

Receipt-based panel with geofencing capabilities tells you precisely **WHAT** shoppers and consumers do. Expertly applied custom research lets you understand **WHY** they do it.

ILLUMINATOR® Solutions from C+R Research combine the **WHAT and the **WHY** to shed light on questions you didn't even know you could ask.**

THE CROSSROADS OF ATTITUDES + BEHAVIORS

To truly anticipate the trajectory of their brands and identify real opportunities, CPG marketers and retailers have regularly sought to understand shopper purchase behavior patterns that impact sales, as well as the underlying attitudes that ultimately drive shopper choice.

Until now, many companies have had to choose between using behavioral panel data or custom attitudinal information to make strategic decisions because the data has been supplied from separate sources. Those who wished to combine the two sources must often rely on assumptions or educated guesswork to build a shopper narrative.

C+R's ILLUMINATOR® SOLUTIONS: WHAT, WHY...AND EVERYTHING IN BETWEEN

C+R's Illuminator® Solutions leverages our many years of shopper insights expertise and our vast toolbox of qualitative and quantitative research knowledge, along with verified shopper behavior to illuminate the most actionable insights to address your category, brand, channel/retail and shopper business issues.

C+R'S ILLUMINATOR® PANEL

At the heart of Illuminator® Solutions is C+R's Illuminator® Panel powered by Prodege, a consumer engagement platform with millions of verified members with proven spending histories. This panel provides insights into the behavior of verified shoppers via receipt, location, and digital data sample for our custom shopper insights solutions.

BENEFIT FROM THE C+R DIFFERENCE





For 60 years, C+R has continually developed industry-recognized research panels and shopper expertise across virtually every major consumer industry. And, marrying our broad qualitative, quantitative, and shopper insights expertise with verified shopper data, we bring the most actionable insights to address business issues for:



ILLUMINATOR® SOLUTIONS: STRONGER INSIGHTS AT THE INTERSECTION OF WHAT & WHY

The Illuminator® Solutions portfolio brings C+R's unique experience in qualitative and quantitative approaches, coupled with verified shopper data, that enables us to shed light on questions that might not have been easily answerable—until now. Our analysis leverages our deep perspective to tell you what it means for your business and provides recommendations to move your business forward.

Whether your toughest-to-address business issue is at the category, brand, channel/retailer, or shopper level, C+R has developed an Illuminator® solution to address your research needs. Here are just a few examples of the questions that can be addressed using the data integration available via C+R's Illuminator® Shopper Panel:

	EXAMPLE	BUSINESS QUESTIONS WE ANSWER
 <p>CATEGORY ILLUMINATOR®</p>	Identify unseen opportunities for growth	<ul style="list-style-type: none"> • How do consumers shop the category? What are the current delights and pain points? • What are key motivators for purchasing the category? Why are they important? What is the decision hierarchy? • Why have consumers lapsed from the category?
 <p>BRAND ILLUMINATOR®</p>	Gain perspective on brand performance and opportunity—among verified purchasers	<ul style="list-style-type: none"> • How did shoppers first become aware of the brand? Who purchased the brand? What motivated them? Will they buy it again? Why? • How does the brand fit into their lives, and how do they use it? • What consumer job does the brand get done? Are there any 'surprise' jobs that the consumer noticed?
 <p>CHANNEL/RETAILER ILLUMINATOR®</p>	Uncover strategies for growth leveraging offline and online channel tactics	<ul style="list-style-type: none"> • What motivates people to purchase my category online? Why are these motivators? What are their barriers? How do they navigate online? • What are key influences and touchpoints along the path to purchase driving store choice? • How do purchasers shop differently than non-converters?
 <p>SHOPPER ILLUMINATOR®</p>	Anticipate shopper behavior by examining the mindset of verified shoppers	<ul style="list-style-type: none"> • How and why do shoppers make their purchase decisions for my category? • What draws their attention in-aisle? • What attitudes align with the most valuable shoppers (or potential shoppers) of my brand or my store? How can I convert shoppers to purchasers? • What are key tension points for our most valuable shoppers?

ABOUT PRODEGE

Prodege is a cutting-edge marketing and consumer insights platform that leverages its global proprietary audiences with millions of members to power its insights solutions. Prodege's innovative offerings enable leading brands and agencies to gather insights and market to their target audiences. Their audiences' deep consumer profiling allows for a 360-degree view of the consumer, offering partners many benefits such as the delivery of recontact surveys, longitudinal studies, and ongoing research programs. Additionally, Prodege's mobile solutions offer access to consumers, wherever and whenever, via their mobile device for in-the-moment research.

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