

## KEY TAKEAWAYS

**Created**

a single view of the customer across channels and devices including hyper-local behavioral and demographic intelligence

**Developed**

smarter customer segmentation for more personalized and relevant experiences at scale

**Empowering**

the CPG client's customer marketing team to develop a greater understanding of the target market that mattered most to its client



## Transform a Hyper-Local Understanding of Your Customers Into a Competitive Advantage

**A Global CPG Brand Uses Hyper-Local Intelligence to Build a Winning Competitive Strategy to Win More Business**

### The Challenge

A leading global CPG manufacturer faced competitive pressure by a rival severely undercutting its price, in hopes of winning a major American Quick Service Restaurant (QSR). Although pricing was important, the QSR was also looking for a CPG partner to assist in marketing and business strategy. The CPG client's marketing team needed help showing its distributor that it was the right partner over its competition and why. The distributor was focused on acquiring more, younger, Hispanic demographic customers and actually getting in front of those customers with relevant compelling messaging. The rival CPG manufacturer touted superior knowledge of the millennial market. The CPG client not only had to disprove this, but it also had to develop its own granular understanding of this market as it related to both its goals and its distributor's business goals.

## BENEFITS

**Transform disparate data into valuable geospatial insights** by ingesting, mapping, and analyzing under one unified platform

**View market share by region** or within a specific geofootprint for competitive conquering

**Obtain granular foot traffic insight** to refine product targeting, streamline consumer outreach, and market sizing

**Build custom segmentation** by connecting pseudonymized location signals to demographics, psychographics, and more

**Scale and expand your reach** by creating lookalike audiences of your best customer profiles

## The Neustar Solution

Neustar enabled the CPG client to use greater intelligence to fuel the distributor's evaluation and provide a deeper understanding of its customers to build a holistic and neutral view across its audience. This holistic view of the intersection of its consumer markets would, in turn, help optimize future media and campaign performance. Using Neustar customer intelligence and identity resolution, the CPG client was able to better understand its customers at the demographic, geographic, and behavioral level. This greater understanding of consumer intent allowed the CPG client to effectively show the level of tactical support and strategy that it could bring to the table. By combining hyper-local discovery with Neustar's proprietary soft drink consumption and preference data, the CPG client was able to paint a detailed picture that spoke directly to the distributor's goal of targeting Hispanic millennial consumers.

## The Outcome

Neustar was able to determine the lifestyle/purchase behaviors, attitudes, and channel preferences associated to this specific target audience of Hispanic millennials, uncovering two unique consumer segments that were previously unknown to the distributor. With the right tools to identify, analyze, and then truly understand the distributor's target market (which overlapped with the CPG client's core customers) at such a granular level, the CPG client was able to win over the competition. In demonstrating the power of using identity to create smarter segmentation, Neustar became the necessary partner to uncover valuable consumer insights and allow the CPG client to find the intersection of its customers and the Quick Service Restaurant's target demographic at the hyper-local level.

For more information, visit [www.marketing.neustar](http://www.marketing.neustar)