VideoMining

Redefine **Brand Health** with AI and Behavioral Science

Leveraging large-scale, in-store behavioral data powered by AI technology and shopper science, along with strategic retailer partnerships to deliver unprecedented visibility into a brand's strengths and vulnerability at the shelf.

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Brand Strength Metrics Require a Deeper Look at Shopper Behavior in Each Second Leading Up to the Moment of Choice

In an era where brands compete fiercely for consumer attention, understanding the true dynamics of shopper behavior has never been more critical. Traditional methods of gauging brand health, such as surveys and exit interviews, often fall short, revealing a disconnect between what consumers say and what they actually do in-store. Enter VideoMining's groundbreaking **Brand Benchmark™** offering, designed to bridge this gap. By leveraging cutting-edge AI behavior sensing technology, our innovative solution captures unsolicited and unaided shopper behavior at the shelf, providing brand teams with **unparalleled visibility into the nuanced decision-making process that defines brand strength.**

With newly-announced, patented brand strength metrics exclusively available through VideoMining, marketers can now quantify the true impact of their brands in the moments that matter most, transforming how they understand and influence consumer preferences and build brands that are positioned to win the battle at the shelf.

Shopper Behavioral Science Fills the Gap for Brand Performance Tracking

Establishing a cohesive method for tracking brand health requires visibility into the world of shopper behavior and the final decision-making process at the shelf. VideoMining bolsters marketers' understanding by providing an in-depth view of each unique piece of retail stimulus encountered by shoppers, along with precise measurements of how these stimuli influence behaviors. This approach offers a clearer picture that reveals the often-hidden aspects of brand performance.

With the introduction of new patented innovations for tracking and quantifying brand strength through in-store behavioral insights, VideoMining delivers a cutting-edge solution for brand marketers eager to fully comprehend their brand's performance and pinpoint their competitive edge.

As a result, marketers gain comprehensive visibility into their brands' influence within the broader retail ecosystem. The new proprietary Brand Tracking Behavioral Analytics feature complements the Benchmark study, allowing brand marketers to monitor the detailed path to purchase, analyze decision-making at the shelf, and create shopper profiles for their brands.

This innovative offering utilizes proprietary brand metrics—patented methods for evaluating brand strength and at-shelf decision-making—offering brands concrete evidence of their performance and invaluable insights to address strategic gaps and build winning strategies that connect and convert shoppers.

The first step in measuring brand strength answers a critical question:
***When, where, and how* does the purchase decision occur?**

Decoding At-Shelf Activity

To completely understand the shopper decision process, start by measuring how real shoppers spend their time in the store, analyzing each and every step towards a product and brand selection.
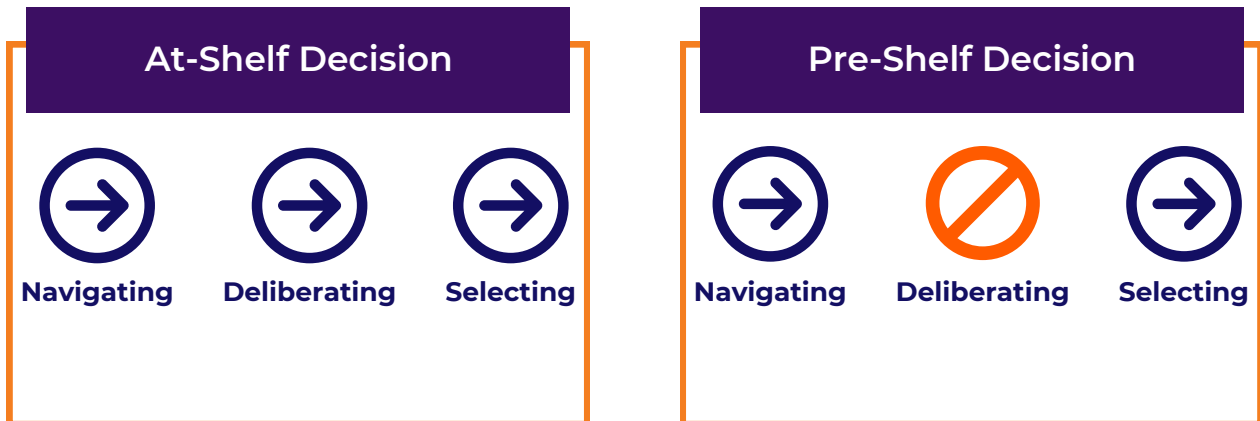
Pinpointing the exact moment the shopper makes their choice at the shelf tells us a lot about the category, the brand itself, and the decision-making hierarchy that the shopper applies to their final selection. VideoMining's patented process uses advanced computer vision and AI tools to categorize every micro-moment of shopping activity into one of the following behavioral buckets:

Navigating
Time spent on tasks related to finding a product or a specific brand. These actions involve browsing through aisle, visually scanning the shelf, and searching for the product/category the shopper is actively seeking.

Deliberating
Time spent deciding what item to purchase. These activities include: gathering information, reading labels, comparing prices, and evaluating product features.

Selecting
Time spent physically choosing and collecting a product to purchase. Actions include: placing item in basket/cart, walking away with item in hand, purchasing item at checkout.

There are two distinct types of shopper decision-making processes that occur. The first involves decisions made in advance, before the shopper even reaches the shelf. These decisions are usually based on brand loyalty, habit, or low-involvement/risk.

The second type of decision-making happens at the shelf, where shoppers engage in more active shopping and consider various options in real-time. Understanding these processes can provide valuable insights for marketers to measure the effectiveness of their brand strategies and better cater to consumer preferences.

Tracking these distinct activities underlines the mechanisms of VideoMining's patented method of identifying an At-Shelf Decision versus a Pre-Shelf Decision.

At-Shelf Decision		
→	→	→
Navigating	**Deliberating**	**Selecting**

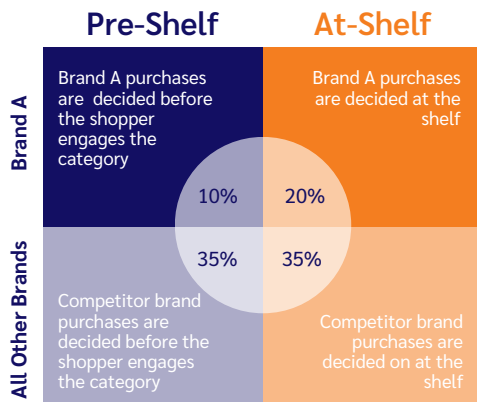| Pre-Shelf Decision		
→	⊘	→
Navigating	**Deliberating**	**Selecting**

The Magic is in the Methodology: New Patented Metrics for Brand Tracking

VideoMining's proprietary Behavior Analytics platform contains the largest portfolio of patents for capturing and interpreting shopper behavioral data. This platform combines AI and machine learning with behavioral shopper science to accurately measure behavior in-store every 10th of a second and translate those behaviors into category, merchandising, and marketing strategies to drive retail growth. VideoMining's patented process for brand strength evaluation using at-shelf behavioral analytics leverages 2 key proprietary metrics:

Metric #1
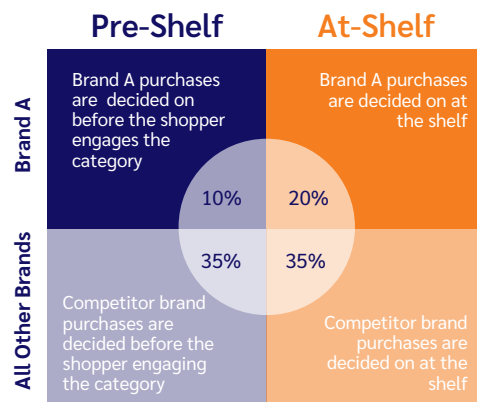### Brand Stability Quotient (BSQ)

A measure of brand purchase predictability vs. reliance on at-shelf decisions.

	Pre-Shelf	At-Shelf
Brand A	Brand A purchases are decided before the shopper engages the category — 10%	Brand A purchases are decided at the shelf — 20%
All Other Brands	Competitor brand purchases are decided before the shopper engages the category — 35%	Competitor brand purchases are decided on at the shelf — 35%

Metric #2
At-Shelf Win Rate (AWR)

A measure of how well your brand wins at-shelf decisions with "up for grabs" shoppers.

	Pre-Shelf	At-Shelf
Brand A	Brand A purchases are decided on before the shopper engages the category — 10%	Brand A purchases are decided on at the shelf — 20%
All Other Brands	Competitor brand purchases are decided before the shopper engaging the category — 35%	Competitor brand purchases are decided on at the shelf — 35%

These foundational metrics are rooted in the ability to behaviorally detect if a shopper makes a purchase decision before reaching the shelf, or in the moment at the shelf, and then evaluate the brand's performance in that context.

VideoMining's **Brand Stability Quotient** **(BSQ)** analyzes at-shelf shopping behavior to see if shoppers are simply navigating to their desired product, or if they are deliberating and considering before making a purchase decision.

If shoppers are observed making their decision at the shelf after deliberating, then it is important to understand how your brand fares in this at-shelf battle. Enter **At-Shelf Win Rate (AWR)**, which measures a brand's performance when the decision is made at the shelf, in that final moment of truth.

Together, these metrics help identify strengths, weaknesses and opportunities for brands relative to others in the category. This can enable fine-tuning shopper marketing and promotional campaigns to drive brand growth or reverse a slide in market share.
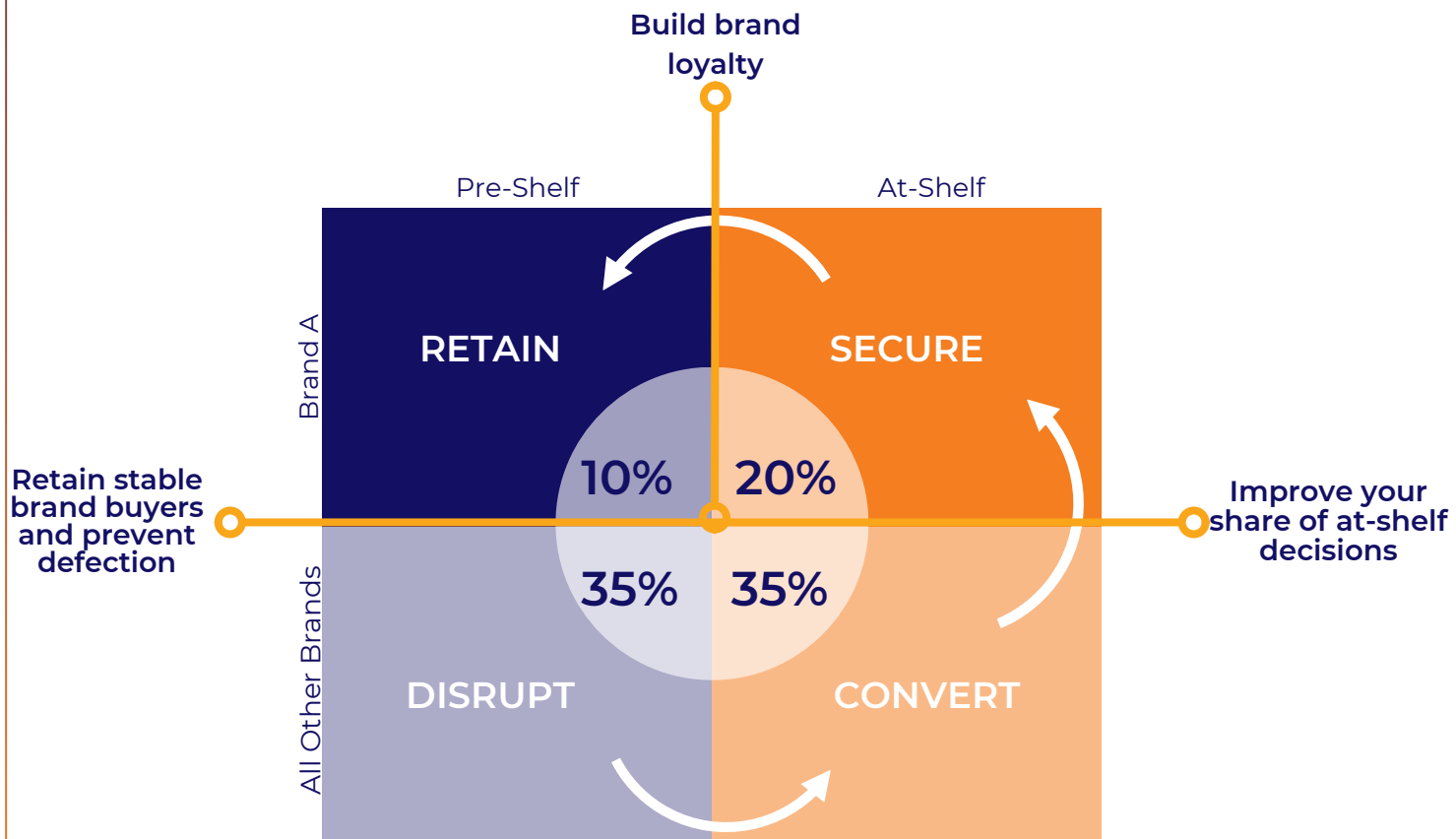
The Brand-Buyer Decision Mix:

How can you leverage behavioral analytics to unleash your brand performance and convert at-shelf decision-makers to loyal brand buyers? It starts by looking holistically at the entire path to purchase and remembering that the battle at the shelf occurs on multiple terrains across pre-shop, at-shop, and post-shop.

Tactics to Increase Brand Stability

✓ Traditional Advertising

✓ Pre-Shop and Post-Shop Marketing

✓ Primary and Secondary Displays

✓ Social Media Campaigns and Retargeting

✓ Rewards and Loyalty Programs

Tactics to Improve At-Shelf Win Rate

✓ At-Shelf Messaging and Merchandising

✓ Temporary Price Reductions

✓ Shelf Flow and Assortment Optimization

✓ Packaging and Graphics

✓ Displays and Shopper Marketing

Build brand loyalty

Pre-Shelf | At-Shelf

Brand A

Retain stable brand buyers and prevent defection

RETAIN 10%

SECURE 20%

Improve your share of at-shelf decisions

All Other Brands

DISRUPT 35%

CONVERT 35%

Actionable Measures of Brand Strength

Elevate the application of metrics that matter to unlock growth opportunities that are tailored to your brand's exact position. VideoMining's Brand Benchmark™ report offers marketers a prescriptive and fact-based playbook for optimizing brand performance in-store.

How might you action your brand's strength metrics? Here are some examples of potential scenarios:

If your brand attracts a stable number of brand loyal buyers BUT performs poorly with at-shelf decision-makers:

Focus on shopper marketing programs that increase trial behavior from at-shelf decision-makers. Look closely at how your packaging does, or does not, stand out on the shelf and explore ways to differentiate, disrupt, and encourage trial.

If your brand performs better with at-shelf decision-makers than pre-shelf decision-makers:

Your brand strength is not a decision driver in the moment of choice. Focus on building a more stable base of loyal buyers with promotions that build brand loyalty, and place an emphasis on retention in your shopper marketing campaigns.

If you are making it into the consideration set at the shelf, but not winning the battle into the basket:

Look closely at the at-shelf behavior of shoppers who are engaged, but then ultimately choose another item. Through cross-basket analysis, trip mission, demographics, and at-shelf behavior tracking, you can identify the correlating trends and identify opportunities to course correct.

Where to Infuse Brand Health Metrics:

- ✓ Packaging Design
- ✓ White Space Exploration
- ✓ Connected Commerce
- ✓ Category Growth Strategy
- ✓ Merchandising and Shopper Marketing
- ✓ Brand Equity and Positioning

What's Inside: Introducing the Brand Benchmark Report

Unlock the power of behavioral science to accurately measure and proactively protect your brand strength. This innovative new offering empowers brands to effectively score their performance, brand equity, and competitive landscape, eliminating existing blind spots. Discover how you can enhance your brand's impact and resilience with VideoMining's patented metrics.

Read on to learn what valuable insights await you in the Brand Benchmark report!

1 Brand Path to Purchase

This offers marketers measurable insight into the frequency with which shoppers encounter and interact with their own brand as well as competitors' brands. It also features new benchmarking capabilities that accurately assess how effective each brand is in engaging shoppers and closing the sale at the shelf.

2 Brand At-Shelf Behaviors

Featuring new patented decision analytic capabilities exclusive to VideoMining, this offers concrete metrics of brand strength and stability, providing a micro-moment level analysis of distinct behaviors as shoppers navigate the aisle, search for products, deliberate amongst brands, and make a final purchasing decision

3 Brand Shopper Profiles

Contextualizing brand performance through a detailed analysis of the shoppers themselves, including patented demographic profiling, trip mission analytics, and transaction-level basket intel, marketers receive valuable context on who shops the category and who ultimately selects the brand in question.

↗ Discover the Behavior Benchmark™ Report Series

VideoMining's Behavior Benchmark™ series provides marketers with syndicated reports for over 250 categories and 10,000s of products, offering a big-picture perspective on key retail performance metrics and shopper behavioral trends.

› Syndicated Reports with Custom Deliverables

Behavior Benchmark reports are tailored to your specific business questions and offer multiple opportunities for fine-tuning deliverables to include hot topics and specific client interests, such as pack size analysis, segment and flavor analysis, leakage and shopper decision trees.

› Actionable Insights and Consultative Behavior Coaching

VideoMining's team of seasoned behavioral scientists, brand builders and category strategists provide actionable intelligence and recommended next steps based on decades of world-class experience and expertise.

VideoMining Delivers Brand Benchmarking with AI and Behavioral Science

With insights derived from real store environments and real shopper trips, VideoMining is redefining the industry's understanding of Brand Strength, utilizing groundbreaking **AI-powered intelligence and behavioral science** to offer an accurate and authentic perspective.

Our patented AI tools connect the dots seamlessly, enhancing traditional market research and providing **unparalleled visibility into the intricate realities of brand performance at the shelf.** With our expertise in behavioral science, this new offering is set to change the game, offering a comprehensive view that transforms how brands measure performance, track competitive threats, and evolve to better connect with shoppers in the moment of choice.

The latest of our **Behavior Benchmark™** services invites you to take a collective walk in millions of real shoppers' shoes, unlocking **evidence-based intelligence that is traditionally hidden in the four walls of retail.**

By allowing the shoppers' footsteps to tell the story, VideoMining harnesses the raw power of observational research, amplified by patented AI technology to bring both scale and accuracy. This approach ensures that you see the big picture, gaining a deep understanding of the way shoppers interact with your brand in the exact moment of choice.

Real Insights Derived from Natural Shopper Behaviors

Our patented method of in-store observational research captures every moment of the shopping experience, offering precise insights from genuine shopper behaviors.

Behavioral Science-Infused Deep Learning Models

Proprietary algorithms and computer vision models leverage advanced machine learning to accurately analyze shopper behavior every 1/10 of a second.

SKU-Level Precision

Our patented AI platform meticulously captures every aspect of retail stimuli, providing detailed insights down to the SKU level. Because shoppers don't make their decisions in a vacuum, and neither should you.

Retail Basket Data Integration

VideoMining holds exclusive patents to contextualize behavioral and demographic intel by overlaying store performance data, such as basket-level transaction data and loyalty program participation.

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VideoMining is a market research firm that specializes in Behavioral Shopper Insights, fusing patented AI technology and behavioral science to unlock unprecedented insights across the entire in-store experience. With our proprietary Behavior Sensing Technology™ and Al-Powered Data Decoding Systems, we bring visibility to the big picture — connecting retail environment and sales performance data with authentic shopper behavioral metrics. We own and operate a nationwide Behavior Panel™ in partnership with leading chain retailers to provide ongoing fact-based industry and shopper trends, along with a network of Behavior Labs™ for accelerating innovation through "testing and learning" in real stores with real shopper input.

VideoMining unlocks the power of behavioral shopper insights with AI.

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