



Supermarket  
shopper tracking  
programme  
launched by  
**him!** in 2009

small  
supermarkets  
tracking programme

### New supermarket customer insights available from him! in 2009

In 2009, him! will launch a syndicated shopper tracking programme for supermarkets (small to medium sized)

- Moment-of-truth customer interviews will provide shopper insights....
- ....across all day-parts and week-parts.
- ...enabling you to build shopper-centric strategies with key accounts
- Benchmark performance and shopper insights between your chosen accounts
- Entry and exit shopper interviews will be conducted, to contrast shoppers' missions and planned purchases (category penetrations, brands vs own-label etc) in-store with actual purchasing behaviour and influences.
- EPOS records what got sold – our supermarket tracking programme will explain why things get bought
- ...or don't – i.e. highlights failed purchase intentions, the causes, and the result for the retailer and supplier

The programme will give you the shopper insights to GROW sales.

Contact us now for more information Carly Bashford on 020 7611 0420 or  
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**him!**

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