

DATA & ANALYTICS

# CONNECTED ANALYTICS FOR CPG

Insights-led marketing optimization to help improve performance

Set your CPG brand's marketing plan up for success with Valassis Connected Analytics. The approach leverages predictive intelligence from the Valassis Consumer Graph™, along with your sales and response data, to identify high opportunity markets or stores and understand what motivates consumers. The result informs an optimized omnichannel marketing strategy focused on engaging ideal consumers and maximizing your investment.

## THE VALASSIS DIFFERENCE

### + CONNECTED ANALYTICS THAT MAXIMIZE RESULTS

The Valassis data scientists and media strategists assess and analyze your current advertising. Based on your objectives, they identify the high and low opportunity markets and/or stores for retailers and/or the total U.S. for each campaign tactic. Through Connected Analytics, we combine the power of all Valassis offline and online data sets with sales and response data, such as coupon redemption rates, to optimize and create the most influential holistic and media-agnostic campaigns.

### + OMNICHANNEL MEDIA STRENGTH

Connected Analytics helps you to:

- **Understand** what marketing tactics best motivate shoppers around key markets or store segments
- **Engage** shoppers who have a higher propensity to purchase and drive them to the stores with the greatest consumer response for a powerful omnichannel campaign
- **Create and develop** an optimized omnichannel marketing mix through test and learn campaigns
- **Integrate** unique audience profiles that share similar characteristics with previous buyers by aggregating market or store data with insights from the Graph

### + BENEFITS

Our experts turn intelligence into action so you can:

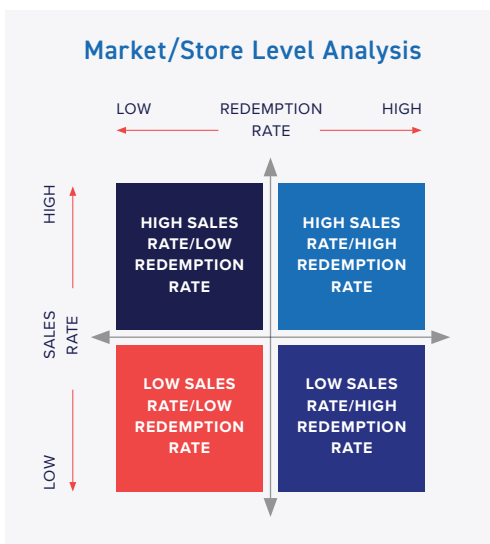
- **Identify untapped audiences:** Use previous buyers' profiles to target new audiences, uncovering additional markets and opening revenue opportunities
- **Realize stronger performance:** Set your omnichannel media plans to ensure you are in the right place, at the right time, with the right tactics for better results
- **Spend funds more efficiently:** Reinvest funds to the most relevant tactics without increasing costs by focusing on ideal markets or stores and audiences
- **Optimize media mix:** Execute your campaigns using the right combination of media that will drive shoppers to stores

## + OUR CONNECTED ANALYTICS APPROACH

Using our marketing optimization and deployment playbook, we define the best approach for activation.

**01** Valassis conducts brand-level performance analysis and compares it to the category and competitors through a sales, shopper behavior, and promotional offer lens to identify growth opportunities.

**02** Valassis analyzes data at the market or store level to compare coupon redemption rates with sales rates to determine high and low opportunity segments.



**03** We combine the market or store data with insights from the Valassis Consumer Graph to identify the shoppers who represent the ideal target based on demographic, interest, and other characteristics, creating actionable insights.

**04** With all data ingested into the Graph, we determine the optimization (and potential reallocation) of print and digital media at the store level based on personas and performance to drive efficiency at scale and motivate the consumer to take action.



**PROFILE:** 12345

**Interests:** Cooking, Home Decor, Crafting, Fitness

**Store Visits:** CVS, Target, DSW, Home Goods, Outback, Kroger

**Age:** 35 - 44  
**Gender:** Female  
**Family:** No Children  
**Income:** 50k - 100K

**InMarket:** Home Furnishing, Skincare, Eyewear, Small Kitchen



**PRINT:** DIRECT MAIL | DIRECT MAIL PACKAGE INSERTS | COUPON BOOKS/FSI



**DIGITAL:** DISPLAY | VIDEO | COUPONS | EMAIL | SOCIAL DYNAMIC MOBILE | INFLUENCER MARKETING

To learn more about how Connected Analytics can improve the go-to-market strategy for your brand by better understanding consumer personas and optimizing ad spend, [talk to our experts today.](#)