NIQ *Activate*

Category and Customer Analytics

Harness the power of your customer data to drive new revenue streams

Increase customer value and drive more supplier-funded activities with a deeper understanding of your customer needs

What is it

Category and Customer Analytics **leverages your customer data** to align customer profiles and shopping behavior to item, category, and brand preferences.

Capture insights that enable you to define winning assortments, plan promotions, and activate personalized offers that drive profitable growth **all in one platform**.

Collaborate with suppliers through insight sharing to **increase alignment and offer funding – while monetizing your valuable data** to create new revenue streams.

How it works

Category and Customer Analytics is accessed via NIQ Activate – a fully automated, end-to-end SaaS platform enabling you to go from data, to insights, to activation and measured value.

Leverage a **rich collection of AI-powered insight reports** about performance and trends across key dimensions such as customers, categories, stores, brands, and specific SKUs.

Unique tools like the **Segmentation Studio** build precise customer audiences in just a few clicks. Use the **Collaboration Portal** to collaborate with suppliers for insight sharing and data monetization.

Key benefits

Out-of-the-box customer-centric insights for better decision making

Identify growth opportunities within specific customer segments

Drive data monetization by aligning with suppliers on customer needs

Leverage speed to insight across category, brand, item, and more

Leverage Microsoft Azure's flexible and secure cloud environment for business growth

Client testimonial

"With the NIQ Activate platform, we've been able to harness hundreds of data points into easy actionable reports for our category managers to help them drive their business more effectively… Having daily refreshable actionable insights powered by the NIQ Activate platform has helped us identify those areas where we can serve our customers better."

— **CHARLOTTE MYER**
VP, MERCHANDISING

freshdirect.