



# 2019 CATALOG & INTEGRATED MARKETING SUMMIT

INTEGRATED: THE SMARTER  
PATH TO PROFITABILITY

PHILADELPHIA, PA | APRIL 24-25 2019

## How to Find (More of) Your Best Customers with Location Intelligence

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cohereOne

“I’m not getting good data about my customers’ behavior”

“I need to increase market share in a competitive environment”

“I have difficulty finding new customers that look like my best customers”

“I’m struggling with customer retention”

“I’m not sure how my customer’s behavior informs their buying decisions...”

“My company is losing business to online competitors”





**Gravy Analytics enables better business decisions through real-world location intelligence that lets companies truly understand their markets, customers, and competition**

# HOW CAN MARKETERS USE LOCATION DATA?

**ADVERTISING**

**SPONSORSHIPS**

**CUSTOMER INSIGHTS**

**COMPETITIVE  
INTELLIGENCE**

**ATTRIBUTION**

**MORE...**

## Where we go is who we are.

The **events** consumers attend,  
the **places** they visit,  
where they **spend their time**,  
translates into intelligence



INTERESTS



LIFE STAGES



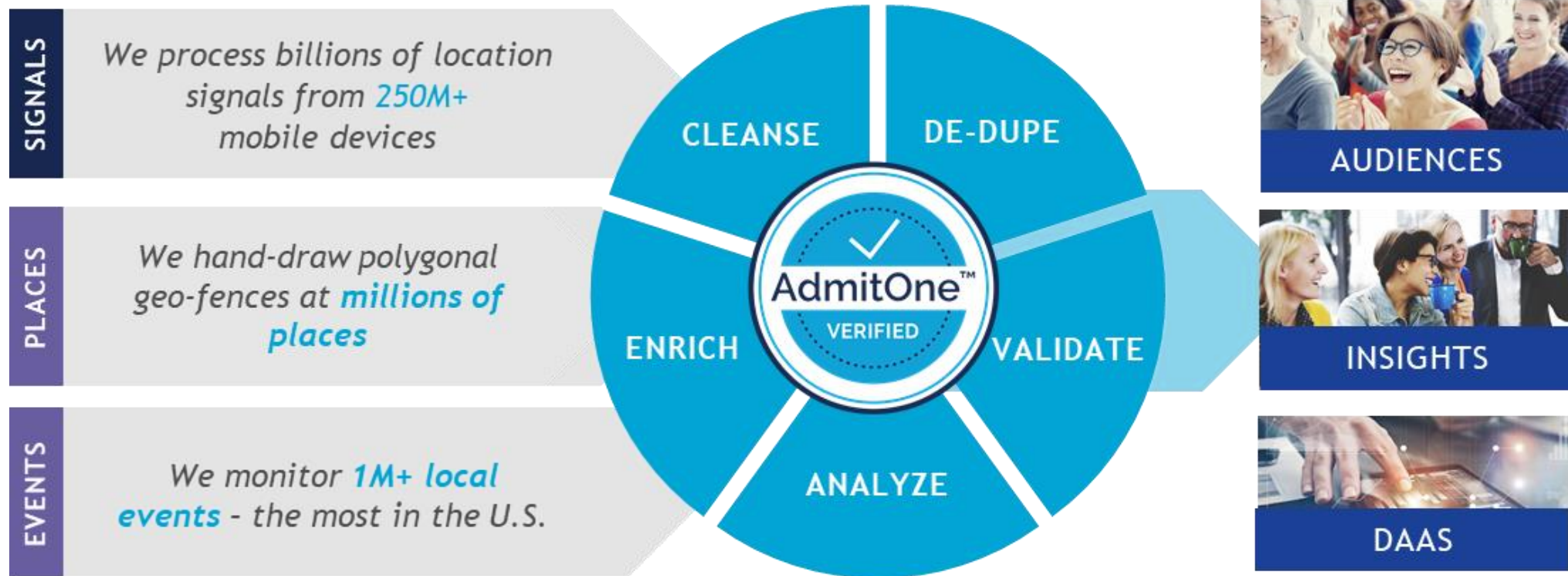
AFFINITIES



LIFESTYLES



**We translate the locations that consumers visit, the places they go, and the events they attend into real-world consumer intelligence**



## GRAVY AUDIENCES



Gravy Audiences let marketers reach engaged consumers based on what they do in real-life

- Lifestyle
- Enthusiast
- In-Market
- Branded
- Custom

## GRAVY INSIGHTS



Gravy Insights provides brands with in-depth customer and competitive intelligence

- Foot Traffic
- Competitive
- Attribution

## GRAVY DAAS



AdmitOne™ verified Visitation, Attendance, Event data and more for use in unique business applications

- Visitations
- Attendances
- IP Address
- User Agent

# Evaluating Location Data



# EVALUATING LOCATION DATA

1

Choose deterministic data (actual - not modeled - consumer behavior) whenever possible

2

Use the biggest data set available if – and only if – it makes real-world sense.

3

Understand how current the data is, and use what makes sense in the context of your campaign

4

Understand how the data is assembled, and the behaviors that qualify a device for inclusion.

# Case Study: Terra's Kitchen

# CASE STUDY

- Industry Background
  - Over 5 years, more than 150 meal kit companies have entered the market
  - Market expected to generate \$3B in sales in 2018
  - Investment slowed to \$274M in 2017 (\$308M in 2016)
- What Happened?
  - Meal kit companies are plagued by customer churn
  - 70% of Blue Apron & 80% of HelloFresh customers churn ~6 months
- The Challenge
  - Grow customers (and revenue) - while reducing churn





## Terra's KITCHEN



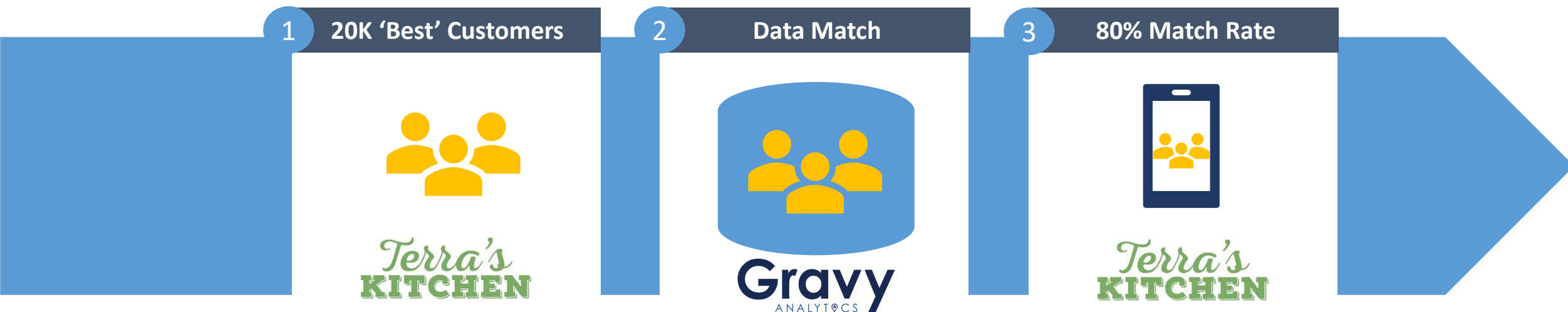
### About

Terra's Kitchen is the easiest and healthiest meal delivery service available today. The company delivers fresh, sustainably-sourced ingredients that are prepared and portioned in a unique, climate-controlled reusable vessel.

### Objectives

1. **Improve understanding** of Terra's Kitchen current, best customers – and do so in a privacy-friendly manner
2. **Identify new prospective customers** that resemble Terra's Kitchen customers
3. **Acquire loyal customers** in Terra's Kitchen target markets

# THE APPROACH

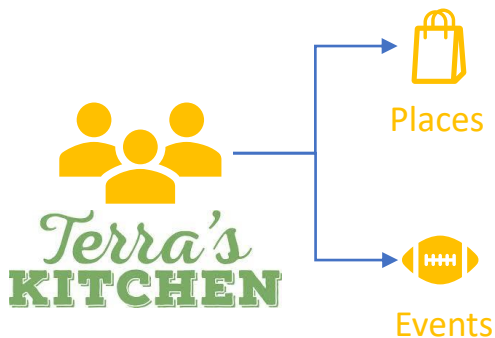


## Notes

- Terra's Kitchen wanted to learn more about their best customers – **defined as higher spenders with longer customer tenure.**
- Gravy matched Terra's Kitchen's 1<sup>st</sup> party customer data to our own database of more than **250MM mobile consumers.**
- Gravy was able to identify 80% of customers in our system – giving Terra's Kitchen new information **beyond demographic and social media data.**

# THE APPROACH

## 4 Places & Events Visited



## 5 Competitors



## 6 Opportunities



## Notes

- Gravy's behavioral analysis examined the **types of places, activities and events** that Terra's Kitchen Customers attend.
- Understanding where its best customers go gave Terra's Kitchen brand new insight into **its terrestrial competitors** – not just meal kit companies...
- ..and also surfaced some new opportunities for Terra's Kitchen – **potential distribution partners, or sponsorship opportunities.**



# THE APPROACH



## Notes

- Gravy identified key segments among Terra's Kitchen customers – **like gym goers and recent movers.**
- Gravy then **found mobile consumers** in its database that **resembled Terra's Kitchen customers** in terms of these behavioral characteristics.
- These mobile consumers were **added to a custom audience for exclusive use** by Terra's Kitchen in future advertising campaigns.

## Terra's KITCHEN



### Key Insights

- Distinct behavioral trends were observed among Terra's Kitchen current customers – **including family status and interests, like dieting.**
- Using these behavioral insights, created an extended **Custom Audience** for use in future digital advertising campaigns.
- Customer insights were also used to validate **new product concepts and inform product development.**

### Results

- ✓ **Improved** targeting and reach of Terra's Kitchen digital ad campaigns
- ✓ **Validated** Terra's Kitchen marketing strategy and new product development efforts

## Terra's KITCHEN



*Gravy gave us deep insights about our best customers, and uniquely identified a much larger, targetable universe that looks just like them.*

*- Stacy Poliseo, Head of Marketing*

### Solutions Used

- **Gravy DaaS | Mobile Data Match** – Match existing customer records to Gravy's 250MM+ mobile device network
- **Gravy Insights | Behavioral Analysis** – In-depth behavioral analysis of Terra's Kitchen customers
- **Gravy Audiences | Custom Audience** – Create a custom audience for Terra's Kitchen based on behavioral analysis



## REACH

Billions of daily location signals from 250M+ mobile devices

## EVENTS

The largest events database gives context to millions of places and POIs

## VERIFIED

Confirmed, deterministic consumer attendances at places and events



Gravy's patented AdmitOne verification engine delivers the highest-quality location and attendance data in the industry

# Thank You



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