

Winning in Challenging Times



Business

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How can mobile data REALLY help?

1. Current outlook
2. Retail Performance
3. Evolution of consumer insight
4. Data is king....or is it?
5. The real Return On Investment

Economic Outlook

KANTAR

+ 16%

+16% Grocery
Inflation



-0.6%

-0.6 GDP
growth in 2023



-10%

- 10% footfall from
pre-pandemic



10%

>10% overall
inflation

Retail Performance (is bricks and mortar really dead?)

PRIMARK® +15%

Dunelm +18%

NEXT +4.8%

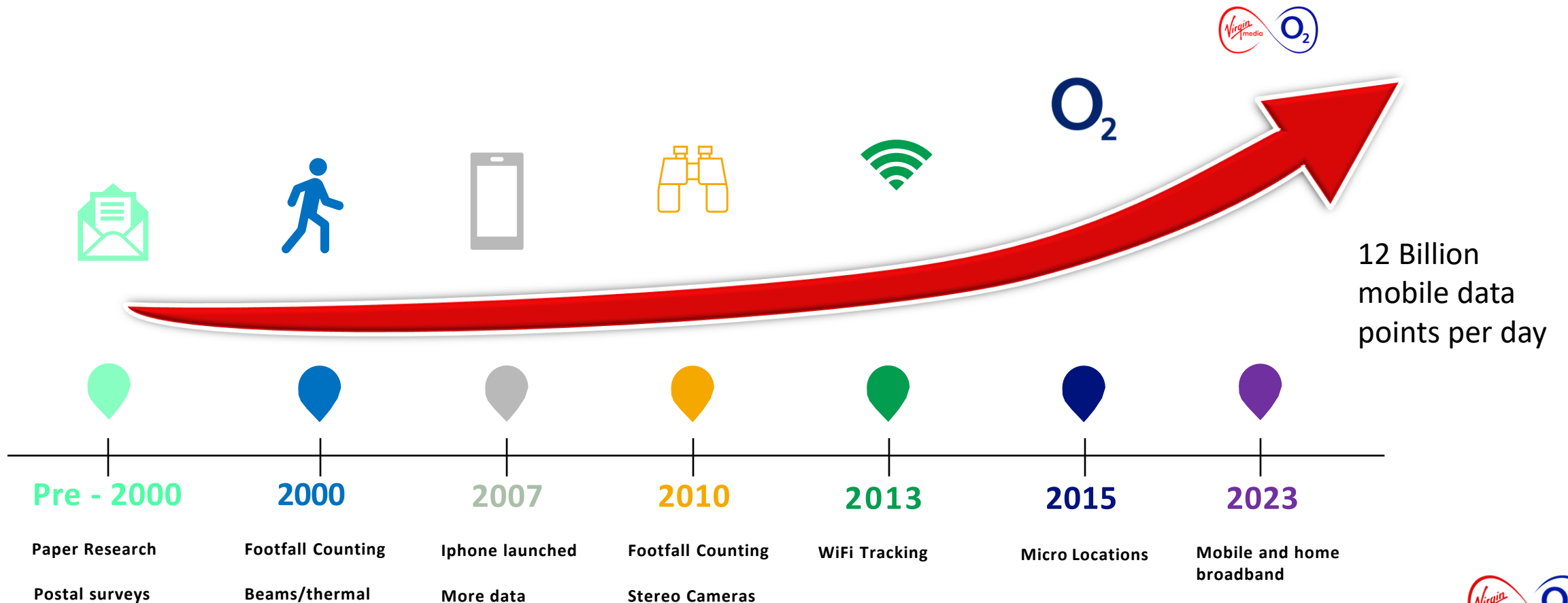


+6.4%

M&S +7.2%

dfs +10.6%

Customer Insight in Retail Property



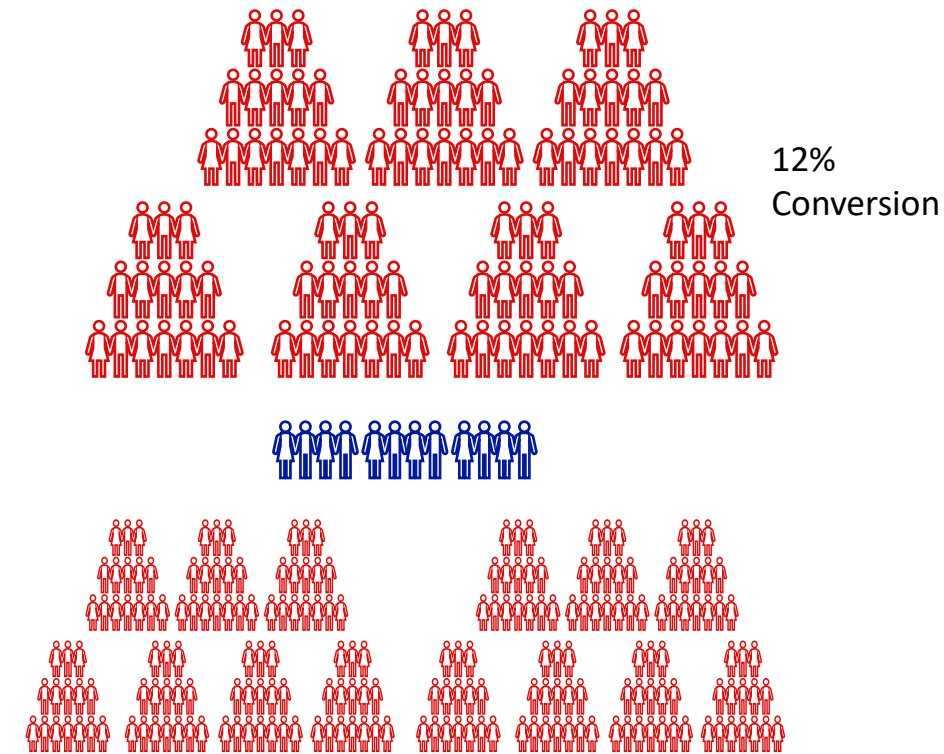
Data is King....or is it?



- £9,700,000,000



Marginal Gains



12.5% conversion
+ 4% Sales



300,000 footfall per week



200 ideal customers per day

Know your customers

Know where they work, rest and play

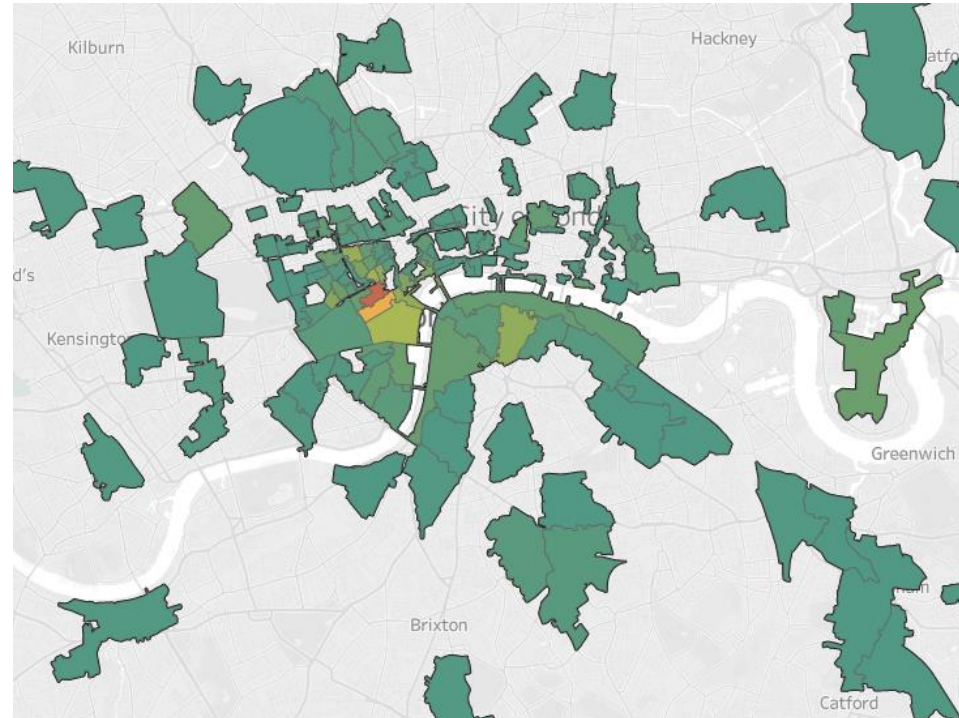
Know what they are interested in

Know how much they can spend

Know what social media they use

Target in the most efficient cost effective way

- Use data wisely
- Don't get tough, get smart





Business

Q & A