

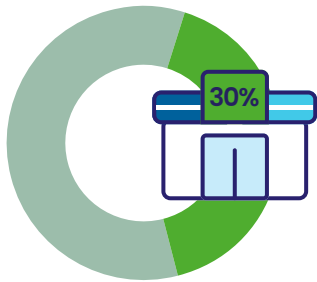
case study driving trips and loyalty

leveraging store-level data to drive Hispanic growth



the challenge

A regional convenience store chain believed they had been underserving their Hispanic community and had an opportunity to drive growth by better targeting and serving these shoppers.* However, they lacked the data needed to determine (1) how best to **implement a growth plan** and (2) **in which stores they should activate**. By leveraging pepviz™ data, they learned that 72% of Hispanic shoppers in their retail footprint are served by 30% of their stores.†



72% of Hispanic shoppers



served by 30% of stores

the solution

With insights from pepviz's **Most Valuable Store tool**, a plan was put in place to execute against 60% of the convenience store locations with the largest makeup of Hispanic shoppers. With marketing focused on Pepsi Mango, a product that over-indexes with Hispanic shoppers, a digital mobile promotion was executed to drive 20-ounce Carbonated Soft Drink sales at these stores. In addition, a diverse talent acquisition program was rolled out at targeted locations.



the results

By identifying opportunities among Hispanic shoppers and using pepviz's unique data and insights to more effectively target them, we helped drive the following:

- grew dollar sales **+7.2%** for 20 oz. Carbonated Soft Drinks and **+5.0%** for Salty Snacks†
- generated **over 500K** digital impressions‡
- reached 2 million+ shoppers** via Hispanic-targeted in-store radio and static clings‡



“By utilizing the pepviz approach, we were able to more effectively target the Hispanic shopper, accelerate in-store sales, and gain additional planogram development opportunities.”

Esperanza Teasdale,
Vice President & General Manager, Hispanic Business Unit

about pepviz

pepviz is a first-of-its-kind data practice that helps you unlock new ways to grow in food & beverage. With actionable insights and dynamic data, we help:

- win new shoppers
- drive trips and loyalty
- inspire impulse
- improve category performance
- boost omnichannel shopping



*2021 Hispanic Test Regional C&G Customer, PepsiCo

†Most Valuable Store, a proprietary PepsiCo capability, which ran on 07/02/2021

‡iHeart Media 11/5/21–12/12/21