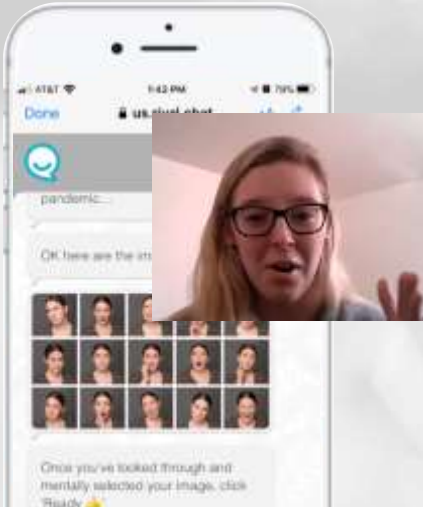




Total Shopper Tradeoffs

Dissect how shoppers make trade-offs within the context of an increasingly complex macro shopping environment (including decisions about retailer & online/in-store shopping methods).

Provided a foundational & in-depth understanding of decision-dynamics on total and by key LOB.

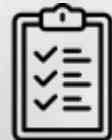


Qual: Artifact Collection, Motivation Laddering



Photos & videos bring to life trade-offs in the moment

Deep dive IDIs uncover motivations behind trade-offs



Quant: Rigorous Analytics

Reach3

KCC Total Commerce Shopper CBC Study

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Fullscreen Method	94%	94%	94%	94%
KCC Category Selection	Large selection of product categories	Large selection of product categories	Large selection of product categories	Large selection of product categories
Discovery Selection	Large selection of product categories	Large selection of product categories	Large selection of product categories	Large selection of product categories
Out of context	No interaction with products	No interaction with products	No interaction with products	No interaction with products
KCC Category set of needs	Personalized product recommendations	Personalized product recommendations	Personalized product recommendations	Personalized product recommendations
Subscription	Personalized product recommendations	Personalized product recommendations	Personalized product recommendations	Personalized product recommendations
Essentialness of Needs	No selection on page one	No selection on page one	No selection on page one	No selection on page one
Discovery on store	5 minutes or less to get to the store	5 minutes or less to get to the store	5 minutes or less to get to the store	5 minutes or less to get to the store
Rate of getting below of the store	Single store in the store portfolio (not the largest store)	Single store in the store portfolio (not the largest store)	Single store in the store portfolio (not the largest store)	Single store in the store portfolio (not the largest store)
Maximum order: 10 items	10 items	10 items	10 items	10 items
Basic fee on shipping fee	No shipping fee	No shipping fee	No shipping fee	No shipping fee
Personalized Product Selection	94%	94%	94%	94%

Choice-based conjoint simulator to identify the potential impact of retailer optimizations on shopper decision-making.