

Case Study

Helping Consumer's Adapt

OBJECTIVE: As social distancing becomes ever more important, shopping will continue shifting online. An important question remains:

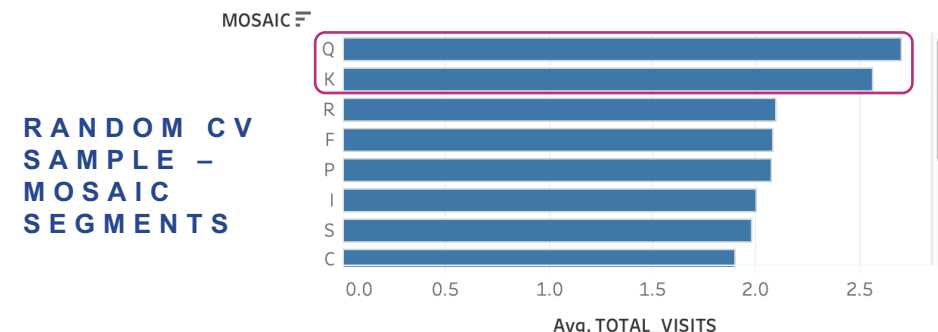
- How can brands help their shoppers adapt to these important changes?

FINDINGS: To help retailers answer this question, Experian is using mobile location data to monitor in-store visitation. A recent snapshot of NY shows some key groups are falling behind:

- **Golden Year Guardians (Q)** and **Significant Singles (K)** are seen with 20% higher weekly visitation than other Mosaic groups.
 - **Q = Retired couples & widows** while **K = Young couples & singles**
 - Such contrasting consumers could benefit from greater social distancing between them.

RECOMMENDATION: Brands can leverage Experian's ConsumerView and 2020 Consumer Audiences to identify, target and promote online delivery of groceries or food services to consumers during the Covid-19 environment

- By analyzing recent grocery visitation, top grocers within NY can be seen:
 - **Walmart, Ahold,** and **Wegmans**
- Mosaic can help these top brands identify and target these high in-store shoppers to promote online options as well as any early bird senior hours.



BASELINE BRAND
VISITATIONS
FOR STATE NY



Q – Golden Year
Guardians



K – Significant
Singles