



CONSUMER PACKAGED GOODS

The global pandemic has brought a myriad of challenges and opportunities to the consumer packaged goods (CPG) industry. From online ordering and delivery, supply chain issues, the rise of niche brands, and changing needs and behaviors driven by COVID, the need for agility, insight and innovation is more important than ever. No matter how much has changed, one thing that stays the same: a deep understanding of your buyer and their behavior should still be your top priority. Your ability to attract and retain these consumers and to meet their changing needs and preferences will help you better weather the current storm.

To better understand your buyers, start with the data you are collecting today, most likely through web or app interaction, direct to consumer ecommerce, and your loyalty program and CRM systems, then look at enriching that data with high-quality third-party data. By adding third-party data to your mix, you can fill in the missing demographic and behavioral insights your first party data is lacking. This will help you identify the characteristics of loyal buyers as well as category buyers representing growth for your brands.

USING MOBILEWALLA YOU CAN:



Enrich your existing consumer profiles with demographic and behavioral insights

Create a 360-degree view of your buyer types and incorporate these insights into your engagement strategies.



Improve the results of your predictive modeling efforts and increase your machine learning efficiency

Access unique data and sophisticated features to increase the accuracy of your predictive models while reducing cost and time.



Drive innovation through the use of unique, alternative data

Leverage alternative data sources to provide the necessary breadth, depth and scale to support company strategies to attract and retain consumers.



Drive growth by Identifying and reaching high-value audiences

Create market segments and reach high-value consumers through audience segments tailored to key buyer profiles.

Mobilewalla is a leader in consumer intelligence solutions, combining the industry's most robust data set with deep artificial intelligence expertise to help organizations better understand, model and predict customer behavior. With rich insights into consumer behavior, our proprietary solutions help organizations get more out of their AI investments by making more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers.

The breadth and depth of our data allows Mobilewalla to build a more accurate understanding of consumer behavior. Through our deep data science and AI expertise, Mobilewalla delivers insights that enable brands to better understand their customers and prospects to drive growth.

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www.mobilewalla.com

