

QUID

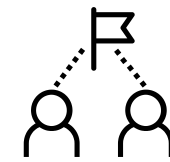
Vertical Analysis Support:
Retail



Areas of impact for retail clients



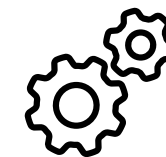
UNDERSTAND YOUR CUSTOMER – Use our solutions to glean customer context far deeper than you ever have before. Enhance it further by leveraging critical segmentation principles to find joint areas of interest.



COMPETITIVE CONTEXT – With the ability to do rigorous channel analysis combined with open listening, you can grasp where your competitors have been, where they are now, and where they are going next.



CATEGORY TRENDS – Move beyond being reactive to trends that are already occurring and get ahead of ones that are starting to rise. Our predictive solutions can help you stay slightly ahead.



OPERATIONAL ISSUES – Issues tracking and alerting are key to providing a well-rounded monitoring approach for your clients. We can structure your configuration to ensure you don't miss any problems that pop up.



PAIN POINTS / UNMET NEEDS – Customers are telling brands what they want, it is just a matter of paying attention to the signals. Benchmarking themes over time allows you to assess what is fleeting versus a true unmet need.

Retail use cases supported by Quid

STORE AND DIGITAL OPERATIONS

- What are consumer expectations and concerns about shopping in-store vs. online?
- How are employees factoring into store experience?
- How should return policies be adapted?

BUYERS, PLANNERS, MERCH

- What are the top products consumers are talking about? What's the next stock up item?
- How are consumers talking about product origin?
- Where are the growth opportunities in non-essential categories? E.g. electronics and personal care/grooming

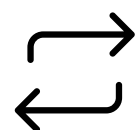
MARKETING & COMMUNICATIONS

- What are competitors communicating and how are consumers responding?
- How can retailers drive traffic during the "stay home and shop" era?
- What product categories can be leveraged to spark joy?

LOYALTY/MEMBERSHIP

- How are retailers adapting loyalty programs given a decrease in traffic?
- How can credit card products and offers help

OUTCOMES



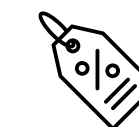
Drive policy changes



Optimize inventory and merchandising



Drive messaging & content strategy



Drive promotional strategies

Suggested configurations to drive quick insights

TOPICS

BRAND / COMPETITORS / STORE CATEGORIES

THEMES

Key Products

Customer Experience

Shopping Channels

Pain Points

ANALYSIS

Crosstabs

Themed
Timelines

Sentiment
Attributes

Discover
Networks

Side-by-Side
Comparisons

FILTERS

Popular Posts

Posts with Images

Personal Narrative

ALERTS

Influencer Engagement
(over follower count X)

Stocking Issues

Target analysis to output. Use filters to reduce noise and uncover insights

Analyses

WIDGETS	INSIGHTS
Crosstab	Product Category SOV
Themed Timelines	Increase in Trends over time
Sentiment Attributes	Consumer Pain Points
Demographics	Audience Engagement (pro tip – utilize indexing vs. other topics for insights)
Side-by-Side Comparison	Competitive Affinities

Filters

WIDGETS	INSIGHTS
Owned vs. Earned	Content Performance (pro tip – utilize Engagement/Post/10K Followers to normalize across influencers/channels)
High Passion	Unique opportunities – product innovation & content
Original Posts	Filter noise – restrict to relevant
Certified Themes – Industry & Issues	Save time for quick analyses – copy local versions for more detailed insights

Use established benchmarks to optimize real-time alerts

Any Mention

- Brand+ >100K followers
- Brand + "outage, out of stock, etc."
- Competitor + "outage, out of stock, etc."

Any Metric

- Exceeds average negative mentions
- Returns, store issue, mentions exceeded by X amount
- High Passion filter exceeds the threshold (for issue capture)

Triggered Alerts

- Product Discussion (e.g. spikes by product category)
- Competitor mentions
- Deals/Promotions within retail to identify competitive opportunities
- Retail worker/labor issues