



Case Study

Massive increase in targetable individuals and traceable transactions

Challenge

The fastest growing retailer in the country was facing a problem endemic to brick & mortar retailers: executing billions of daily in-store transactions but only capable of identifying a small fraction of the customers behind the purchases.

The retailer had invested resources into a loyalty program to understand customer behavior, enhance engagement, and improve measurement capabilities, but the program only enabled identification of 3% of in-store transactions due to low loyalty program penetration.

Tens of millions of in-store shoppers remained anonymous, which translated into inefficient internal marketing and constrained revenue growth in the retailer's media network.



Solution

Utilizing the retailer's Point of Sales (POS) transaction data and its industry leading offline identity resolution capabilities, Bridg increased both the number of identified in-store shoppers and transactions attributable to individual consumers by 500%.

The retailer now has access to tens of millions of additional privacy-safe, marketable customer profiles with item-level purchase history, demographic, socioeconomic, and special interest attributes to power effective analytics and marketing activities.

Impact

500% increase
in targetable individuals

500% increase
in matched transactions