Numerator

Helping Brands Grow

VISION

Disrupting the market research industry with the smartest, most complete, and fastest consumer data sets

Introducing Numerator

Corporate HQ
Chicago, IL

Global Presence
U.S., Canada, UK, India, Australia

Employees
1,600

Backing
Vista Equity Partners

Customers
1,600

60% of the Fortune 500

40% of the Global 100

Differentiator

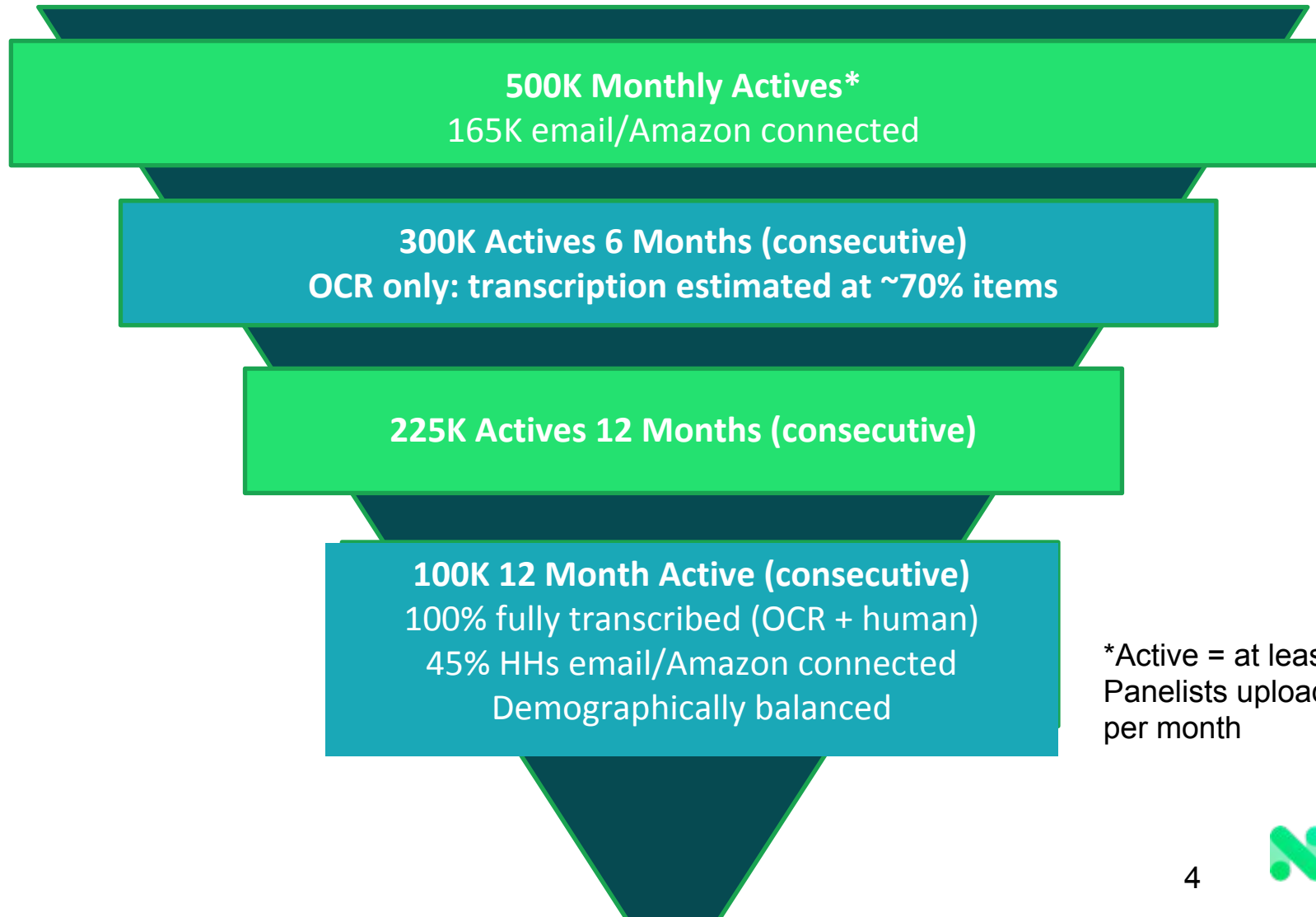Fastest, broadest set of omni-channel market data insights for consumer brands and retailers

First company to convert major CPGs away from NCP Panel

Numerator

The Numerator Purchase OmniPanel

Over 900M receipts captured * 8x trips captured vs. traditional panel
Large email & Amazon connected panel
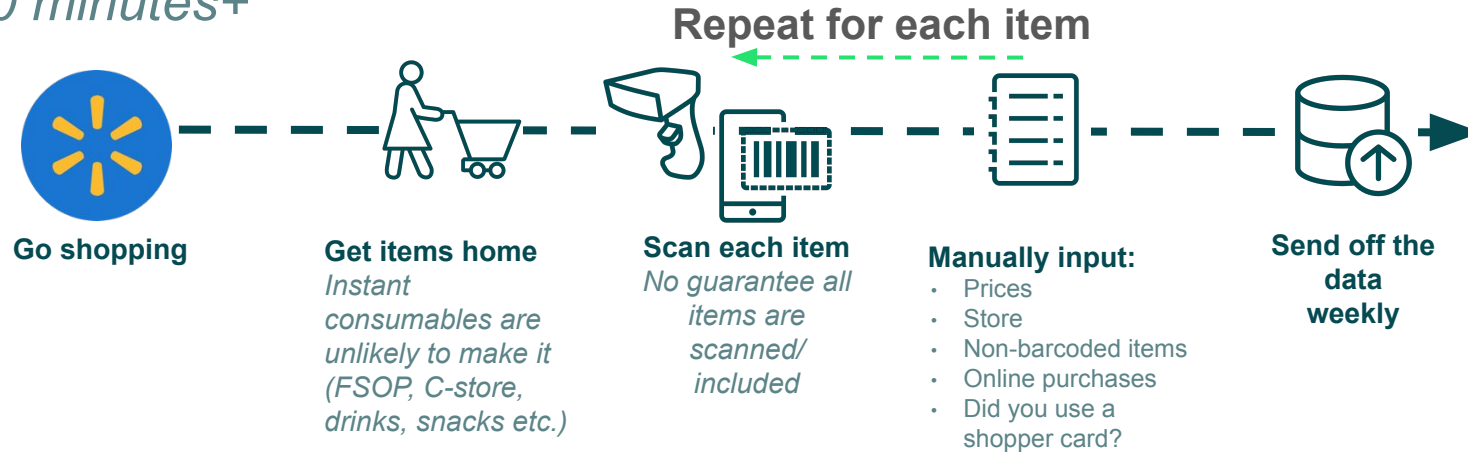**Privacy compliant, opted-in 1st party purchase data source   * Data updated daily**

500K Monthly Actives*
165K email/Amazon connected

300K Actives 6 Months (consecutive)
OCR only: transcription estimated at ~70% items

225K Actives 12 Months (consecutive)

100K 12 Month Active (consecutive)
100% fully transcribed (OCR + human)
45% HHs email/Amazon connected
Demographically balanced

*Active = at least 1 receipt upload / month
Panelists upload 25-30 receipts on average per month

4

Numerator

Numerator captures 8x the number of receipts of NCP panel

NCP Panel Process
10 minutes+

Repeat for each item

Go shopping

Get items home
Instant consumables are unlikely to make it (FSOP, C-store, drinks, snacks etc.)

Scan each item
No guarantee all items are scanned/ included

Manually input:
- Prices
- Store
- Non-barcoded items
- Online purchases
- Did you use a shopper card?

Send off the data weekly
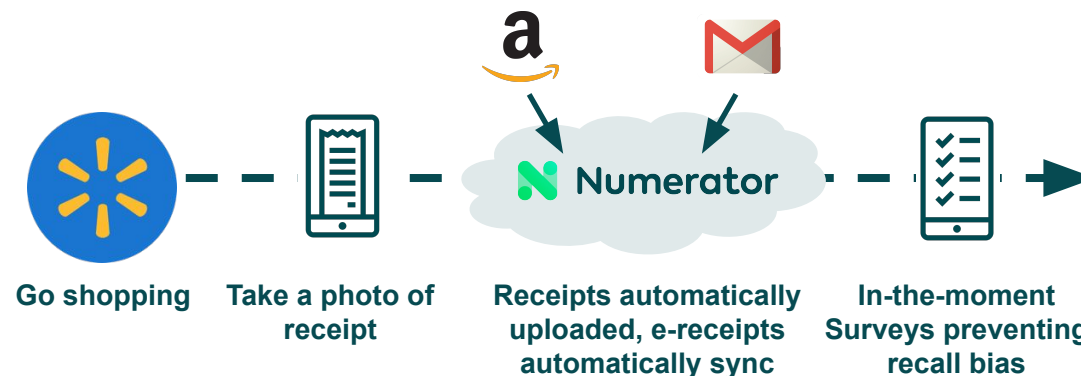
- Items need to make it home *Instant consumables are unlikely to make it (FSOP, C-store, drinks, snacks etc.)*
- Low reward *vs effort and time*
- Plenty of room for recall error

Numerator's OmniPanel Process - enables more receipts and channels like QSR
10 seconds

Go shopping

Take a photo of receipt

Numerator

Receipts automatically uploaded, e-receipts automatically sync

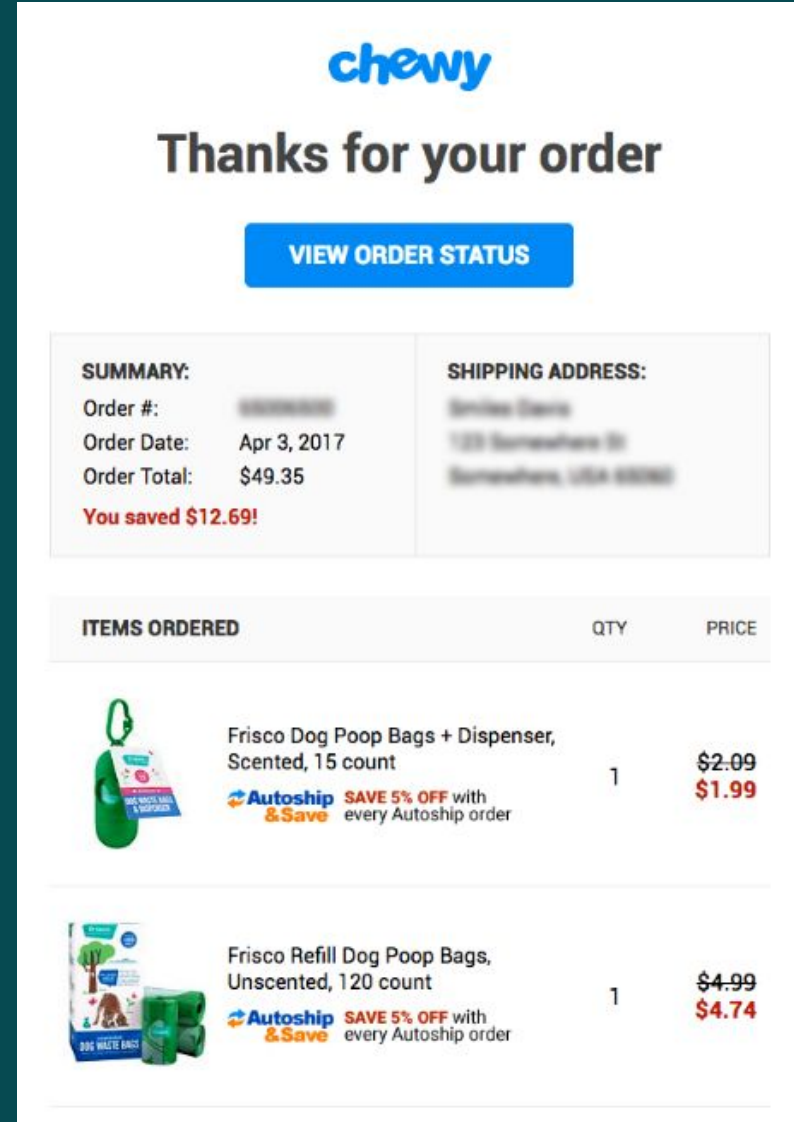**In-the-moment Surveys preventing recall bias**

- Frictionless – *typically done between walking out of the store and driving off the lot.*
- All channels covered – *convenience, QSR, FSOP, ecommerce, click & collect, club, mass, grocery… etc.*
- Accurate data
- Highly engaged panelists

Numerator

Capturing ecommerce

EMAIL CONNECT & AMAZON CONNECT

- Panelists provide access to their email an Amazon accounts to extract e-receipt data in exchange for in-app rewards

- This allows sizeable panel tracking both online and in-store purchases for the same individuals

Active Survey Panelists granting Email Connect as of Nov 2017

Numerator Services enable our data and technology

Our team of consultants partners with clients to answer their business questions and pilot new analysis methodologies to quickly identify & validate product concepts – and unlock innovation that matches speed of consumers.

100+ expert consultants

385+ years of combined FMCG experience

780+ years of combined consulting experience

Frozen Pizza saw increased penetration across all brands in 1st 12 weeks – but repeat buying during COVID lags 2019, as availability issues drove forced trial of new brands

Average Penetration Gain / Average % Increase in HH Penetration

	Average Penetration Gain	Average % Increase in HH Penetration
Top 3 Brands	1.1%	20.7%
Second 3	0.2%	8.3%
Third 3	4.0%	16.8%
All Other	0.0%	18.1%

% of New Brand Buyers Repeat Purchasing during COVID-19 — 2019, 2020

Digiorno (#1), Freschetta (#7), California Pizza Kitchen (#8), Celeste (#9)

Source: Numerator Insights; Analysis of 1st 12 weeks of 2019 & 2020; all grocery brands

Source: Numerator Insights
Trial Period: 2/24/19 to 3/10/19 | Repeat Period: 2/24/19 to 3/24/19
Trial Period: 2/24/20 to 3/9/20 | Repeat Period: 2/24/19 to 3/24/20

Numerator

Numerator

The Numerator Omnipanel is fast, massive, comprehensive, and detailed.

EVERY TYPE OF SHOPPER

America's largest, most representative purchase panel

OMNICHANNEL VISIBILITY

All retail channels: Bodega to Big Box to Ecommerce
Purchases, Promotions, Pricing

BOTH BUY & WHY

Purchase triggered surveys link behaviors to attitudes
Promotions and pricing linked to purchase

FAST INSIGHTS

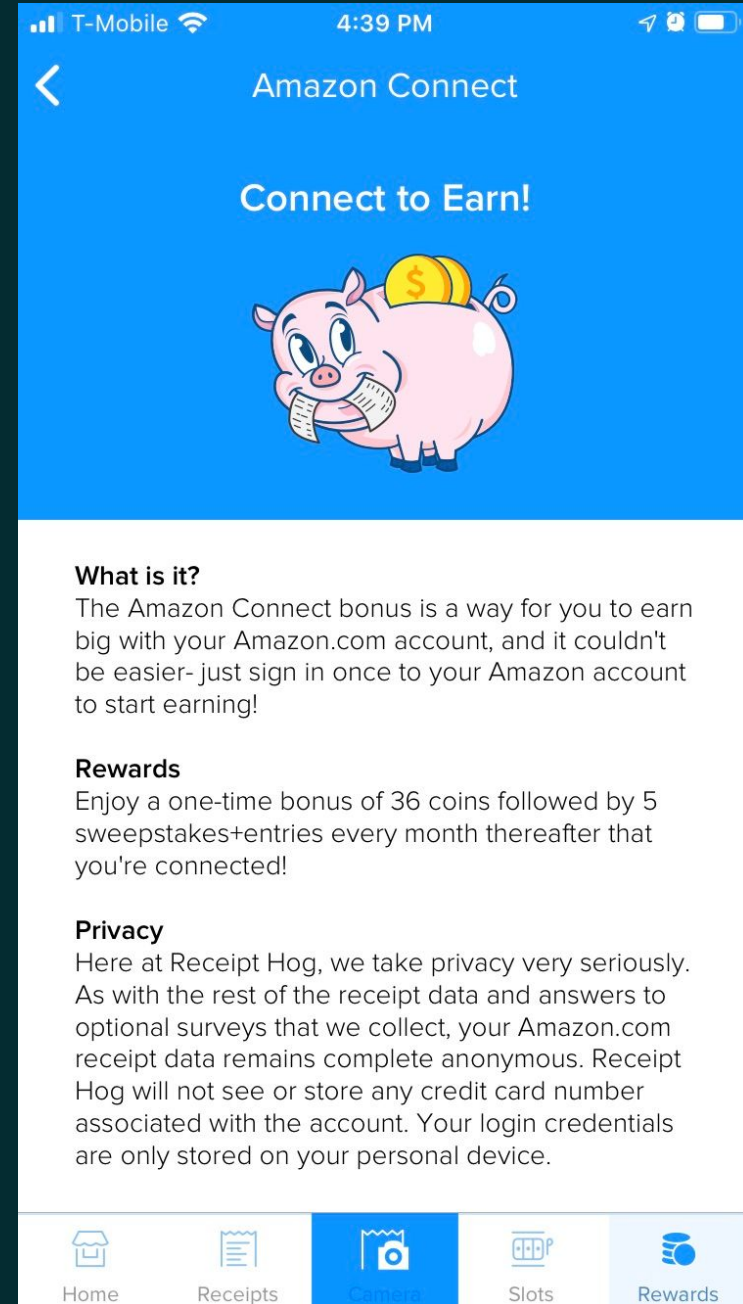On-demand access
Fastest updates in the industry
Data feed opportunities

Brands using Numerator as their official consumer panel source include:

Unilever · 3M · Red Bull · Coca-Cola · HARRY'S · mike's hard lemonade · Monster Energy · Vita Coco · Hill's · CLIF BAR · Target · CONAIR · Huhtamaki · Ready Pac foods · ULTA BEAUTY

Numerator

Transparency is in our DNA

➔ Users are in full control of what receipts and survey responses they share

➔ Additional options for sharing eComm data are based on opt-ins with clear explanations of what data is being shared

➔ On-going monitoring of CCPA and privacy laws to ensure compliance and maintain user trust with option to opt-out at any time

.ıll T-Mobile 🤝   4:39 PM

Amazon Connect

Connect to Earn!

What is it?
The Amazon Connect bonus is a way for you to earn big with your Amazon.com account, and it couldn't be easier- just sign in once to your Amazon account to start earning!

Rewards
Enjoy a one-time bonus of 36 coins followed by 5 sweepstakes+entries every month thereafter that you're connected!

Privacy
Here at Receipt Hog, we take privacy very seriously. As with the rest of the receipt data and answers to optional surveys that we collect, your Amazon.com receipt data remains complete anonymous. Receipt Hog will not see or store any credit card number associated with the account. Your login credentials are only stored on your personal device.

Home   Receipts   Camera   Slots   Rewards

Our data is at unprecedented scale and speed.

Numerator Insights

Crowd sourced receipt scanning at scale

Average of 8+ shopping trips per week

All retail channels including ecommerce and QSR

Over 350 psychographic attributes and robust demographics

100K long-term panelists matched to US demos

450K monthly active panelists

Numerator Surveys

Immediate feedback from panelists with verified purchase

50% response rate leads to faster insights

Longitudinal shopper behavior understanding

Mobile delivery and flexible design

Numerator Ad Intel

Monitoring 22 media types

Annually processed:
900K unique ads
103MM total ad observations
$100B+ annual measured ad spend

Breaking creatives within 24 hours

Ad Spend within 3 days at end of week

Online ads and video captured via panel

Numerator Promotions Intel

Weekly circular and digital promotions tracking – creatives and pricing data

Annually processed:
6.4MM circular ad blocks
735K web/email offers

Updated the day the ad drops

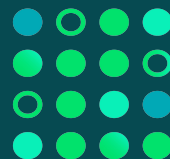50+ metadata elements tracked including pack size and offer type

Numerator Pricing Intel

Over 5,000 retailer websites monitored

80MM product pages crawled per day

Updated several times per day

Custom pricing alerts

Numerator Digital Shelf Intel

Daily evaluation of online positioning and presence
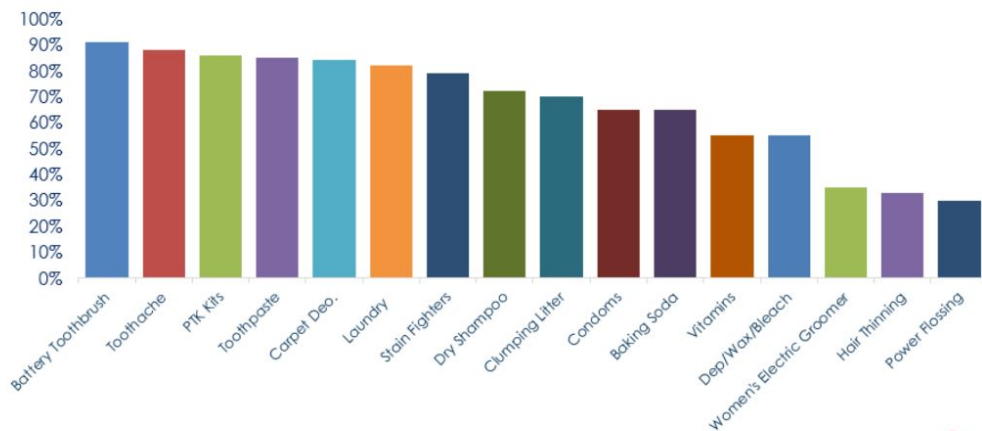
Uncovering the Blind Spot

Multi-billion brands are making decisions using incomplete data.

Church & Dwight Investor Presentation -- Feb. 4, 2020

On Growth of Non-Measured Channels

"categories [on right] are 60,70,80,90% represented by Nielsen … more recent categories [on left] are significantly less"

Matt Farrell
Chairman & CEO
Church & Dwight

Tracked Data Shows Only Part of the Story

Source: Numerator Insights and Church & Dwight estimates

27

MarketWatch — Latest Watchlist Markets Investing Barron's Economy Personal Finance Reti

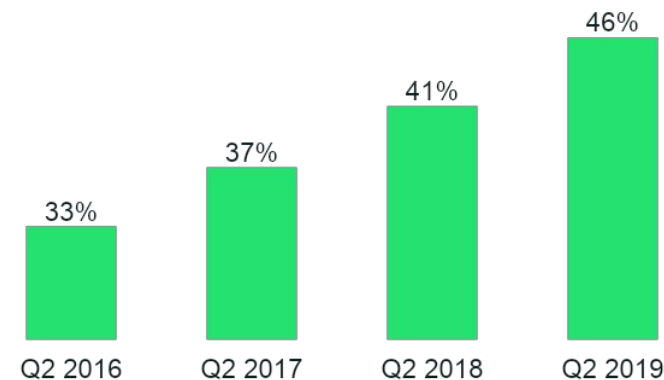## National Beverage results indicate Nielsen tracking is missing a lot of LaCroix sales

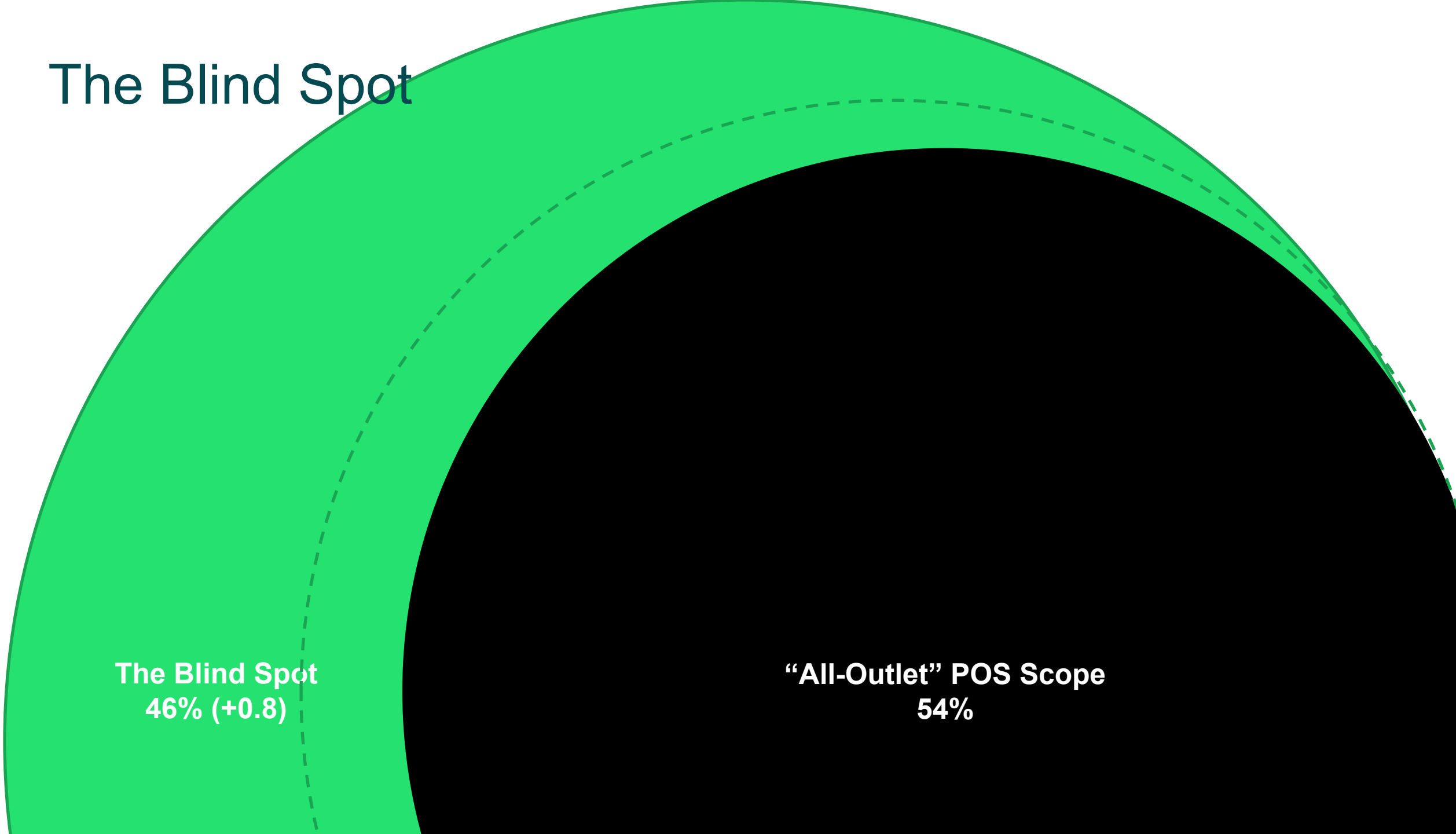Published: Dec 10, 2019 3:04 p.m. ET

Numerator
July 2019
Analysis

Non-traditional channels are the new normal.

% of Dollars sales in non-traditional channels
(Outside of Grocery, Drug and Mass)

Q2 2016	Q2 2017	Q2 2018	Q2 2019
33%	37%	41%	46%

The Blind Spot

The Blind Spot
46% (+0.8)

"All-Outlet" POS Scope
54%

Insights Examples - Omni Channel

Weekly Index of 2020 Retail Sales vs. 2019 by Retail Channel

Channels not included in index totals

WEEK	WEEK ENDING	TOTAL	BEAUTY	BODEGA	CLUB	DOLLAR	DRUG	FOOD	GAS & C-STORE	LIQUOR	MASS	MILITARY	ONLINE	PET	SPECIALTY	ELECT-RONICS	HOME IMPROVE-MENT	OFFICE	QSR
1	Jan 5	109	94	101	104	117	100	105	126	104	112	90	117	109	118	<90	109	93	104
2	Jan 12	108	96	<90	110	118	106	104	126	106	108	114	114	105	91	104	105	95	101
3	Jan 19	105	92	<90	105	110	99	101	123	95	104	97	114	98	109	<90	112	<90	106
4	Jan 26	108	98	<90	106	116	104	103	126	103	110	125	116	99	118	100	106	101	106
5	Feb 2	107	94	<90	110	104	104	103	126	106	109	106	110	99	112	99	106	98	107
6	Feb 9	108	91	<90	107	118	97	107	119	94	110	<90	117	<90	104	98	108	103	102
7	Feb 16	106	100	<90	107	114	102	102	122	105	110	131	109	90	103	<90	118	<90	105
8	Feb 23	111	108	<90	116	113	105	105	120	107	113	125	114	108	150	<90	118	100	102
9	Mar 1	110	116	104	122	116	100	103	118	113	111	100	117	94	139	<90	114	94	103
10	Mar 8	119	108	108	128	110	114	118	114	105	123	104	115	94	112	<90	123	90	101
11	Mar 15	141	91	137	146	151	137	154	109	141	146	139	122	133	135	<90	126	<90	<90
12	Mar 22	131	<90	116	119	146	125	158	<90	186	125	112	123	124	138	<90	115	92	<90
13	Mar 29	95	<90	<90	92	103	<90	106	<90	100	95	<90	108	<90	<90	<90	108	<90	<90
14	Apr 5	108	<90	<90	104	126	93	125	<90	100	106	108	129	<90	100	<90	104	<90	<90

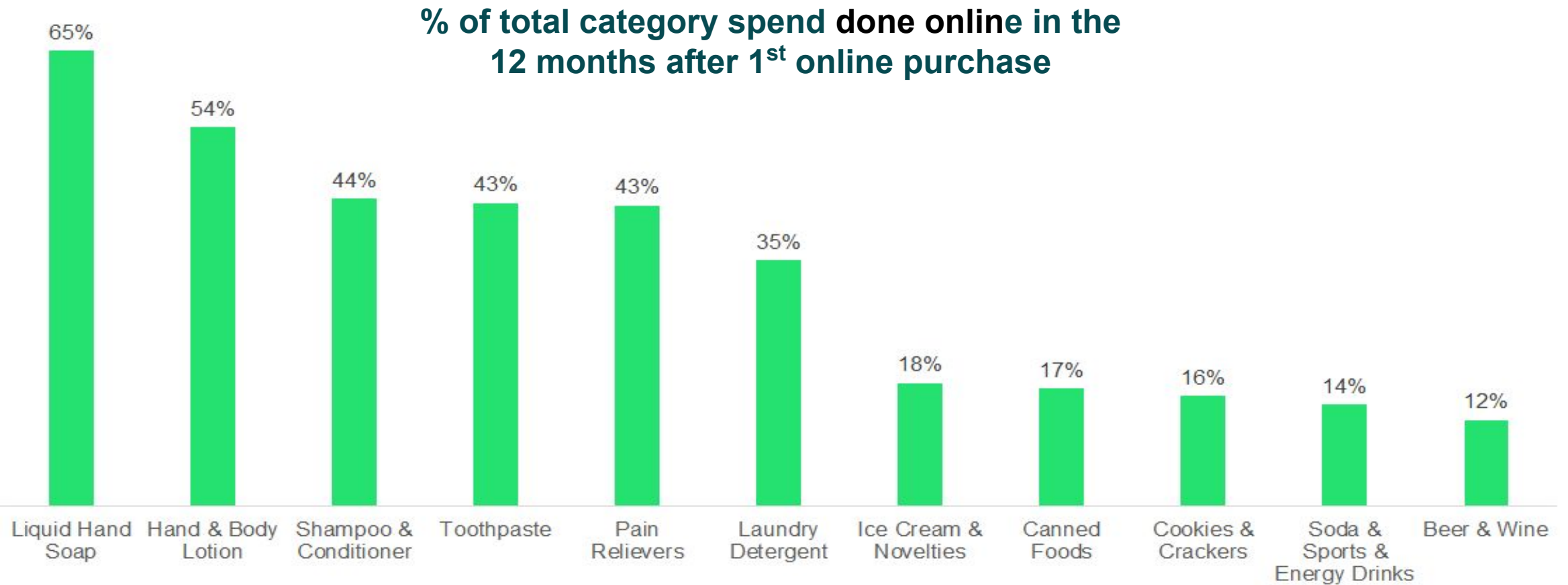Legend: Index = <90 | 105 -109 | 110 -119 | 120-139 | >140

1 in 3 switched Online - March 2020 panel data shows significant spikes in "HH's converting to online for the first time"

Example: % of HHs converting to online FMCG purchases for the 1st time
January 2017 – March 2020

Liquid Hand Soap

Soda &
Sports & Energy Drinks

Canned Goods

Pain Relievers
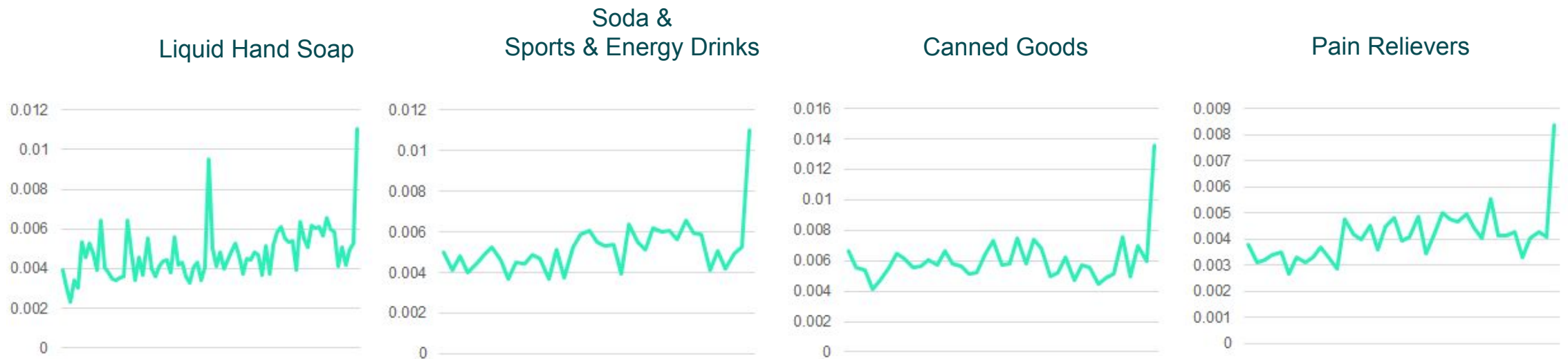
Numerator

1 in 3 switched Online – Once online is tried, significant category spend typically shifts permanently to online spend

% of total category spend done online in the 12 months after 1st online purchase

Category	%
Liquid Hand Soap	65%
Hand & Body Lotion	54%
Shampoo & Conditioner	44%
Toothpaste	43%
Pain Relievers	43%
Laundry Detergent	35%
Ice Cream & Novelties	18%
Canned Foods	17%
Cookies & Crackers	16%
Soda & Sports & Energy Drinks	14%
Beer & Wine	12%

Source: Numerator Insights; 3 year analysis of shifts between online and brick & mortar

Numerator

1 in 5 Tried New Retailers - Ecommerce attracted the largest proportion of new shoppers, followed by small format stores

% Total Shoppers, New

Shopped 3/1/2020-3/29/2020, but not 12ME 2/29/2020

	Walmart OGP	Target.com	Dollar General	CVS	Aldi	Walgreens	Albertsons	Costco	Dollar Tree	Target	Kroger	Walmart
% Total Shoppers, New	29%	16%	8%	6%	6%	5%	4%	3%	3%	3%	2%	1%
Repeat Rate	21.1%	12.3%	11.4%	10.3%	17.2%	13.2%	17.2%	25.3%	11.7%	15.2%	19.1%	34.2%

Numerator

Improve data, reduce noise, smooth trends

Improve data (item level detail, category trends)

- Retailer data (regional grocery, drug, CStore)
- Partner data (Ibotta, Catalina)

New data to improve visibility into blind spots

- Additional scale for ecommerce
- Display data
- On Premise / QSR panel trends

Reduce data noise and smooth trends

- Remove outliers
- Machine Learning with truth data sets for attribution and modeling
- Control for overly promotionally sensitive panelists

Numerator

Our Future

Continued Market Disruption

More and Smarter Data

Market Moving Partnerships

Leader in Privacy

Numerator

Thank You

Twitter: @Numerator
Blog: blog.numerator.com