

ENHANCING CUSTOMER ANALYTICS WITH NEW DATASETS

Manthan Data Partnerships



Many GBs of data generated for every customer every day



Manthan leverages the most useful data to power customer analytics



Hyper-local Marketing

Bring together purchase, loyalty, 3<sup>rd</sup> party mobile and geo-demographic data to identify marketing opportunities

- Target shoppers who have visited a competitor store in the past week
- Target shoppers certain area or certain types of stores
- Target shoppers with a certain persona based on shopping locations, home address etc.



Path to Purchase Mapping

Leverage customer and cross-device behavior data to recognize path to purchase and engage customers with right message on the right channel

- Recognize customer across multiple devices to create a single customer or household ID
- Recognize engagement of customer with content on digital assets across device
- Mash content engagement with historical purchases to recognize true purchase intent



Weather

Leverage purchase and weather data to identify correlations and reasons for performance.

- Mash weather and purchase data to surface correlations
- Understand historical impact of weather on sales
- Predict future demand and opportunities based on weather patterns

Partnerships with leaders in data solutions

Location data, cross device identity, geo-demographic and digital marketing partners.



Manthan can integrate with data sources of choice