



Solutions for Any Team

Make better decisions, faster.

Enabling access to rapid insights at every stage of the consumer journey.

Agenda

01 Thank You

02 Market Research Today

03 About Caddle ®

04 Caddle Solutions

05 Success Stories



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Who We Are



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Thank You!

You're the reason we've hosted monthly webinars all year, and will continue to bring you insights in 2022 on a monthly basis

8

webinars

1.95K

Total registrants

920

Hours of data insights
consumed

askcaddle.com/newsletter

Meet Caddle's Friends

Check out our Cameo series on Caddle's Company LinkedIn



Colin Mochrie



Jon Lovitz



Shooter McGavin



Vanilla Ice

Today's Consumer Reality

If you ask any marketing expert the key to brand success, they'll all tell you the secret is to know your customer.

But many brands do not engage their customers enough, and even if they do, they are often:

- Asking the wrong questions
- Relying on old data OR other market data (US)
- Going with gut instinct instead of insights
- Using expensive, outdated and unsustainable reviews collection solutions

Why Timely Data is More Crucial Now than 10 Years Ago

Canadians' tightened pursestrings, fast-changing consumer habits, and COVID-19: The great accelerator

In 2022, **63% of Canadians** intend to change their food shopping habits

52% of Canadians will reduce how much they eat out

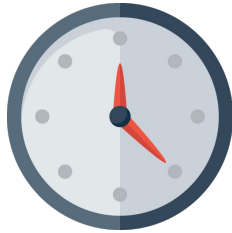
1 in 7 Canadians intend to eat less meat

Market Research can be Painful and Costly

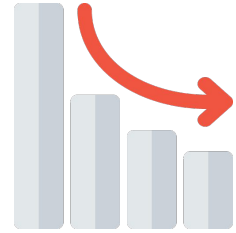
Traditional methods of market research is too expensive, time-consuming to manage, no hyper-targeting available, and overall painful process



Too Expensive



Time Consuming

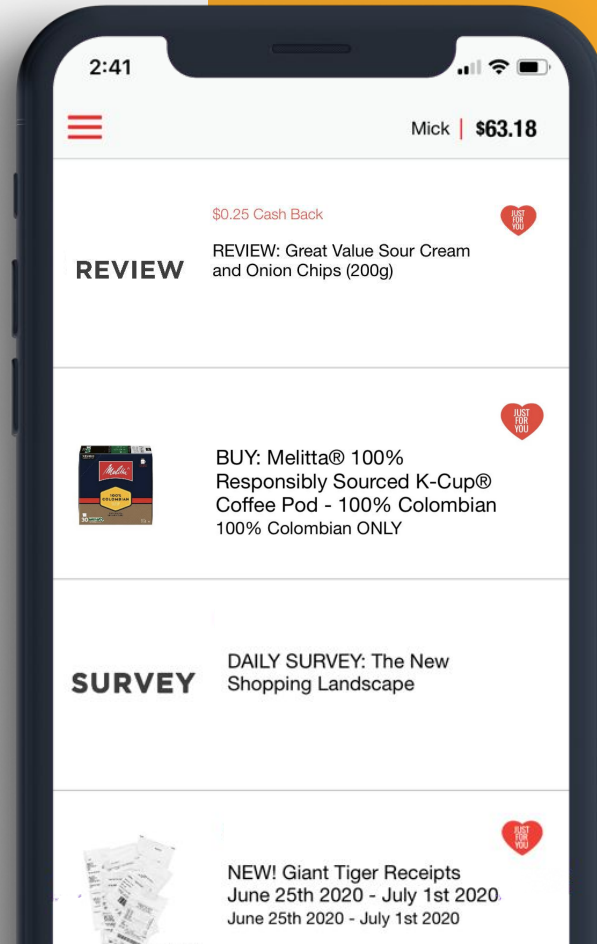


Inefficient Methods

Canadian companies spent \$709M on market research every year

AskCaddle®

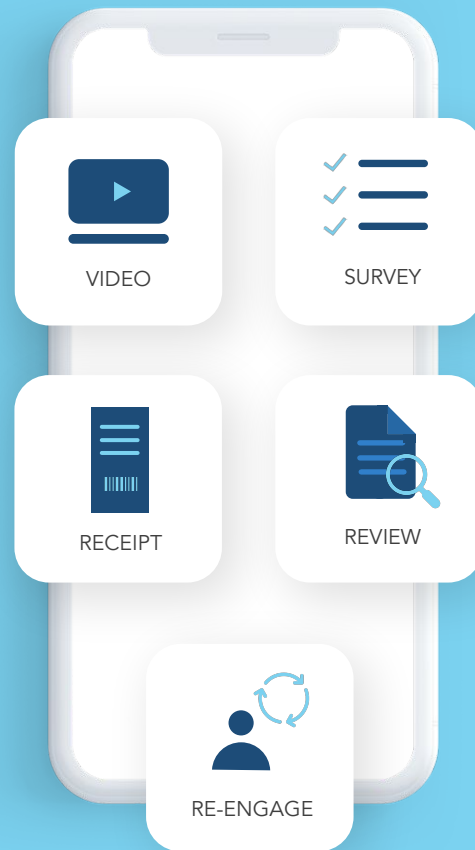
Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the Caddle suite of tools.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.





100% Owned & Operated Panel



Largest Daily Active Panel in Canada



Unmatched Panel Diversity



**Large Canadian Representative
Samples**



Micro-Niche Audience Access



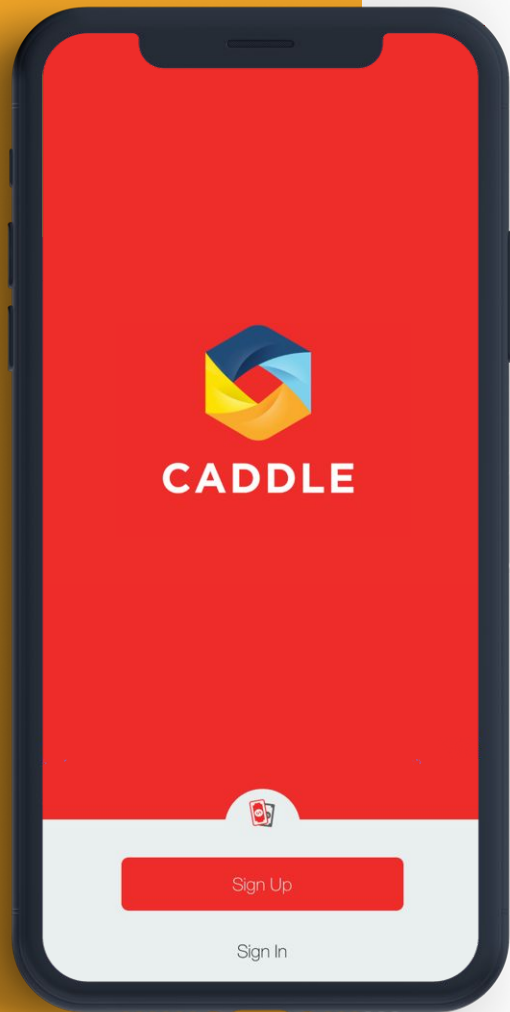
Purchase & Declared Panel Data

Our Clients



Which
Solution is
Best for
You?





Ratings + Reviews

Reviews are Important

We all know this

88%

of consumers think Ratings & Reviews are important when buying something new IN-STORE.

54%

of consumers think Ratings & Reviews older than 6 MONTHS are considered "outdated".

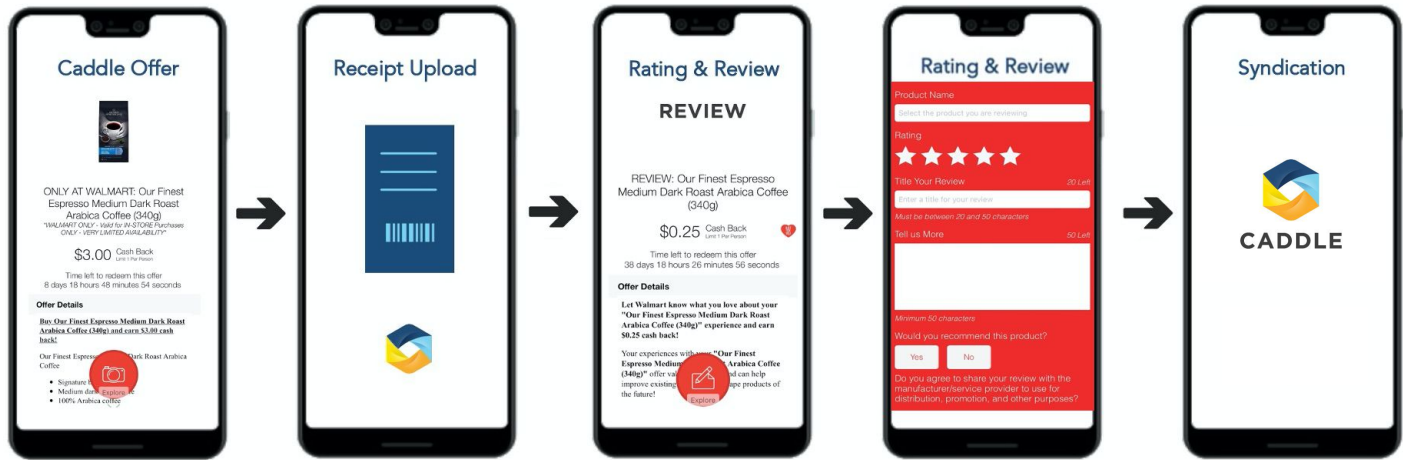
41%

of consumers would SWITCH to another retailer if Ratings & Reviews weren't on their website.

Maintaining consistent, recent, and relevant reviews are critical to attracting, retaining & converting consumers

How it Works

A seamless experience for Caddle members driving in-store purchase, validation via receipt upload, and Rating & Review collection and syndication



Caddle Can Help

Caddle leverages our largest daily active panel in Canada to drive desirable consumers in-store/online to purchase, validation through receipt upload, and then Review collection

Set-Up



Product image, romance copy, and UPC is all that is required.

Speed

72
Hours

Securing Ratings & Reviews in as little as 72 hours from launch.

Receipts



No mailing of samples. Validation via receipt upload.

Price

\$550

All-inclusive price per SKU excluding rebate fee*.

Ongoing



One-time or recurring Ratings & Reviews to stay relevant.

Get 5x the scale at a fraction of the price
vs. competitors

* Rebate fee = rebate value + rebate processing fee [rebate value x 25% or \$1.00 (higher value)]

Caddle® Inc. Confidential

The Most Sustainable Option

By removing the shipping and sampling of products from the Ratings & Reviews process, we have substantially reduced carbon emissions on this program. Huge opportunity to be first-to-market with this message



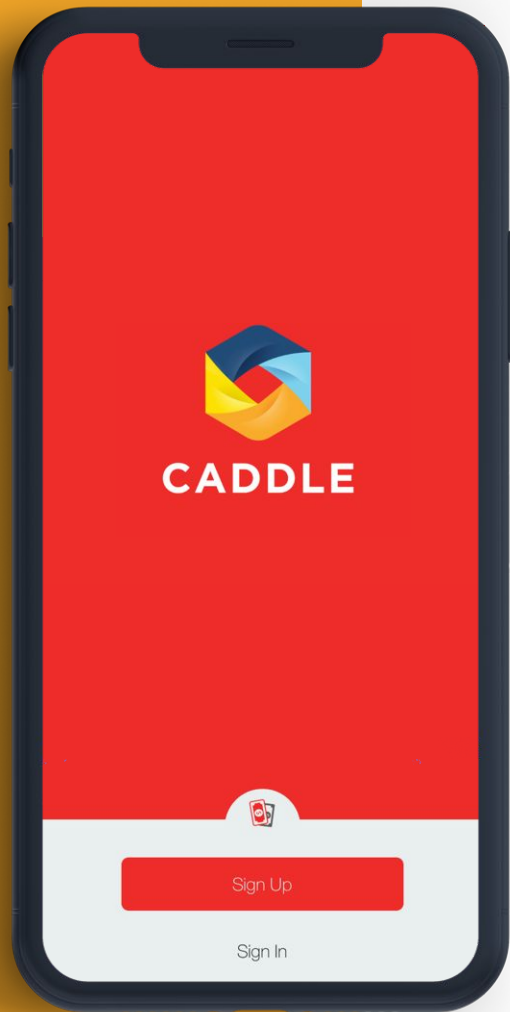
Almost 67% of consumers are likely to switch brands for a brand that is more environmentally conscious



Younger generations are the most interested in environmental conscious companies



Generation Z is the most interested with 70% being likely to switch brands for one that is more environmentally conscious



Custom Research

Shopper/Trade Marketing

Equip Shopper Marketing teams with hyper-targeted shopper insights to sell smarter and position your Sales teams as thought leaders.



Distribution Expansion

Collect retailer-specific shopper insights to support expanded distribution.



Product Change Consumer Experience

Understand the shopper impact of packaging, size, or formula changes.



Consumer Experience Retailer

Understand consumer shopping experience across categories and retailers.



Consumer Activation

Drive retailer-specific targeted traffic and trials and demonstrate partnership with retail partners.



At-Shelf Creative Testing

Test effectiveness of at-shelf merchandising and display amongst hyper-targeted shoppers.

Consumer Insights

Empower Consumer Insights teams with Canada's largest and most diverse panel, backed by industry experts and best-in-class methodology to deliver small and large studies in a fraction of the time and cost.



Longitudinal Research

Understand trends to understand seasonality, impact of changes in the marketplace or economic factors.



Segmentation Analysis

Find specific consumer needs unique to specific target segments.



Conjoint Analysis

Determine how consumers value different attributes that make up an individual product or service.



Usage & Attitude

Survey to understand a market niche and identify growth opportunities.



Qualitative Research

Gather intelligence in an unstructured way to understand the why behind consumer behaviours and attitudes.

Brand Marketing

Equipping Brand Marketers with tools to drive trial and insights at every stage of the journey and empower them with data to make better decisions, faster.



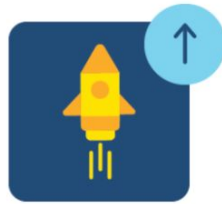
Concept / Copy Testing

Evaluate consumer reaction to new product ideas or marketing collateral prior at each stage of the development / deployment.



Product Market Fit

Identify your core consumers, purchase intent, incrementality, and barriers to purchase.



Innovation Accelerator

Drive targeted trials while collecting insights pre- and post-trial to accelerate success.



Claims Testing

Definitively rank claims, messaging, or any text-based content leverage MaxDiff methodology.



Brand health

Understand your brand's strengths and weaknesses across your core, competitive, and potential consumers.

Category Development

Equip Category Management teams with fresh category and shopper data at a retailer and category level or provide a more holistic view of the category.



At-Shelf Optimization

Discover optimal messaging, merchandising, and innovative category growth strategies.



Cross-Retailer Planogram Optimization

Measure effectiveness of planogram brand agnostically across multiple retailer banners.



Consumer Decision Tree

Understand the complete consumer decision tree of your core consumers, with segmentation by retailer.



Pricing Analysis

Determine price elasticity and model share amongst the general population or a target segment.



Category Insights

Target any shopper for any retailer to uncover meaningful category insights to drive category growth.

eCommerce & Digital

Empowering Digital teams with insights and tools to accelerate share across all eCommerce platforms.



Ratings & Reviews

Targeted ratings & reviews without mailing a single sample or coupon, syndicated through Bazaarvoice to National retailers.



Omni-Channel Insights

Derive insights from the evolving omni-channel consumer, including Amazon Prime and Subscribe & Save members.



Claims Testing

Definitively rank claims, messaging, or any text-based content leverage MaxDiff methodology to your omni-shopper.



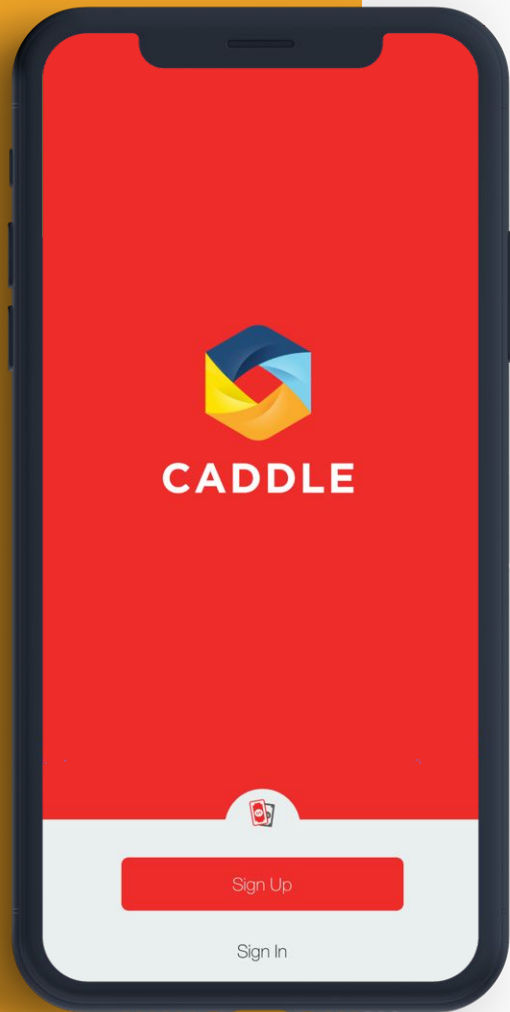
Online Traffic & Trial

Targeted online trial (e.g. Amazon only) to improve SEO and product ranking.



Consumer Decision Tree

Understand the complete consumer decision tree of your core consumers, with segmentation by retailer.



Syndicated Reports

Market Pulse at Your Fingertips

Trackers and studies that run all year long



Costco Shopper



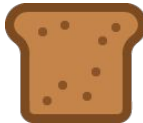
Primary Banking CX



Amazon Shopper



Instacart Shopper

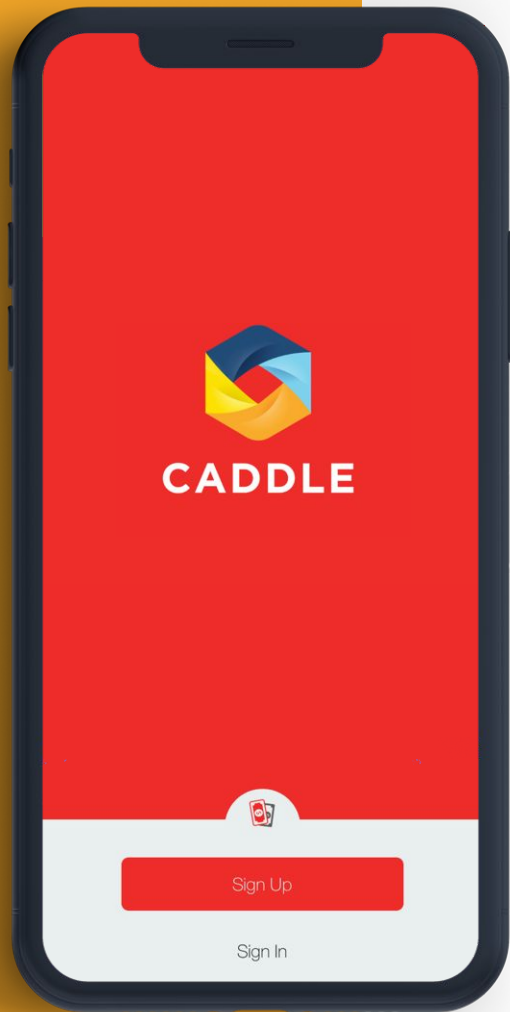


Grocery B&M CX



Grocery eComm CX

Have an idea for a syndicated report? We can build it for you.



Rapid Response Daily Surveys



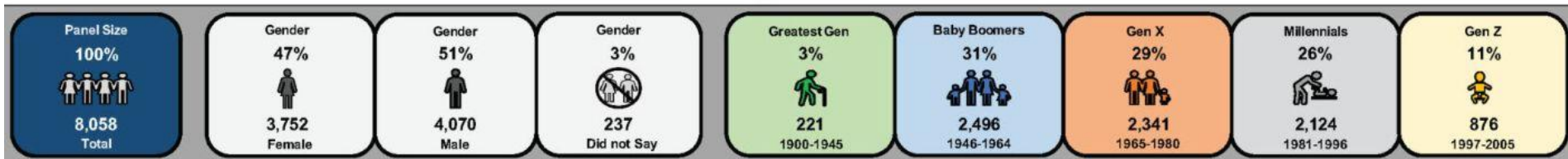
CADDLE

Caddle Insights Report

Rapid Response - Back to School!

General Population - Daily Survey Panel (Weighted Canadian Representative Sample by Age, Gender and Province)

August 2021



Panel Filters

Gender

Female Male

Did not Say

Generation

Greatest Gen (1900-1945)

Baby Boomers (1946-1964)

Gen X (1965-1980)

Millennials (1981-1996)

Gen Z (1997-2005)

Province

Alberta	British Columbia
Manitoba	New Brunswick
Newfoundland and Labrador	Northwest Territories
Nova Scotia	Nunavut
Ontario	Prince Edward Island
Quebec	Saskatchewan

Study Question Filters

Do you currently own a back-to-school bag?

Yes No

Where do you typically purchase back-to-school supplies?

Amazon Best Buy Canadian Tire Dollarama Etsy I will not be... None of the above Staples Walmart

How much do you typically spend on back-to-school supplies?

\$1000 or more \$101 to \$249 \$250 to \$499 \$500 to \$749 \$750 to \$999 I will not be purchasing... Less than \$100

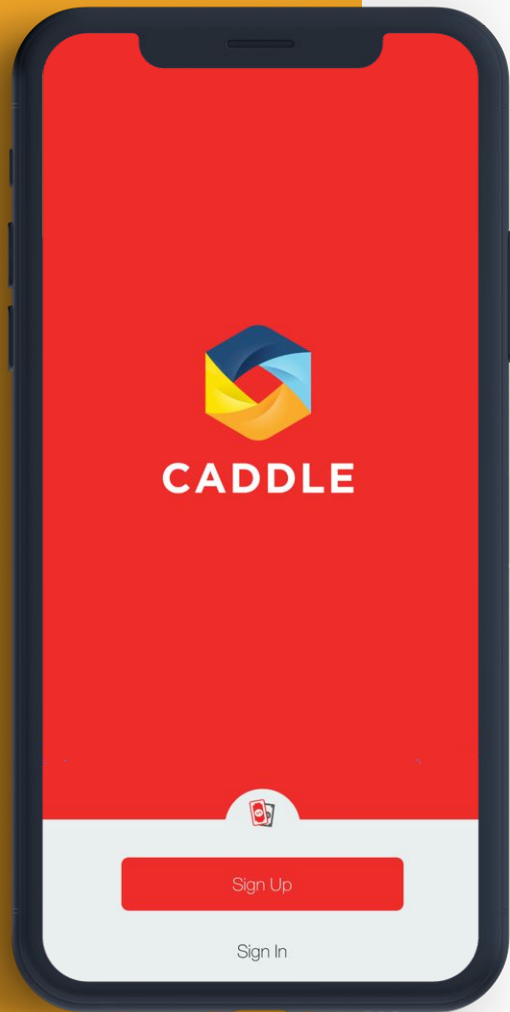
How has your back-to-school spending changed over the last year?

Decreased I will not be purchasing back-to-... Increased Remained the same Significantly decreased Significantly increased

Where do you typically purchase back-to-school supplies?

Buy online and pick up in-... I will not be purchasing... In-store only Mostly in-store, with some... Mostly online, with some... Online and in-store equally Online only

Study Questions and Responses (Weighted)



Want it All?
Annual Partnership

Annual Partnership Tiers

Access to Discounts, Syndicated Reports, Daily Survey Data, and Custom Studies

BRONZE

\$50K

SILVER

\$100K

GOLD

\$250K

PLATINUM

\$500K

Annual Partnership Value

Up to \$400,000+ in Value Included in Partnership Tiers

	BRONZE \$50K Annual Spend	SILVER \$100K Annual Spend	GOLD \$250K Annual Spend	PLATINUM \$500K Annual Spend
Campaign Discount		5%	10%	15%
Campaign Rush Delivery		2	4	UNLIMITED
Daily Survey Subscription	✓	✓	✓	✓
Daily Survey Custom Study	1	4	8	UNLIMITED
Syndicated Report Access		PICK 2	PICK 4	UNLIMITED
Dedicated Account Manager			✓	✓
Added Value	\$34,000	\$77,000+	\$198,000+	\$407,000+

Insights
that
Matter:
Success
Stories



P&G Tracking Longitudinal Digital Ad Attribution

Solution(s)



CATEGORY
INSIGHTS

Tools



VIDEO



SURVEY



RECEIPTS

Challenge

A P&G brand was launching an innovation along with supporting digital ads. The brand team wanted to understand which ad was the most effective in driving conversion amongst their target audience, including actual closed loop purchase attribution.

Solution

Caddle created multiple test and control groups within the Caddle panel and exposed the groups to various ads. Caddle then passively tracked purchase behaviour over a period of time through receipt data.

Results

Caddle's closed-loop attribution provided the P&G brand team with definitive direction on which ad drove the highest purchase conversion to empower the team's future digital advertising activities.

ROI Case Study

Campaign Details

Brand: Major Canadian Retailer Private Brands

Category: Grocery (multiple food categories)

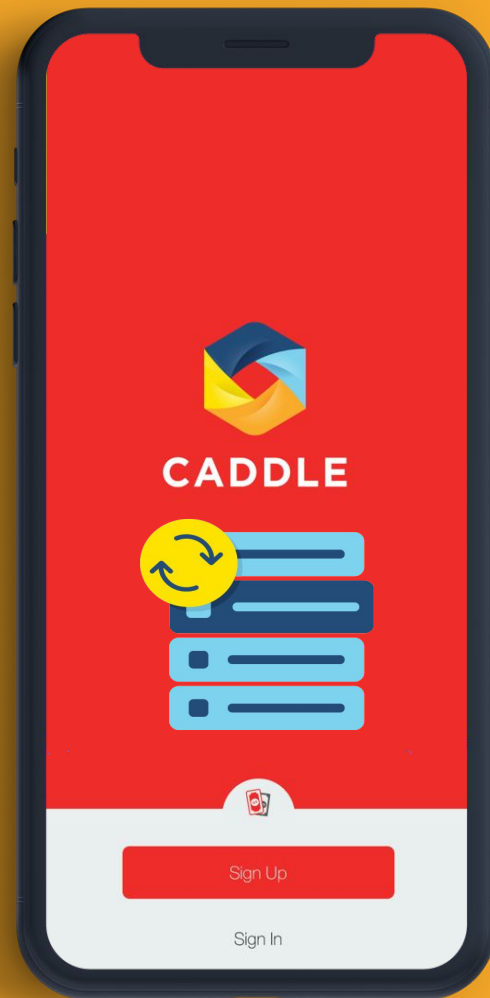
Timing: Q4 2020 field date

(reviews started syndicating Dec 12th)

Results | Jan 1 - Jan 31 2020 vs. 2021

In ~4 weeks:

- 44% increase in star rating
- 1373% increase in # of reviews
- 25% Increase in ATC growth



Get Started Now

in 4 easy steps



Identify
Business Challenge



Design
Solution



Launch
Insights Solution



Access
Insights

Claim Your Offer!

Questions?

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