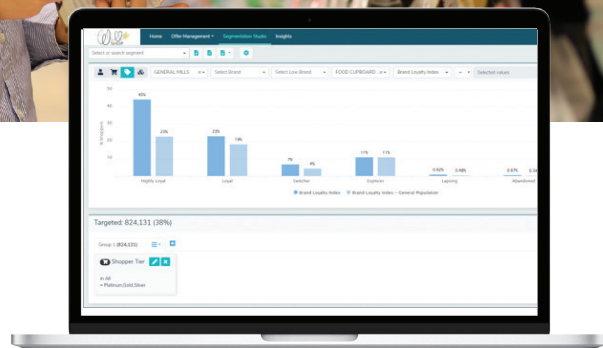


# Category Intelligence

“ciValue technology enables us to bring the customer into every business decision — whether it's marketing, assortment planning, or supplier discussions”

*Offer Lowy, VP Marketing & Commerce at Super-Pharm*



## Application overview

ciValue’s Category Intelligence provides powerful decision support for assortment and promotions, delivering deep insights into customer KPIs and advanced tools for customer segmentation and targeting.

### Identify category performance drivers

Uncover key factors affecting category growth and revenues by dissecting category performance, sales drivers, and customers’ product preferences

### Develop segment specific actions and strategies

Analyze customer behavior, define segments for targeting based on thousands of statistical attributes, and build effective segment-based marketing strategies

## Understand your customer

- Loyalty & Risk
- Demographics
- Lifestyle Preferences
- Discount Sensitivity
- Category Preferences
- Brand Preferences
- Retailer Attributes
- Store & Channel Preferences

## What makes ciValue Category Intelligence Unique?

- Automated** Behavior is continually analyzed and tracked with data science automation
- Actionable** Actionable customer KPIs and insights designed for FMCG retail decision making
- Accessible** On-demand access by key stakeholders, with easy to use reports and workflows

Among our clients:

**REMA 1000**

**GROUPE Casino**

**coop**

**SUPER-PHARM**

**S**

**SEPHORA**

Be sure to schedule a DEMO or e-mail us [info@civalue.com](mailto:info@civalue.com)