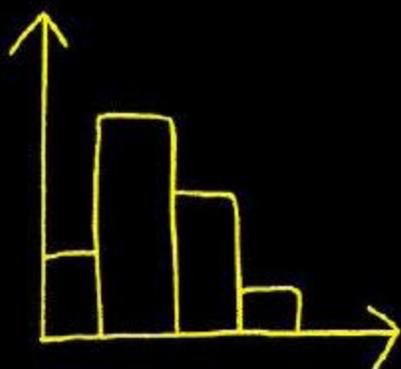


# KANTAR SHOPCOM



METRICS  
SOURCEBOOK

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Shopcom Metrics can be produced for a specific length of time (sample permitting). Following are the product levels the Metrics are available at:

(c) - category; (b) - brand; (p) - product

Metric	Definitions	Available For
<b>Buying Rate</b>	Dollars or Units per buying household over a defined period of time. Buying rate is calculated as follows:  Purchase Frequency X Sales per Purchase Occasion	(c) (b) (p)
<b>Buyer Worth</b>	Total spending of a household in the store during the specified time period (or annually)	(c) (b) (p)
<b>Basket Ring</b>	The total amount spent by a household in a single trip when a specified product is purchased as part of the same transaction	(c) (b) (p)
<b>Dollars/Unit</b>	Average amount a household spends on the given product during the specified time period	(c) (b) (p)
<b>Dollars/Trip</b>	Average amount a household spends on the given product on a single trip during the specified time period. This is the same as Dollar/Unit if the shopper buys only one unit of the given product, but can be greater if the shopper buys multiple units (also called Buying Rate). The average is taken over all the trips during the specified period on which the given product is in the basket	(c) (b) (p)
<b>Penetration</b>	The percent of households buying a product among the population or sample over a defined period of time	(c) (b) (p)
<b>Purchase Frequency</b>	The number of purchase occasions per buying household for a given product	(c) (b) (p)
<b>Recency</b>	Average time since a household's last purchase of the given product	(c) (b) (p)
<b>Sales Velocity</b>	Dollar or Unit sales per 100 households in the population or sample over a defined period of time. Sales Velocity is calculated as follows:  Penetration X Buying Rate	(c) (b) (p)
<b>Units/Trip</b>	Average number of units a household buys on the given product on a single trip during the specified time period. The average is taken over all the trips during the specified period on which the given product is in the basket	(c) (b) (p)

Shopcom Shopper Segments and Analyses can be done based on a specific length of time (sample permitting). For the most part they are calculated from Metrics, and represent segments of people or transactions. Following are the product levels the Measures are available at:

(c) - category; (b) - brand; (p) - product

Segment/Analysis	Definitions	Available For
<b>SHOPPER SEGMENTS</b>		
<b>Loyalty</b>	Loyalty is also known as “Share of Requirements”, a measure which determines what portion of a household’s category volume is satisfied by a given product within that category. Excluding “One-Time Buyers”, Shopcom defines households who exhibit a 65% or greater Share of Requirements for a given product to be “Loyal”; households who exhibit less than 65% Share of Requirements for a given product are considered to be “Switchers”	(b) (p)
<b>Heavy, Medium and Light Buyers</b>	Segments shoppers into Heavy (top 15%), Medium (middle 25%), and Light (bottom 60%) buyers based on their spending over a specific time period	(c) (b) (p)
<b>ANALYSES</b>		
<b>(TURF)Total Unduplicated Reach Frequency</b>	Quantifies which Focus Product groups satisfy the greatest percentage of shoppers	(b) (p)
<b>Trial and Repeat</b>	A Trial and Repeat analysis segments purchase occasions into the first purchase of a given product over a specified time period (i.e. the “Trial” occasion) and subsequent purchases (i.e. “Repeat” occasions) of the same product over the same time period. Trial and Repeat analyses are commonly and typically executed only for new products	(p)
<b>Source of Volume</b>	A Source of Volume analysis segments buyer groups and volume, and examines a brand’s sales performance across two equal-length time periods. This analysis determines if changes to a brand’s volume from Period 1 to Period 2 are due to New or Lost Category Buyers; Expansion or Contraction in purchasing; and/or Brand Switching	(b) (p)
<b>Cross Basket Interaction</b>	Interaction Index demonstrating which sets of products are most likely to be in the same basket together, either within a category or across the store (Market Basket). For example, a CBI of 110 means that the two products are 10% more likely to be in a basket together than two average items	(b) (p)
<b>Cross Buyer Interaction</b>	Interaction Index demonstrating which sets of products are most likely to be bought by the same buyer in the specified time period. This is typically done only below the category level, as there is little variation at a higher level	(b) (p)
<b>Lift Decomposition</b>	Segmentation of shoppers and transactions based on reaction to a deal stimulus, to understand the worth of a promotion or other stimulus	(b) (p)

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