

SORRY NO DATA FOUND

# How To Create Unique Shopper Insights *Without* Much Shopper Data

SORRY NO DATA FOUND

By Mike Anthony  
Engage consultants

**There is a need or opportunity to lead a big category or shopper project, but you don't have much/any bespoke shopper research.**

**Maybe you have a few other bits and pieces, but you've not got that BIG study. Or if you do, it's a few years old and might be out of date. What do you do? Is it still possible to create ground-breaking shopper insights without a lot of shopper research?**

**The answer is yes, of course!**

**It is perfectly possible to create meaningful insights and implement them at retail with very little bespoke shopper data. In the last few months, we've done exactly that with clients across consumer goods and electronics.**

**In each case there was little or no up-to-date bespoke shopper research. In each case the results have been implemented, leading to significant, multi-million dollar revenue gains.**



# UNIQUE SHOPPER INSIGHTS – ITS WHAT YOU DO WITH THE DATA THAT COUNTS!



With shopper research data, it isn't about how much you've got, but what you do with it that counts. Sure, having up to date surveys is good, don't get me wrong. And if you do have more data, then the insights may well be more robust, and certainly will be easier to sell-in to a retailer.


But no matter how much data you have there are still huge gaps. And as you'll see below, **making magic with what you have is the best way to get more data in the future!**





# Gather everything you do have.

Step one is to gather everything you do have. Everything! Get hold of all the reports that your department or team has. And not just the reports. Go get the data tables too. If Kantar just gives you a monthly presentation, go ask for whatever else they can give you for free. Do the same with Nielsen. Get all the data, by SKU/Brand/Segment. Everything.



**Ask for more than you are entitled to** (if you have a good relationship, it is often possible to blag a little extra!) If they create reports that you have to pay for them, ask your client services manager for a free copy. You never know!






# **EVEN OLD DATA HAS A ROLE IN CREATING UNIQUE SHOPPER INSIGHTS**




**Go get any shopper reports you do  
have. Even if there are a bit old.  
Get the PowerPoint, get the tables,  
get the database.**






# WHEN GATHERING SECONDARY DATA, GRAB ANYTHING YOU CAN FIND

**Get whatever data you can from retailers. If they don't usually share data, ask for a little bit. There is rarely any harm in asking. I was working with a client who just asked and got full sell-out data, pricing and margin data for EVERYTHING in the category. They'd never got anything before, but they asked and they got it all sent over the next day. No harm in asking!**



**Go see your consumer marketing colleagues, market research colleagues, and if you are part of a global or regional company, go talk to the guys in those offices. Talk to everyone (and I mean talk, not email – you'll get much better results from talking). And don't just focus on your category. Go get data from any other categories your company works in too. Get data from other markets.**





# THE SECRET TO CREATING INSIGHTS WITHOUT BESPOKE DATA

**The heart of insights isn't the data, it is the ideas.**

**All of this data will get your head spinning and get you thinking. And those thoughts and ideas can be converted into hypotheses. And those hypotheses are little baby insights, waiting to happen.**

**Armed with a set of initial hypotheses, the next step is to go to stores. And not just one. And not just the ones in the retailer you are working on. Go to stores, observe the stores, observe shoppers, talk to shoppers. Use this experience to build more hypotheses, qualify or disqualify existing hypotheses, and so on.**

**Once you've got a set of hypotheses that seem interesting and valuable, then go check which you can prove with your data. Always be careful when handling secondary data (check out this [useful guide to handling secondary data](#)). This is the disappointing part for most practitioners. So many hypotheses will not be provable.**







# THE BREAKTHROUGH POINT. YOU DON'T HAVE TO PROVE ANYTHING

**Most hypotheses won't be provable with existing data. BUT THAT'S OK. Data doesn't need to prove the insight.**

**You don't need to PROVE it. All you need is enough data to convince your manager, and the retailer, to try it.**



**The reality is, with any new shopper insight, we NEVER know what will happen until we actually test it in a store. All of our data describes what shoppers did in the past. But nothing will really tell us what will happen if we change things around (OK, virtual stores can give you a pretty good sense, but we're talking about situations when that research is not affordable).**



**The job is NOT to PROVE anything. It is to convince yourself, your boss, and the retailer, that it is worth a shot.**

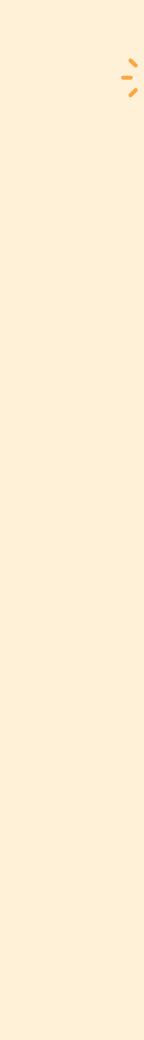






# GET ENOUGH EVIDENCE TO SELL A TEST

Ad hoc interview with shoppers.  
Quick surveys done by you and your team.  
Go back to the store and see.  
Asking the retailer.  
Use the data to piece together the strongest  
story you have. Remember it doesn't have to  
be perfect. It doesn't have to be concrete.  
There are no guarantees.  
It needs to be persuasive. Good enough to get  
a test.



And then, when you have a test, then you  
need to **measure, to prove (or otherwise) that  
the initiative works, and then you have a shot  
at a roll out.** And you have demonstrated the  
power of shopper insights to your boss,  
and you might just get that research budget  
you want! With success you might get access  
to more retail data in the future too. Certainly  
you have a good case to request  
a little more!



# **IT IS TOTALLY POSSIBLE TO CREATE UNIQUE SHOPPER INSIGHTS WITHOUT BESPOKE DATA**

**Clearly, there is only so much of the process I can share. I just wanted to convince you that it is possible; that an absence of data doesn't have to be a barrier to discovering shopper insights and implementing them at retail. And to share a few of the key steps to help you get started.**



If you have a few data gaps (or a lot!) or even if you have data but are struggling to create insights, just get in touch and let's see if I can help.

In a recent three-day workshop we created US\$25 million dollars of value. Get in touch if you want similar results!

By Mike Anthony  
Engage consultants

