

# Up Your Game

Using Data and Analytics to  
Meet Your Business Objectives



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# Today's Presenters



**Rupen Seoni**

Senior Vice President & Practice Leader  
Public Sector, Non-Profit & Government

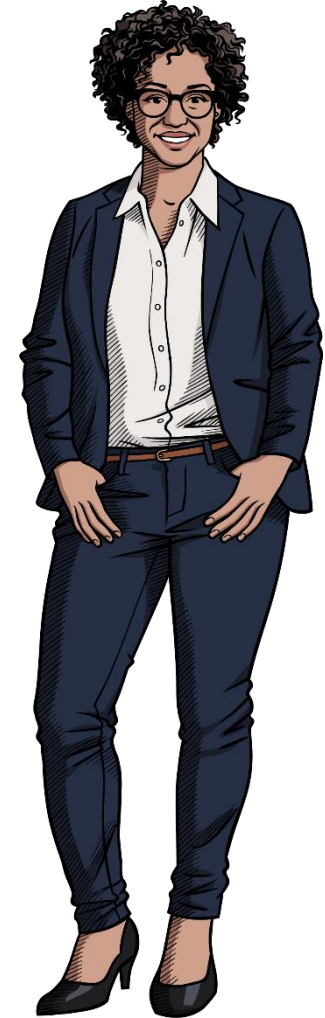


**Michele Sexsmith**

Senior Vice President & Practice Leader  
Retail, Real Estate & Entertainment

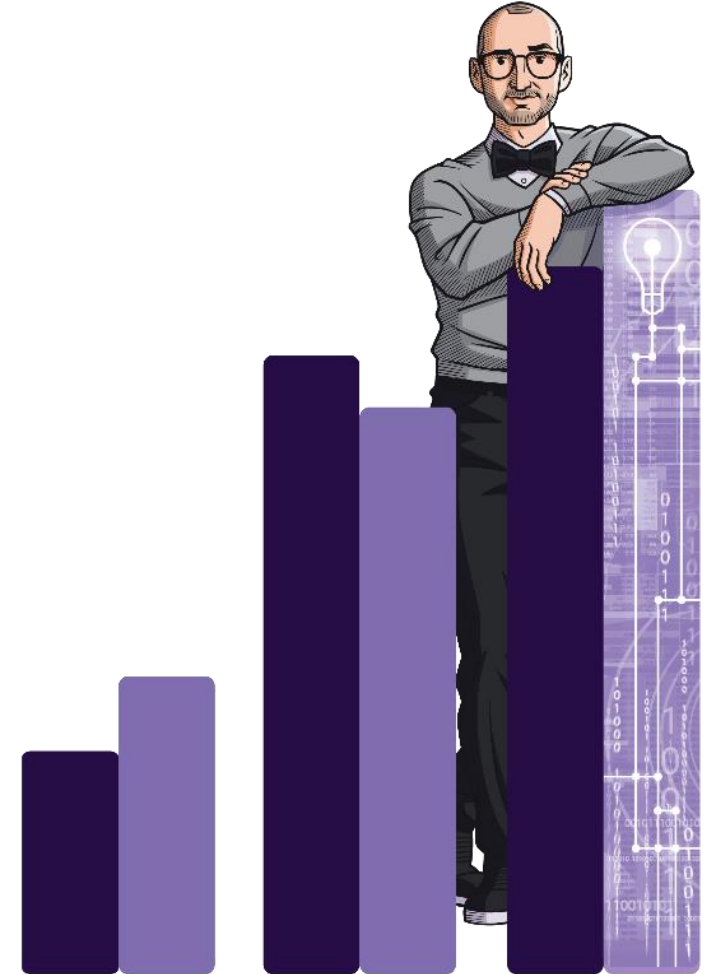
# Housekeeping

- Listen-only mode for attendees
- Questions at the end – use the Webex Q&A feature in your interface
- Technical difficulties? 1-866-229-3239
- Presentation recording will be available at [environicsanalytics.com/webinars](https://environicsanalytics.com/webinars)



# Agenda

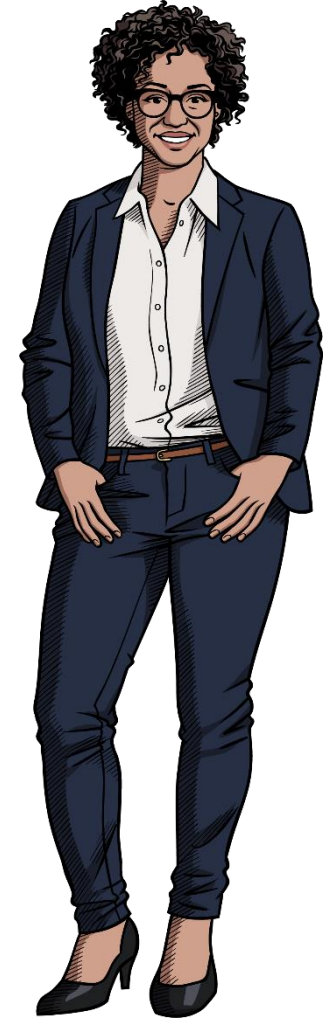
- Heart & Stroke
- Harry Rosen
- Assiniboine Park Conservancy
- Cushman & Wakefield



# Our Value Proposition

We can help you:

- Develop a data-driven strategy
- Improve your data quality
- Understand your customers
- Analyze your markets
- Execute your strategy
- Measure your results



# What We Do

- Offer consumer and market data in Canada and the U.S. at the neighbourhood level
- Provide powerful analytical software that allows you to leverage all of our data sources with your own customer data
- Leverage extensive experience providing data-driven insights for every industry sector



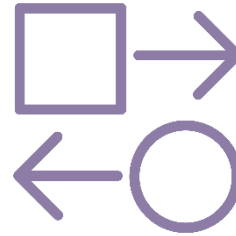
# Examples of Data Application



Consumer  
Segments and  
Personas



Digital  
Marketing



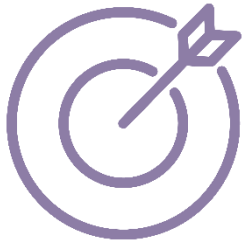
Product  
Assortment



Site  
Selection



New Store  
Analytics



Targeted  
Marketing



Media  
Planning



CRM and Loyalty  
Marketing



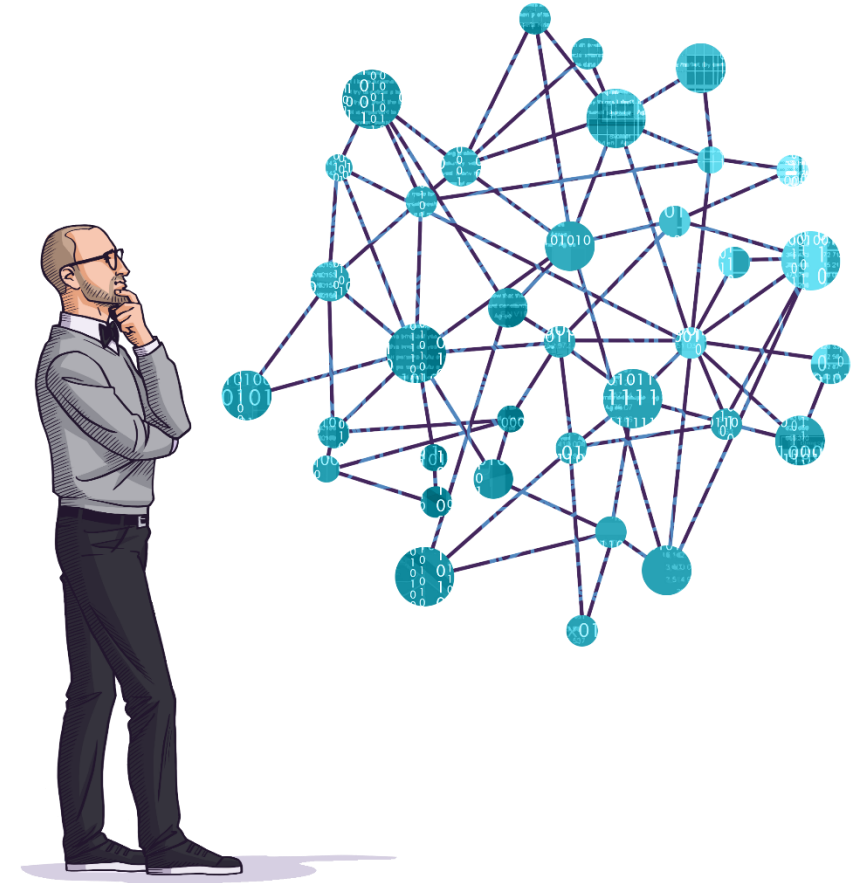
Cross  
Selling



Data-Driven  
Content

# What are the Trends in Analytics?

- Leading-edge data and analytical approaches in supplementing client data with neighbourhood-level data
- New data sources and techniques can enhance traditional approaches to meet business objectives





# Game Changer

How The Heart & Stroke Lottery Makes  
Everyone Feel Like a Winner



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# Heart & Stroke Lottery - Background

Winter 2018



- The Heart and Stroke Lottery has been operating since 1998
- 45 lotteries generating over \$242 million for research across Ontario

# Heart & Stroke Lottery - Background

Winter 2016

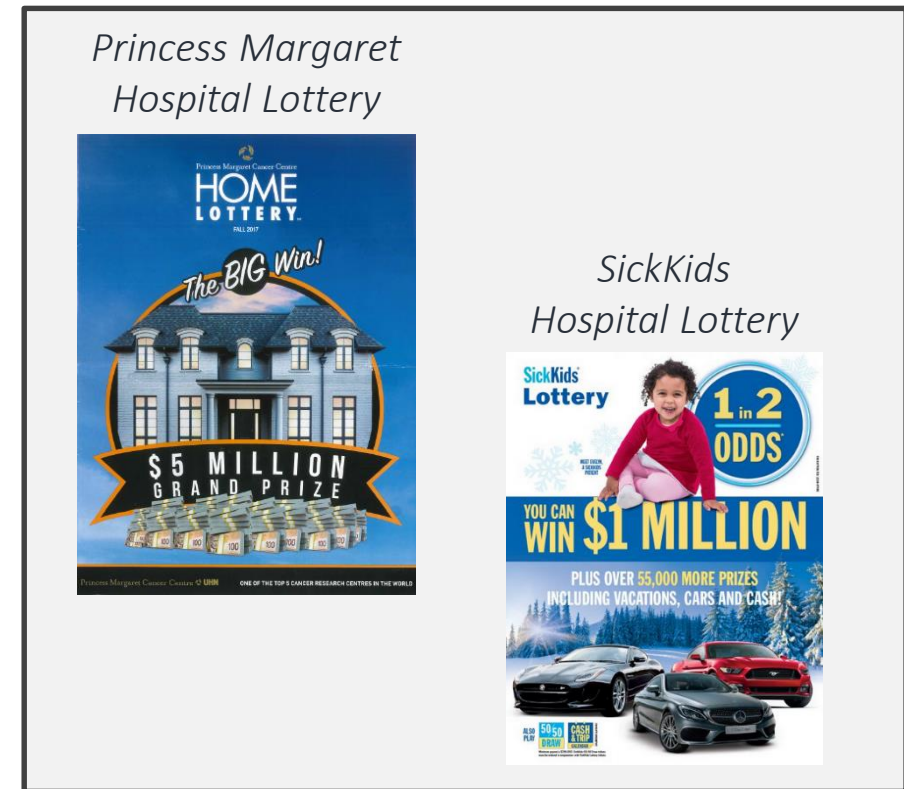
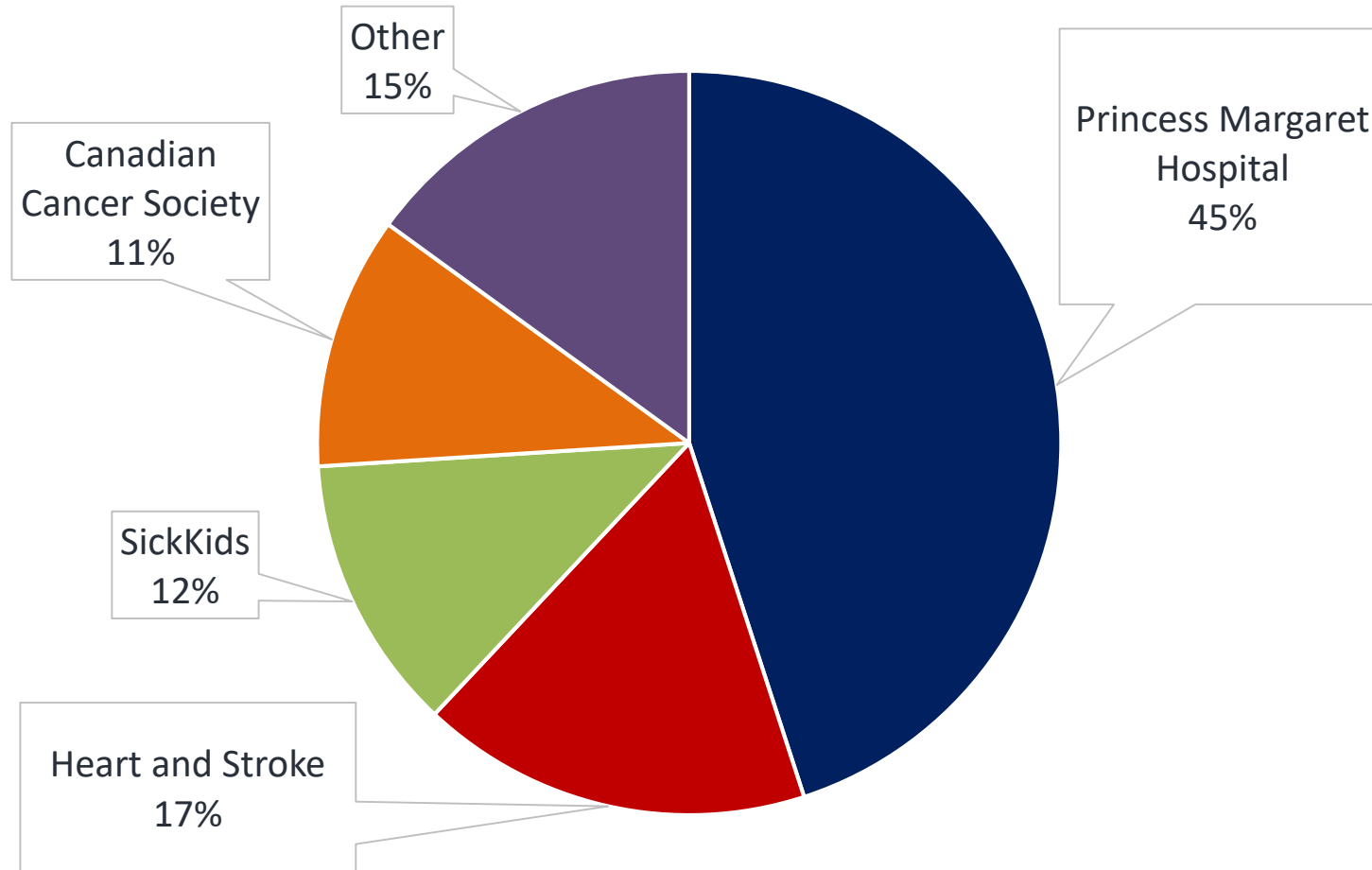
The lottery offers three products:

- Classic - \$100/ticket
- 50/50 - \$10/ticket
- March Money (Cash Calendar) - \$20/4 tickets



# Charity Lottery - Marketplace

- Regulated by the Alcohol and Gaming Commission of Ontario (AGCO)



# Key Strategies

DATA ANALYTICS



Identify high potential customers and prospects

OPTIMIZE CHANNELS



Build on what's working and verify others

PRIZE FOCUS



Highlight possibilities

CUSTOMER CENTRIC



Retention of core and winning back lapsed customers

PRODUCTS



Revitalize products

# New Targeting and Analytics Initiatives

## New Segmentation of Customers

- More segments; more targeted messages; better response rates

## Win-Back Model to find the diamonds in the rough

- Significant revenue generator, driving a reactivation of 10K buyers

## Acquisition Model to find high potential within the mass market

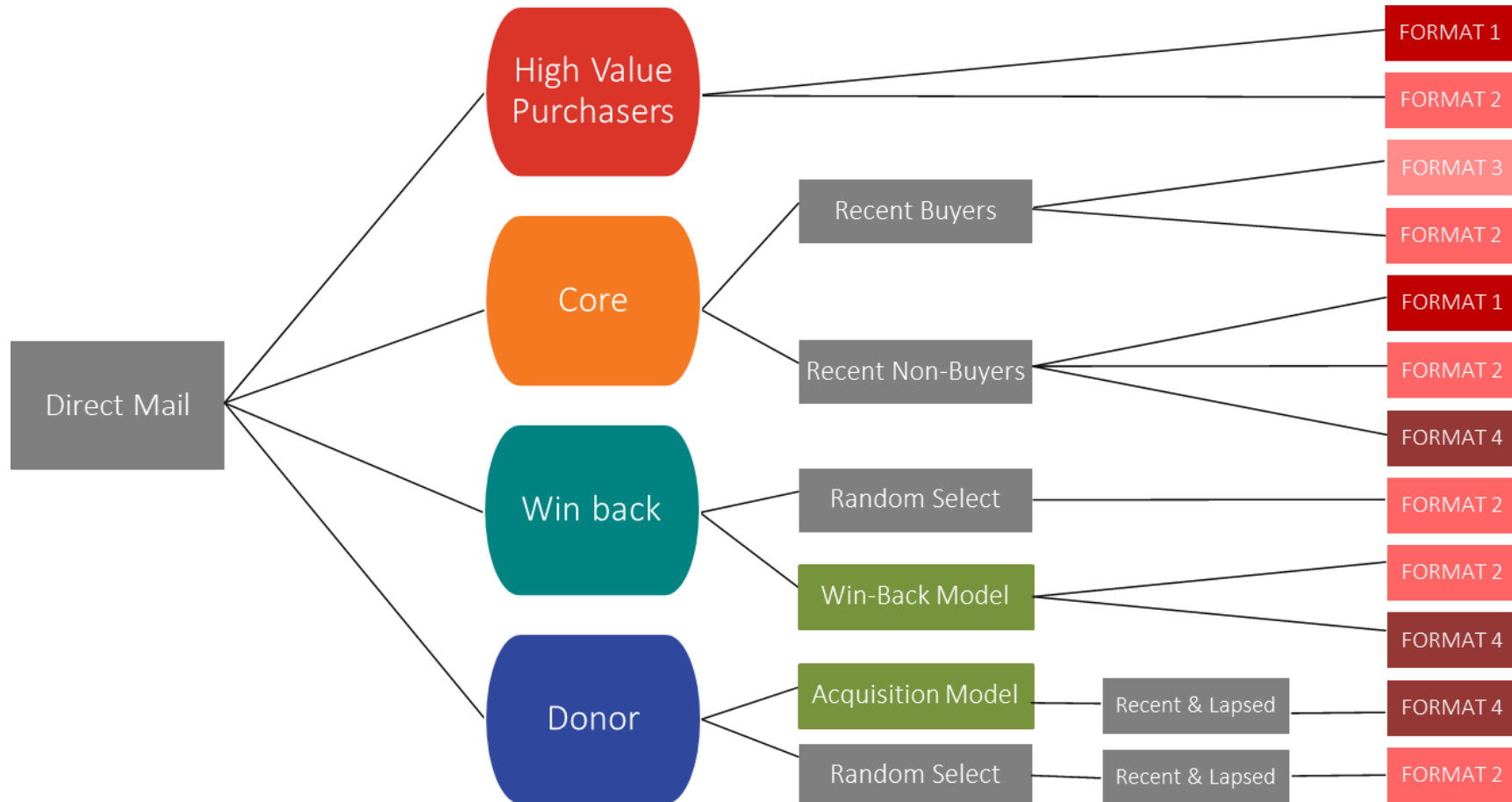
- Feed the funnel for future growth

## Tableau Dashboards for improved campaign tracking

- Knowing where we're at; responding quickly to changing conditions

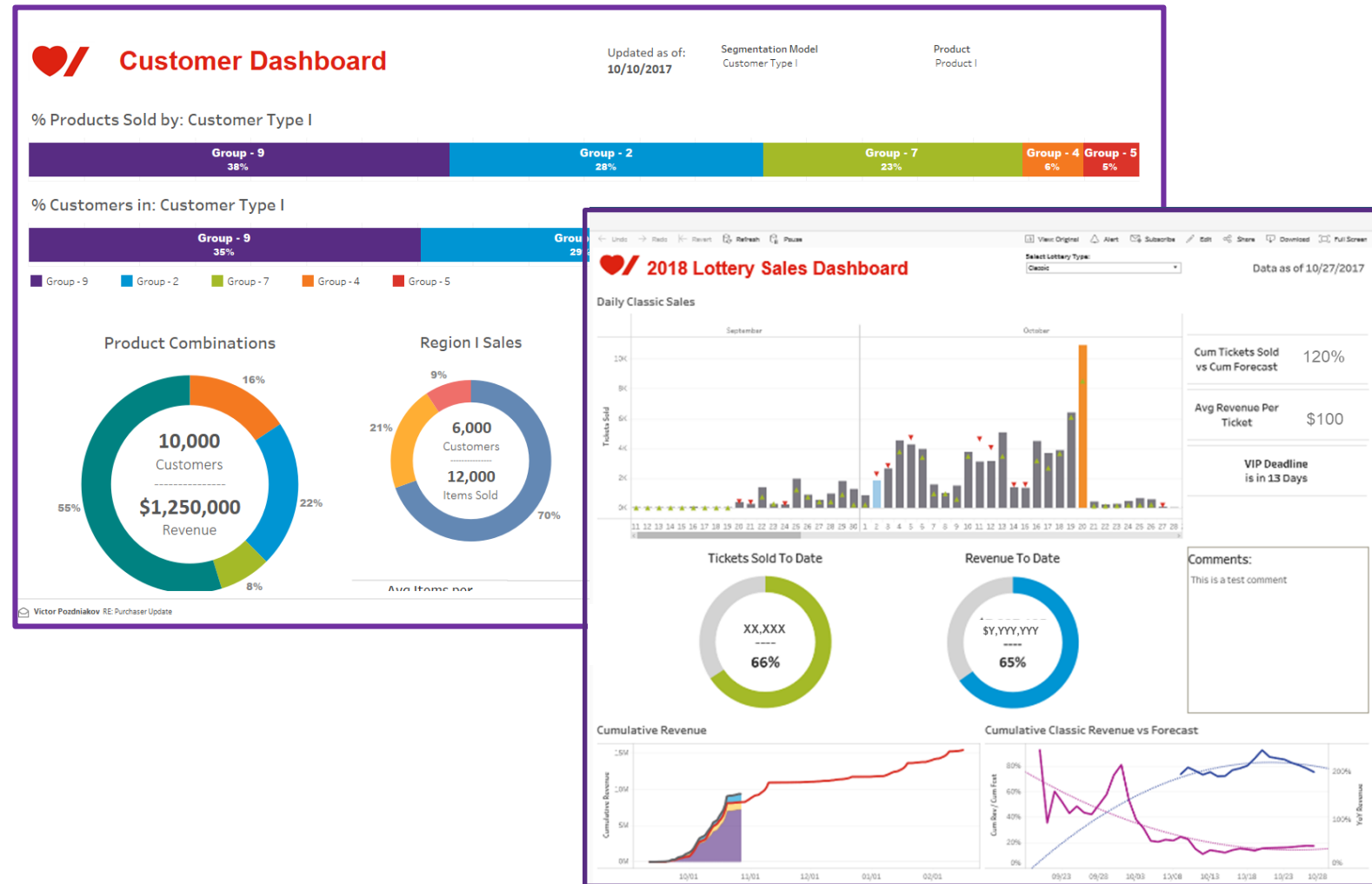
# Direct Mail – Segmentation Example

By segmenting the data by tenure, buying preference, creative format and data modelling, significant key learnings were gained for each group



# Improved Tracking of Key Performance Indicators

- Up-to-date results tracking vs. forecast
- Ability to monitor performance by product type and key target segments
- Ideation tool (not shown) to do what if testing





# 2018 Lottery Results

Increased Net Profit by 54%



## Early Sell Out

Sold out **six weeks** early, providing significant savings in marketing expenditures

Year-over-year increase  
in all metrics



More than **150 innovations**  
ranging from small to huge

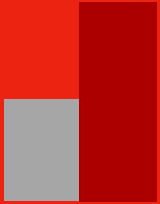
# 2018 Lottery Results

Boosted Total Buyers by 10%



Five-Times More Buyers through a Previously Inefficient Channel

Acquisition model in action

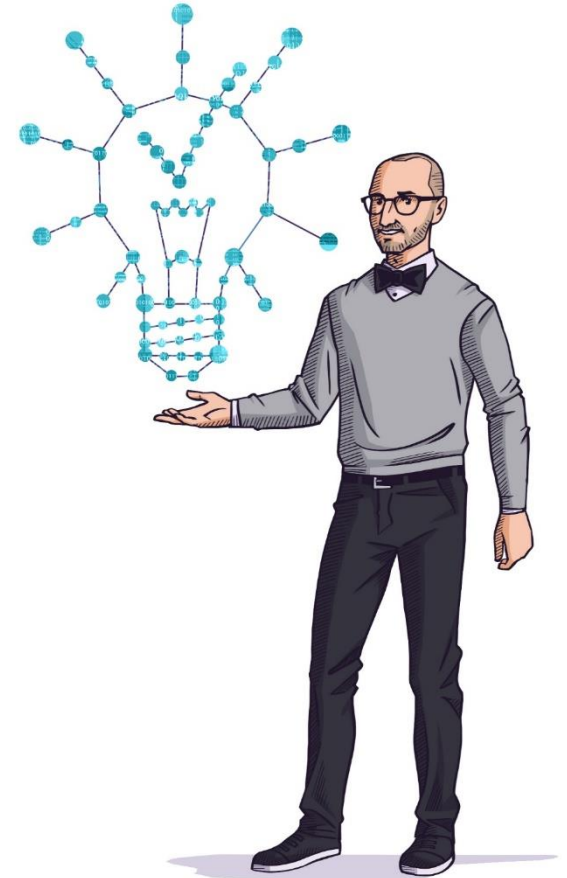


**Doubled Purchase Rates**

Among purchasers who had not bought in more than 5 years

# Key Takeaways

- Better deployment of existing tools can create a big lift
- Think systematically: piecemeal improvements can get you started, but the real impact comes from lasting infrastructure and process



# Bespoke Insights

How Harry Rosen's New Data-Driven Culture  
is Driving Sales Success



HARRY ROSEN

**ENVIRONICS**  
ANALYTICS


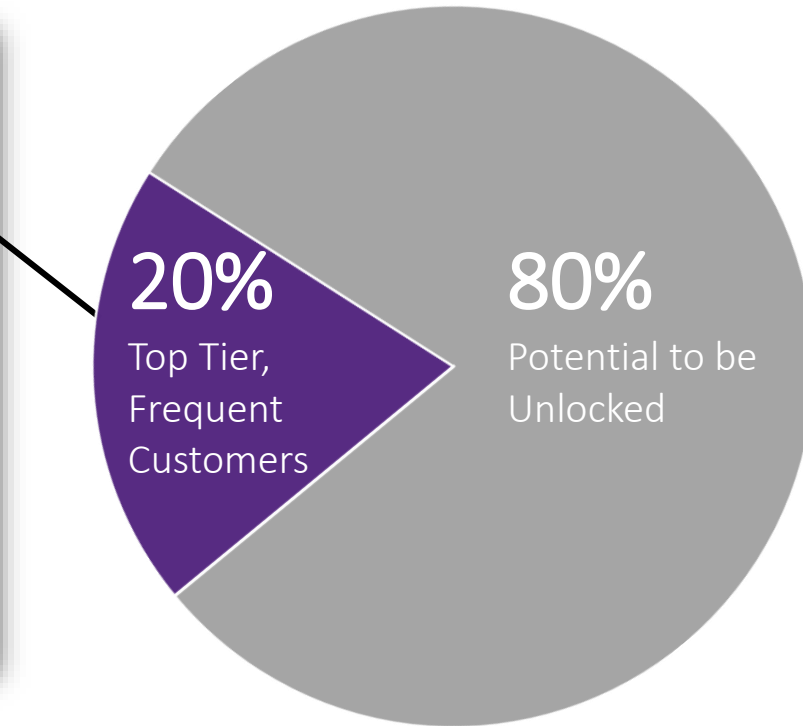
# Who is Harry Rosen

- Iconic Canadian high-end men's clothing retailer
- Established in 1954
- 17 stores in eight major Canadian markets
- Over 1,000 employees



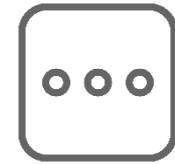
# The Challenge

Knowing the top 20% of customers is not enough to unlock the potential of the remaining 80%



- Who are they?
- What are their shopping habits?
- How can we reach them?

# Assessing and Relaunching Current Data



Realized there were still gaps in the data



Distinct customer segments existed in the remaining 80%

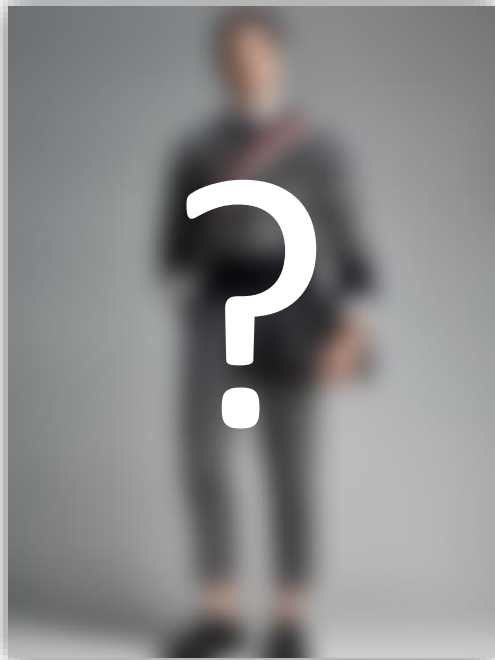


Opportunity to leverage a previously untapped market



# Bringing Customers to Life

Tools from Environics Analytics were used to fill gaps about customer profiles



Opportunity for **personalization** in communication tactics and execution





# Customer Segments in Action

## COSMOPOLITAN ELITE



9%  
of Harry  
Rosen  
Customers

Top Brand:

**Zegna**

Top Category Shopped:  
Soft Jacket

## UPSCALE SUBURBAN BOOMERS



15%  
of Harry  
Rosen  
Customers

Top Brand:

**SAMUEL SOHN**

Top Category Shopped:  
Dress Shirts

## ASIAN



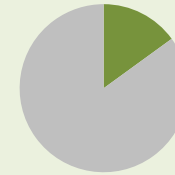
12%  
of Harry  
Rosen  
Customers

Top Brand:

**MONCLER**

Top Category Shopped:  
Knitwear

## WEALTHY DIVERSE URBANITES



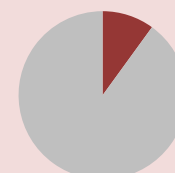
15%  
of Harry  
Rosen  
Customers

Top Brand:



Top Category Shopped:  
Cloth Outerwear

## MIDDLE INCOME URBAN MULTICULTURALS



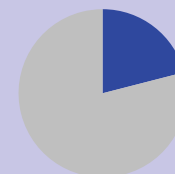
10%  
of Harry  
Rosen  
Customers

Top Brand:



Top Category Shopped:  
Men's Grooming

## MILLENNIAL



21%  
of Harry  
Rosen  
Customers

Top Brand:

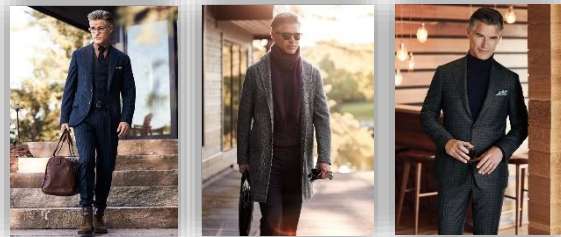
**Z ZEGNA**

Top Category Shopped:  
Accessories

# Capitalizing on Customer Insights

## COSMOPOLITAN ELITE

- 9% of Harry Rosen Customers
- Very wealthy, middle-aged, older families and couples



### TOP BRANDS SHOPPED



CANALI

### BRAND



MONCLER



GIORGIO ARMANI



CANALI



### CATEGORY

Suits



Sport Jackets



Accessories

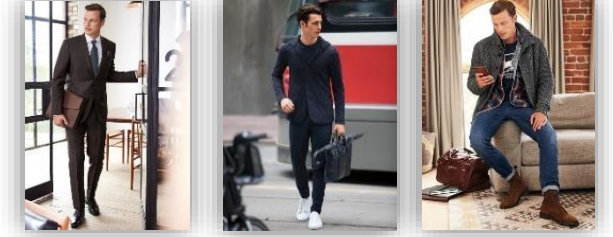


Grooming



## MILLENNIAL

- 21% of Harry Rosen Customers
- Younger, upper-middle income singles and families



### TOP BRANDS SHOPPED

Z ZEGNA



TOM FORD

### BRAND



MONCLER



GIORGIO ARMANI



CANALI



### CATEGORY

Suits



Sport Jackets



Accessories



Grooming



# Target Segments Enabled

Determining Unknown  
Customer Potential



Tailored Communication &  
Strategy with Different Customers



# Using PRIZM In Our Predictive Brand Model



Existing Model Designed  
to Predict Next Brand  
Purchase



PRIZM Incorporated to  
Identify Customers' Lifestyle  
Types and Behaviours



**16%+**  
Lift in Accuracy

# Tailored Communication with Coordinated Strategies



Advisor  
Outreach



Direct Mailing  
Campaign & Testing



Marketing



Store Design



Brand-Specific  
Marketing Campaigns



Product  
Selection



Personalization



Geo-Targeting



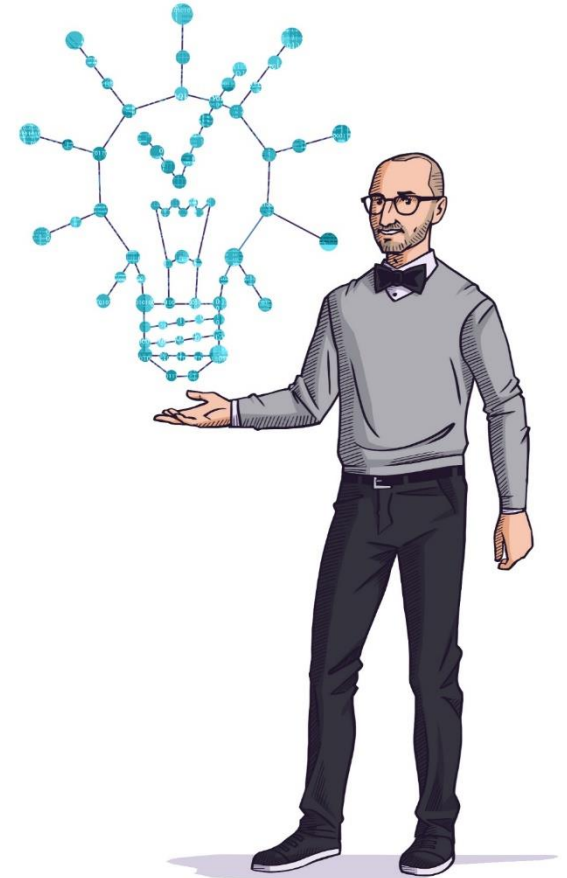
Media Buying



Understanding the  
Younger Customers

# Key Takeaways

- Augment your first-party data with geo-demographics and lifestyle information for deeper understanding of the customer
- Keep an open mind on the data insights to modify internal assumptions
- Leverage your insights across departments for the strongest impact



# Plugging the Customer Knowledge Gap with Mobile Analytics

Assiniboine Park Conservancy's Innovative Use of Data and Analytics



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# Assiniboine Park Conservancy

Assiniboine Park is an immense 400 acre park located at the western edge of Winnipeg and known as the jewel of the city's park system





# The Key Business Questions

- Zoo Visitors
- Memberships
- Donors
- Restaurant Patrons
- Park Users



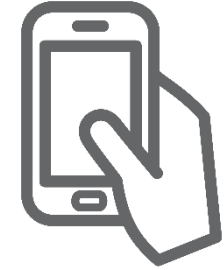




Davidson St  
Kane Ave  
Rowand Ave  
Traill Ave  
Mt Royal Cres  
Portage Ave  
Conway St  
Moorgate St  
Sharp Blvd  
Duffield St  
Portage Ave  
Assiniboine North Park  
Deer Lodge Pl  
Bruce Park  
Albany St  
Douglas Park Rd  
Bourlevale Park  
Ferry Rd  
Collegiate St  
Portage Ave  
Gardens River  
Assiniboine Park Dr  
Paid Picnic Tables NW  
Paid Picnic Area Loop NW  
Tundra Grill  
Qualico Family Centre [Park Cafe]  
Duck Pond  
Lyric Theatre and Pavilion  
Paid Picnic Tables NE near River  
Nature Playground  
Waterwise Garden  
Athletic Fields East  
Assiniboine Park Zoo  
Paid Picnic Areas West  
Commissary Rd  
Paid Picnic Tables Central  
Steam Train  
Athletic Fields Central  
Conservatory  
Athletic Fields Center East  
Gardens SE  
Formal Garden Way  
Roblin Blvd  
Corydon Ave  
Lamont Blvd  
Corydon Ave  
95  
95  
95  
Swann Dr  
Mont Rd  
Park Blvd N  
W Side Dr  
Locomotive Dr  
Pavilion Cres  
Assiniboine Park Dr  
Assiniboine Park

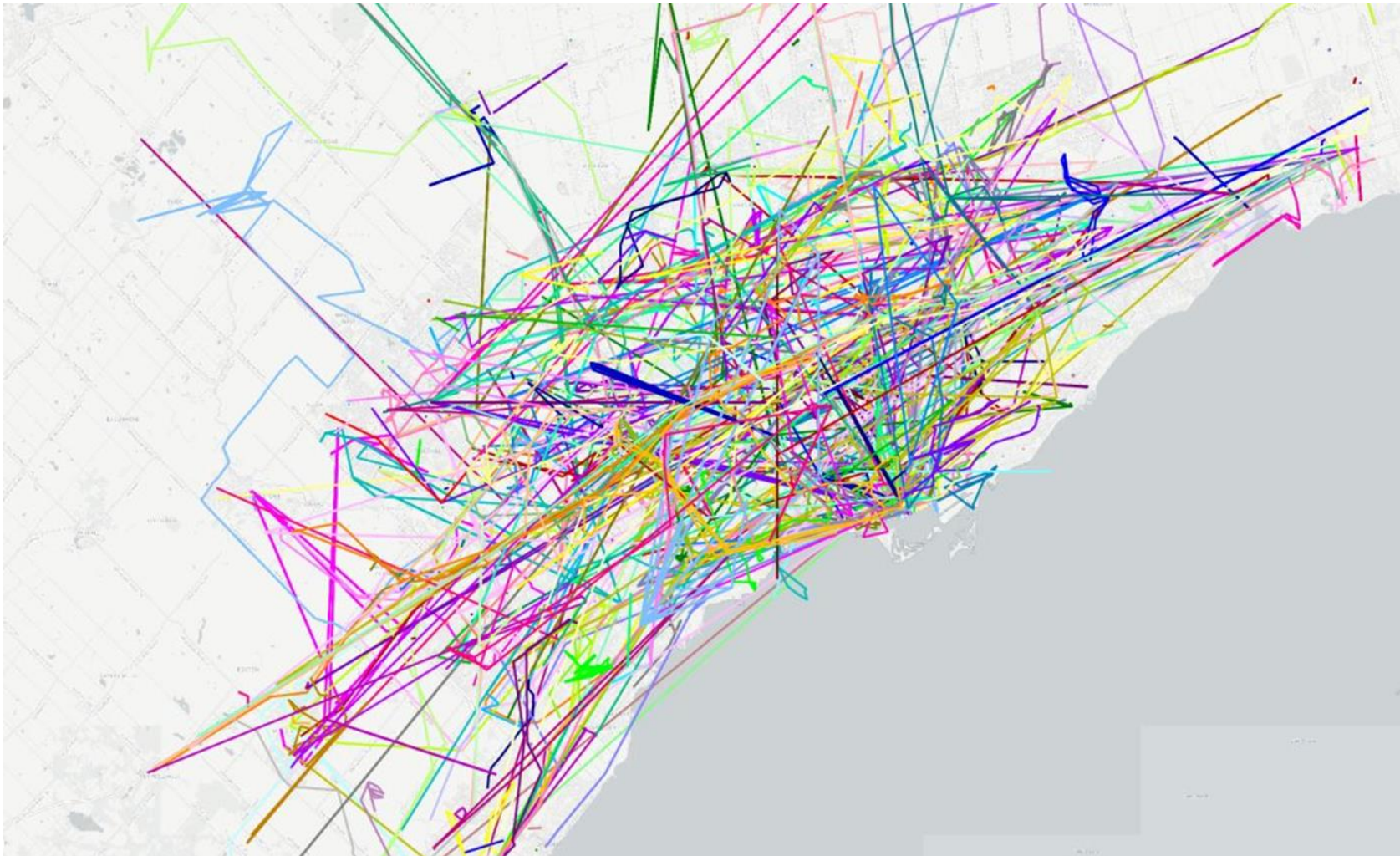
# Mobile Data

- Anonymized, permission-based data collected from location-enabled mobile devices
- Analysts can identify devices observed within a defined area and, in many cases, infer the likely home/work neighbourhood of those devices
- Quality of sources and captured data are evolving quickly, as are best practices on use and interpretation
- Billions of data points are being generated daily
- The challenge is to bring order to chaos

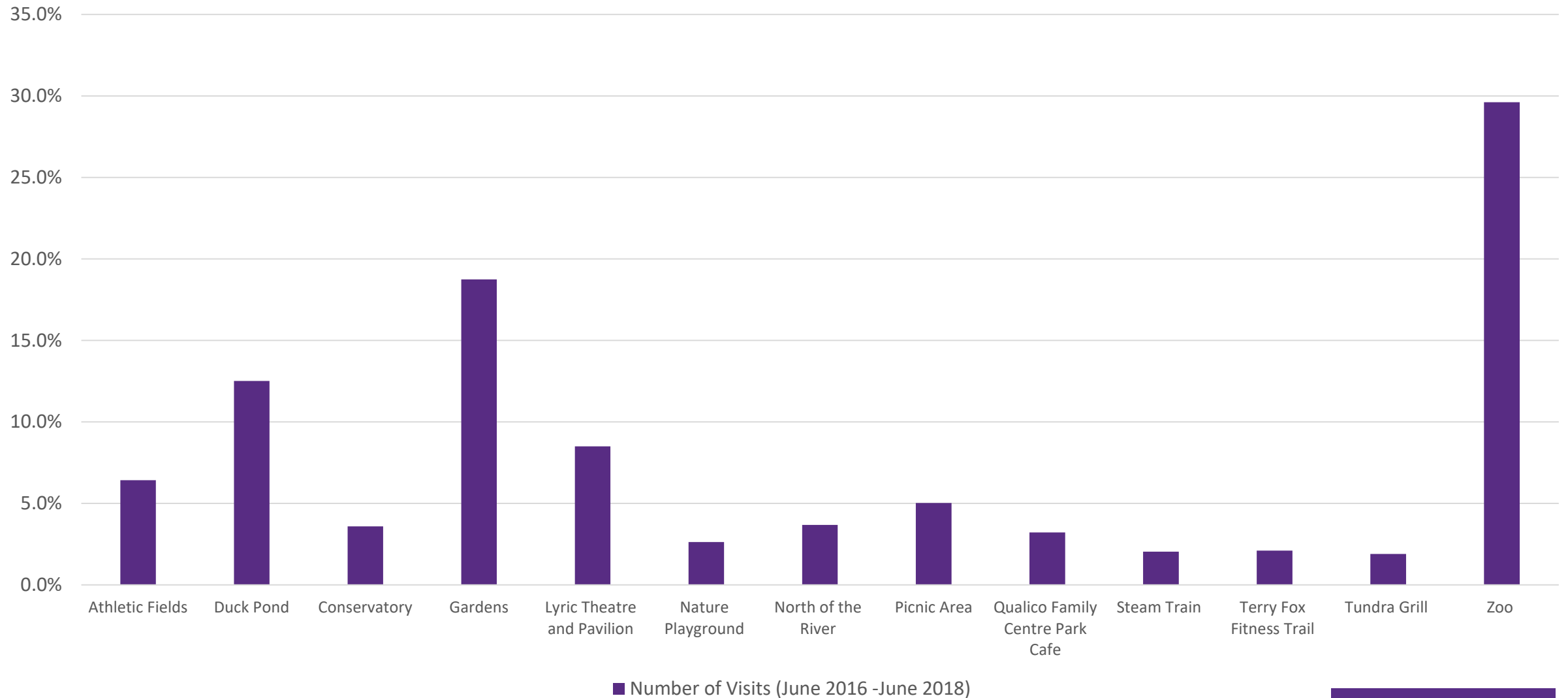




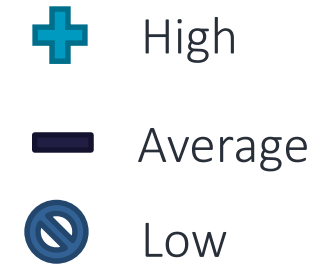
# The Chaos of Mobile Data: 1,000 Devices in a Day



# Mobile Data



# Meet the Market



Wealthy Older  
Couples



19%

Upscale Middle-Aged &  
Younger Families



21%

Younger Urban  
Singles & Couples



24%

Suburban Younger  
Families



7%

Diverse Park  
Visitors



9%

Zoo Visitors



Donors



Members



Camps



Park Users



# Key Takeaways from the Target Groups

Wealthy Older  
Couples



Focus on  
exclusivity

Upscale Middle-Aged &  
Younger Families



A discerning  
group with a  
critical eye

# Key Takeaways from the Target Groups

Younger Urban  
Singles & Couples



---

High  
competition  
for small  
spend



# Key Takeaways from the Target Groups

Suburban Younger  
Families



---

Novelty is  
key

# Key Takeaways from the Target Groups

Diverse Park  
Visitors



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Large groups,  
small spends

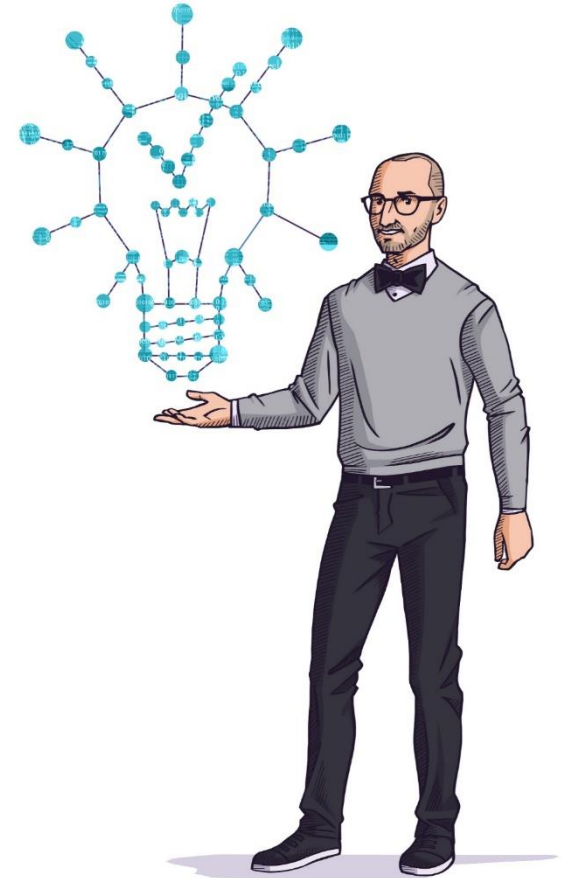
# Next Steps

This is the first step of a journey using analytics to inform business decisions.

- First priority: align media strategy and media buy plans
- Develop data-driven strategies for a more sustained year-round presence
- Rethink of how APC generates, captures and uses data
- Apply data to optimize organization's offerings:
  - Food and Beverage
  - Venues
  - Events
  - Camps
  - And more...

# Key Takeaways

- New techniques can help measure the previously difficult to measure
- Mix new data with traditional data to normalize, size and understand the market



# Mall Magic

How Cushman & Wakefield is Adapting  
to the Changing Landscape of Retail



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# Cushman & Wakefield Asset Services

21 properties focused on exceptional services across regional shopping centres to community malls and lifestyle centres

Provide end-to-end services for owners, tenants, and management company



# The Changing Landscape of Retail



The way people shop  
is changing



Malls are increasingly  
competing for the  
same retailers



Innovating to  
develop new ways of  
attracting shoppers



# Data Integration Challenge

- What are the opportunities within our trade areas?
- Who is/is not shopping with us?
- How do we attract more of the shoppers that we want?





# Data Sharpens Your View of the Customer



Shopper postal  
codes



Primary research  
targeted online  
survey from  
Environics Research



Mobile Analytics  
Data



Mobile Analytics



DemoStats



PRIZM



Opticks  
powered by Vividata



SocialValues



HouseholdSpend

Integration of EA  
data

# Shopper Survey



Top competitors



Top reasons to visit



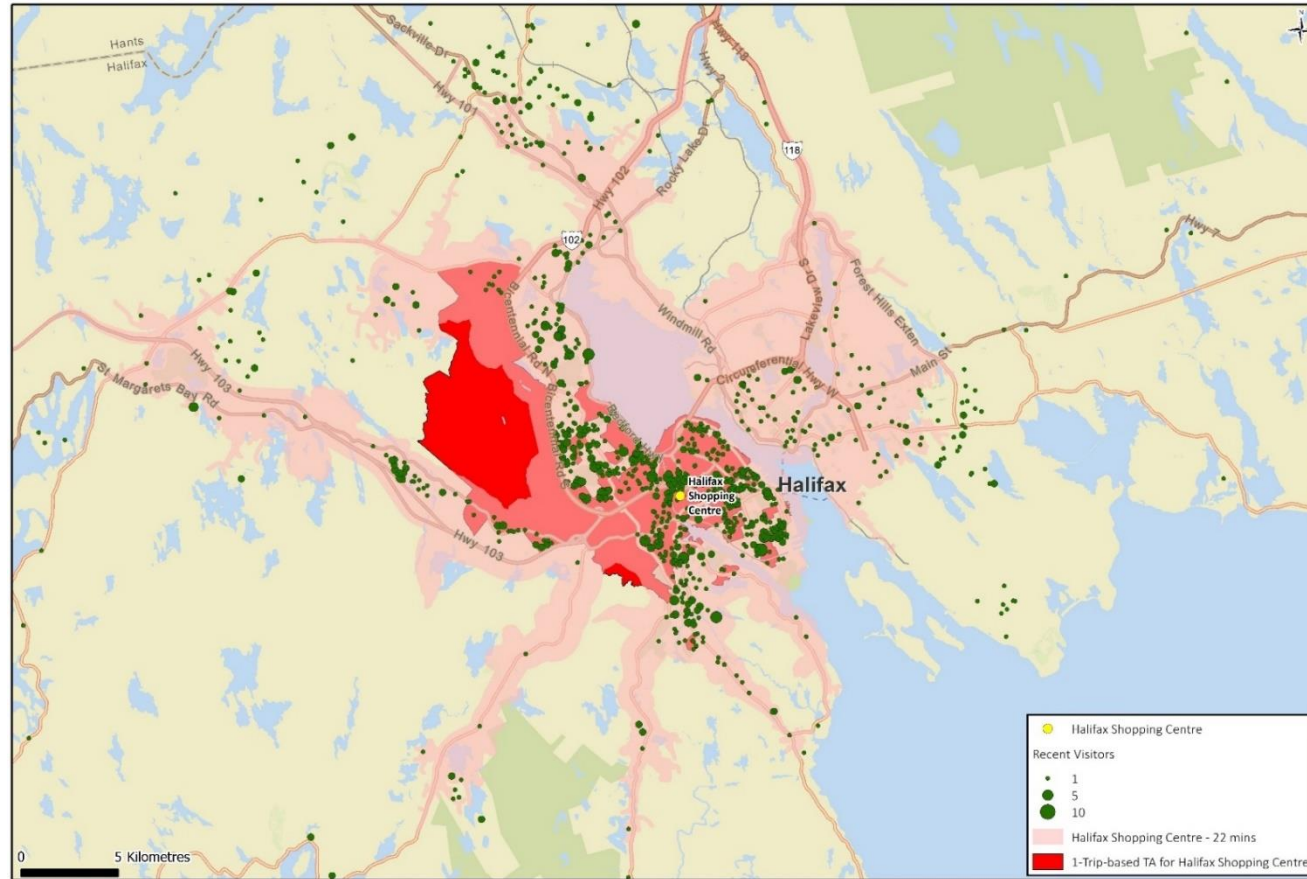
Retailers they  
want to see



Areas that exceed expectations...  
or need improvement

# Mobile Data Shows Us:

Where Customers Travel From



And...

Who our shoppers are



Who we share



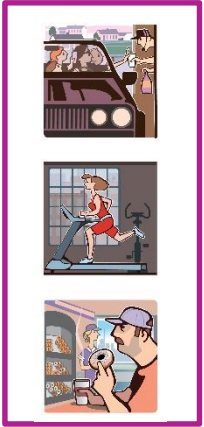
And who is shopping our competition



# Identifying Shopper Segments

## Aspiring Locals

26% of trade area  
36% of shoppers



## Comfortable Families

23% of trade area  
14% of shoppers



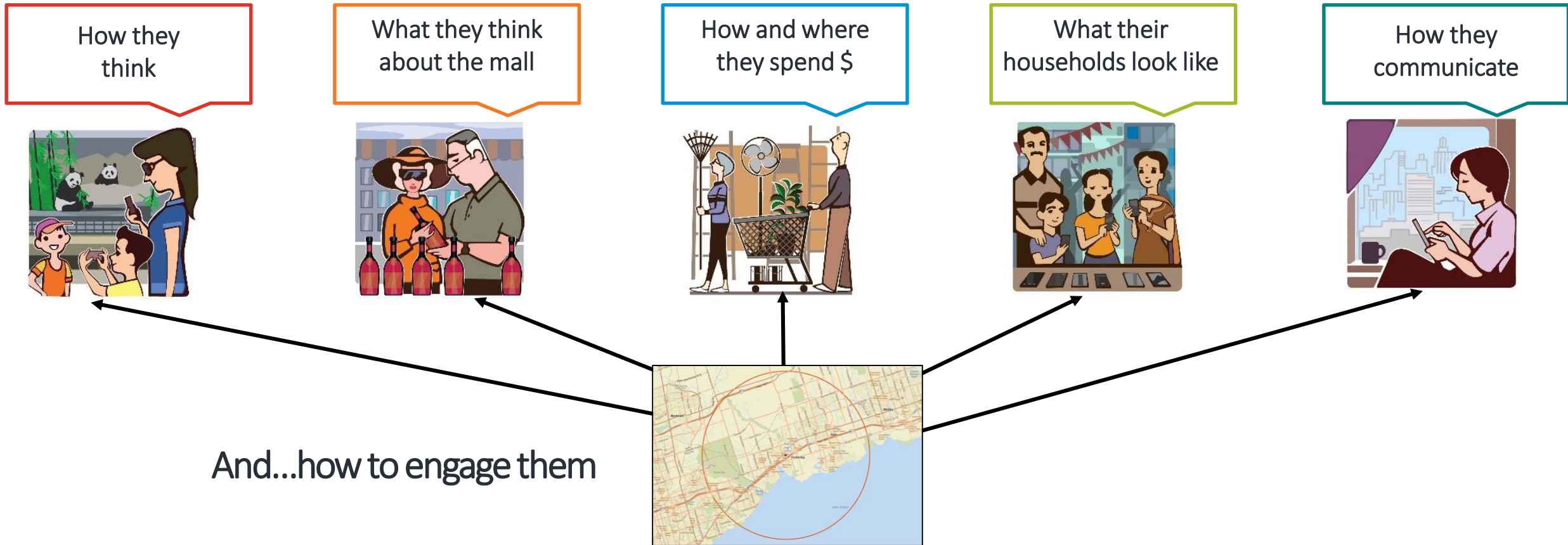
## Later Years

34% of trade area  
30% of shoppers



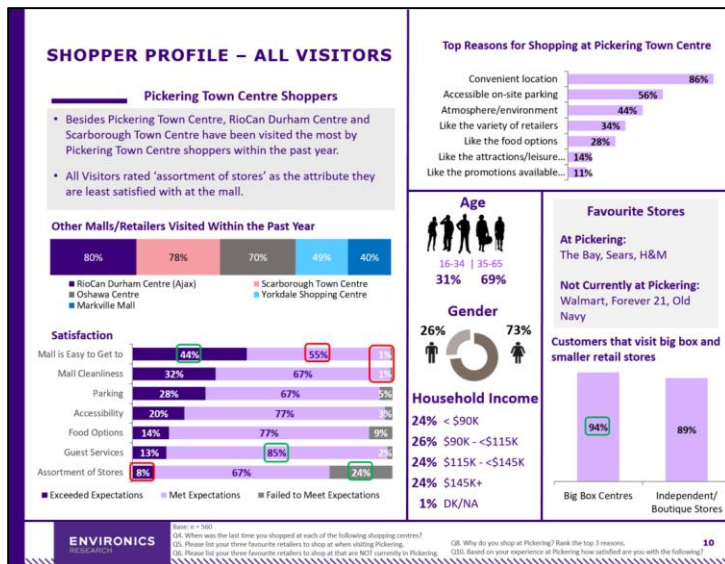


# Insights from Personified Target Segments

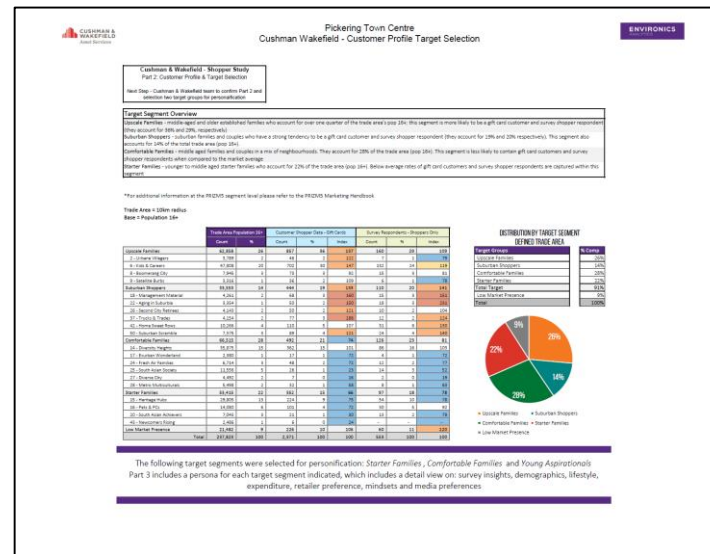


# Customized Personas for Each Shopping Centre

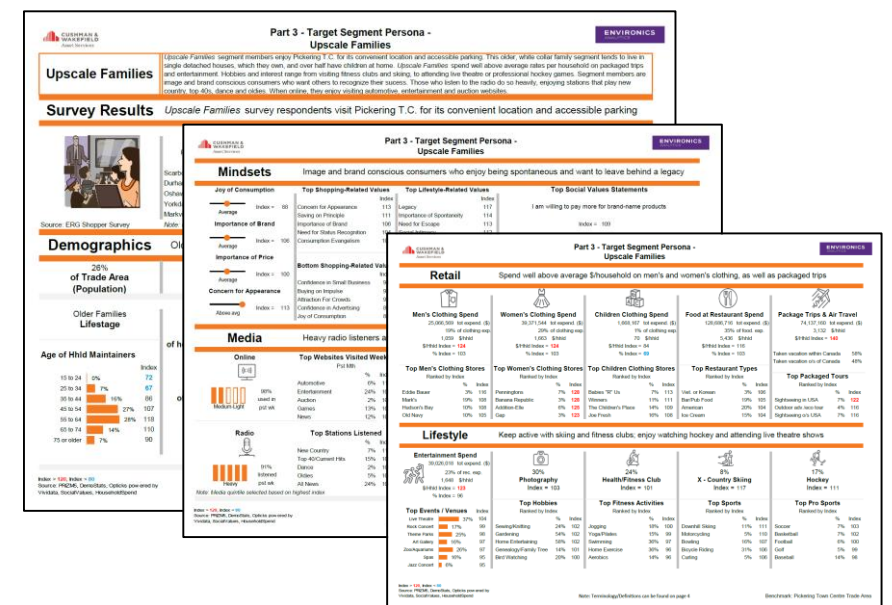
## Part 1: ERG Survey



## Part 2: Segmentation



## Part 3: Personas





# Research Comes to Life

Targeted Events Quickly  
Became a Success



Specialty Leasing Opened Up  
New Revenue Streams



Yukids



Leasing Aligned to  
Segment Opportunities



or



Geo-targeted Digital Boosted  
Foot Traffic & Sales for Key  
Segments



# Team Cohesion Via Research

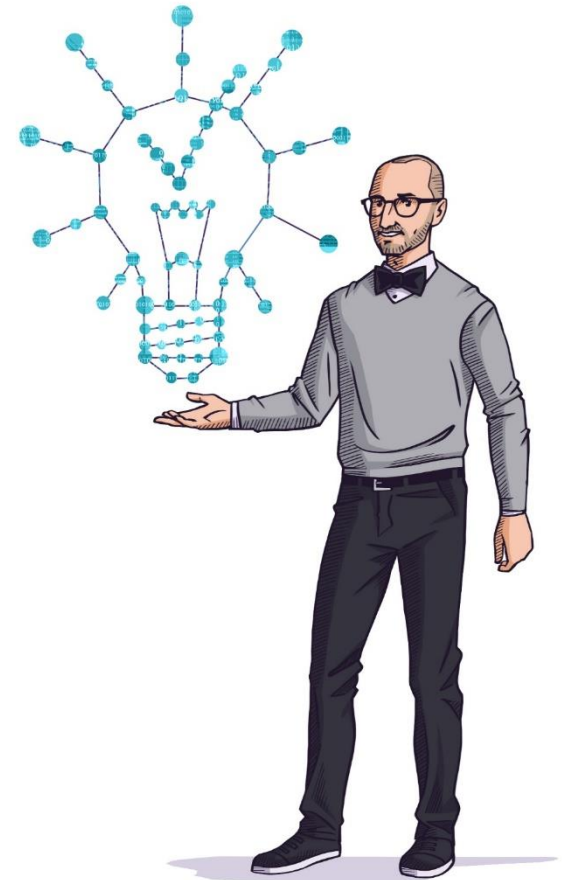


Owners & Management now speak the same language when making investment decisions

Redevelopment, marketing and strategic planning aligned around highest opportunities, leading to increased customer visit and engagement

# Key Takeaways

- Don't be afraid to mix methodology and data inputs
- Know both your current consumers as well as potential consumers for better investment
- Obtain the best impact by aligning stakeholders across the company with the same data-driven vision



# Who We Are

We make peoples' lives better and our clients more successful through transformative data, insights and analytics.

- Founded in 2003
- Focus on consumer insight, media/channel optimization and location intelligence
- 2,500+ clients across every industry sector
- 200+ employees: geographers, statisticians, mathematicians, modellers, marketers and business strategists



# Questions?



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