

CASE STUDY

Reckitt brings shopper segments to life with Numerator Insights

Learn how Numerator helped the Reckitt team increase the number of households their shopper segments were typed out against, move faster with access to on-demand data and build strong retailer partnerships.





Reckitt Benckiser Brings Shopper Segments to life with Numerator Insights



**Reckitt
Benckiser**

BACKGROUND

Reckitt Benckiser Group is a multinational consumer goods company that produces health, hygiene and home products with the goal of a cleaner and healthier world. They offer products throughout a person's full lifecycle - beginning with infant formula. Their brands include some of the most trusted and loved brands in these categories, including: Enfamil, Airborne, Mucinex, K-Y, Delsym, Lysol, Finish, Air Wick, and Woolite.

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CHALLENGE

In 2018, the Reckitt Benckiser (RB) team commissioned a legacy panel provider for an Upper Respiratory shopper segmentation study. The RB team wanted to be more nimble and move faster to improve category insights without sacrificing quality, but needed an alternative option to drive dynamic scale of the segmentation.

NUMERATOR SOLUTIONS LEVERAGED

The Power of Numerator's OmniPanel

Numerator's Omnipanel is the largest and most representative panel in the U.S. with highly engaged panelists that submit 13x more receipts than those that participate on legacy panels. Numerator's Omnipanel also provided better coverage into key channels that are important to RB, including e commerce and vitamin shops. Thanks to this, RB's upper respiratory shopper segments were able to be quickly typed out against Numerator's Omnipanel through the use of Numerator Surveys — providing insight into 40K households as opposed to 6K with the legacy panel.

By applying their segmentations to **Numerator's OmniPanel**, RB gained insight into **40,000 households** as opposed to the **6,000** they had with the legacy panel



Insights at the Speed of the Modern Consumer

Because the Numerator Omnipanel was able to type more households against these shopper segments and has better coverage of channels and trips, the RB team gained access to weekly insights that could be acted upon -- as opposed to stale quarterly reports.

"The speed and depth of insights that we have been able to access by applying shopper segments against Numerator's OmniPanel and accessing the reports within Numerator Insights has allowed the team to move faster and better incorporate multiple datasets for analysis," said Nathan Noertker, Team Lead of the Shopper Outperformance Team at RB. "Numerator has really been the needle and thread we needed to link all of this information together."

On-Demand Reporting to Build Strategy

The RB team leveraged on-demand reports within the Numerator Insights platform to uncover opportunities within individual retailers for the various segments. They quickly uncovered that at a key retailer, three of their segments were underperforming. Through leakage tree reports it was discovered that while those segments were shopping at the retailer, they were going elsewhere for their upper respiratory needs. The RB team was also able to quantify the impact — over \$9MM — of stopping this leakage and increasing the retailers share of wallet for these shoppers' purchases.

Additionally, the team was able to easily drill into the share of wallet for key categories (i.e. cold and flu, sinus, throat, cough drop, etc.) for each segment at the retailer to understand where growth and decline was coming from. Armed with this knowledge, the RB team created tailored shopper segment-specific recommendations for the retailer's category.

RESULTS

The RB team has helped the retailer identify huge potential within their existing shopper base and bespoke recommendations that will speak to specific shopping groups to help unlock this potential. The team has also been able to tie in information from other sources and studies (i.e. in-store display research) to create creative category recommendations that could not be linked previously — and have helped establish RB as a key partner for the retailer.

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Team Lead of Shopper Outperformance Team at RB