



**Converge™**  
by Deloitte

## 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

### About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more about our global network of member firms.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (DTTL), its global network of member firms or their related entities (collectively, the "Deloitte organization") is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.