



Building better engagement with VIP shoppers

Problem

A prominent US retailer sought to unlock new customer-centric growth by deepening engagement with mid- and high-frequency shoppers. Despite a strong loyalty base, opportunities for incremental trips and units were limited by gaps in understanding how different customer groups behaved across categories and missions. The retailer needed a more granular, data-driven approach to pinpoint where and how to drive recency, frequency, and basket expansion.

Solution

Deloitte analyzed the retailer's first-party data across more than 15 customer groups defined by trip frequency and recency. These groups were replicated in Converge's Consumer Signals environment using credit card data, unveiling insights on competitor analysis, category penetration, cross-shop behavior, demographics, lifestyle, and purchase drivers.

The combined first-party and third-party analyses provided a holistic view of customer dynamics, highlighting unmet needs and whitespace opportunities across categories and missions. From these customer groups, six were prioritized based on growth potential and further segmented into cohorts to layer on additional insights for tailored activation strategies across price, loyalty, and marketing levers.

Impact

\$640M+

incremental growth identified

4

high-value
opportunity pathways

50+

actionable initiatives delivered
via prioritized roadmap

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