



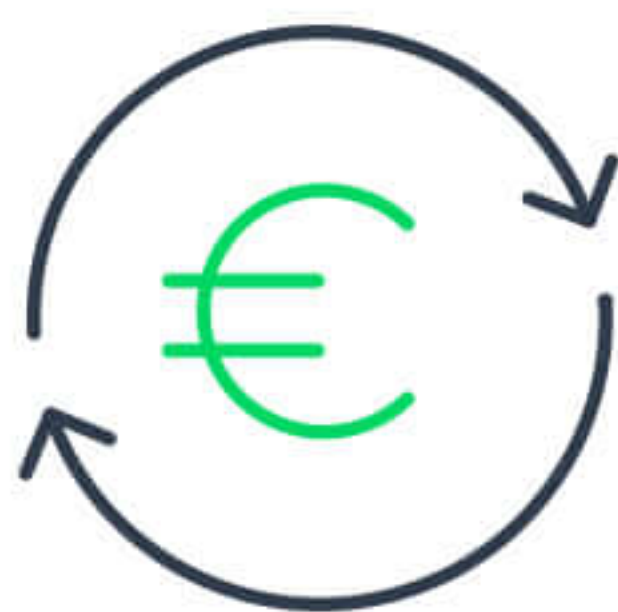
Case study

The national food retailer in the Czech Republic

With the Dateio card-linked marketing platform, the national food retailer increased its market share by nearly 3%.



Increased spend during the campaign
50-100%



Gross ROAS
15 x



Market Share Growth
2,7%

Challenge

The national food retailer is part of an international group with a turnover of approximately **1.9 billion EUR** and has long been one of the largest food retailers on the Czech market. In 2017, however, the otherwise confident network faced a difficult situation. Although they continued to grow in sales, due to the growing competition, the average customer spend decreased and, what was worse, **their market share declined also**.

They decided to fight strategically against constant price wars, rapidly growing marketing budgets and the growing popularity of discount chains in particular.

Goal

Reverse the declining market share, gain new customers and increase average customer spend.

Solution

Partnership with Dateio, whose platform reaches more than **1.5 million clients** who receive tailor-made discount offers directly into their mobile banking apps.

Dateio aggregates financial transactions from multiple partner banks. Its algorithms work with the most accurate dataset of customers' shopping behaviour on the market. Not only did the food retailer gain a new activation channel, but also completely new market insights. One of the basic metrics used in Dateio to determine campaign targeting is the share of wallet.

Based on this metric, the company decided to set up the first campaigns by dividing the target group into several segments, according to their average spending and loyalty.

The discount offers were also segmented on the level of Czech districts. At the same time, the retailer invested notably more into the campaigns concerning supermarkets, where their market share was threatened more significantly than in larger hypermarkets.



Results

Customers who activated the offer spent on average 90% more than those who did not interact with the offer. Thanks to the correct set-up of the campaign, the increase in spending throughout the campaign ranged from **50-100%**, customers bought more to achieve the discount and the average basket value increased by about 40%. At the same time, the customer purchase frequency also increased by nearly 50%. Among those who shop with the national food retailer but did not activate the offer and did not show interest in the discount, the size of the shopping cart also increased, but only by 15% (compared to 40%), while the frequency decreased by 12% (compared to the increase of 50%).

It was clear that the market share would increase significantly for customers who benefited from the discounts, in this case by **3.5%** specifically. However, at the same time a trend of general improvement was also noted. Customers who didn't take advantage of the offer grew by 0.8% in their market.

Thus, the campaign was able to increase the company's overall market share on the Dateio platform by **2.7%**.

During the three years of cooperation, each crown invested in Dateio generated **15 times** in additional returns.

