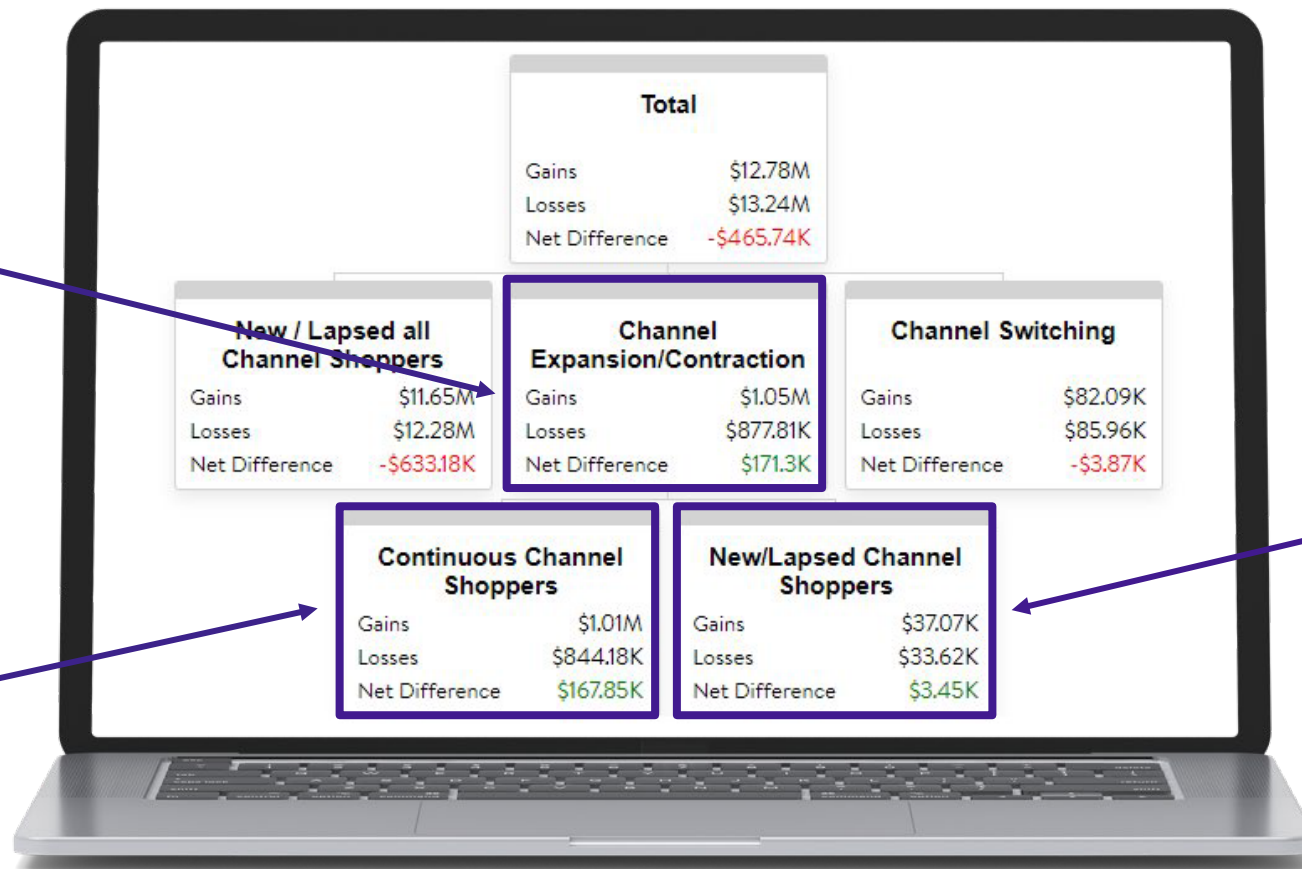
**New (Gains):** Spend driven through shoppers spending more on the product in the focus channel in the latest period

**Lapsed (Losses):** Spend lost due to shoppers decreasing their spend on the product from the focus channel in the latest period

*This lever is a combination of new and lapsed channel shoppers and continuous channel shoppers*

**New (Gains):** Increase in spend by customers who have bought in the focus channel during both periods

**Lapsed (Losses):** Decrease in spend by customers who have bought in the focus channel during both periods



**New (Gains):** Spend from existing customers who purchased in focus channel in the latest period for the first time

**Lapsed (Losses):** Spend lost from existing customers who have lapsed from focus channel in the latest period

This data is included for illustrative purposes only and is not actionable.