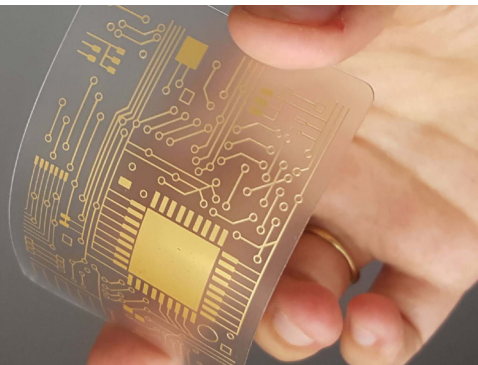# ADRICH

# Understand and act on true product consumption behavior

What if you could receive data about how consumers use your product FROM CONSUMERS' HOMES and send them timely MESSAGES AND REFILLS?

Welcome to the next generation of **consumer insights & connected ecommerce.**

BUSINESS GOALS ACHIEVED WITH ADRICH'S SMART CONSUMPTION PLATFORM

- Consumer Insights Market Research
- In-context Consumer Communication
- Connected eCommerce
- Sustainability via Refill
- Regimen Building

SMART LABEL

Most Popular Times

Noon

30% Left   50% Left

Case Studies

THE CLOROX COMPANY
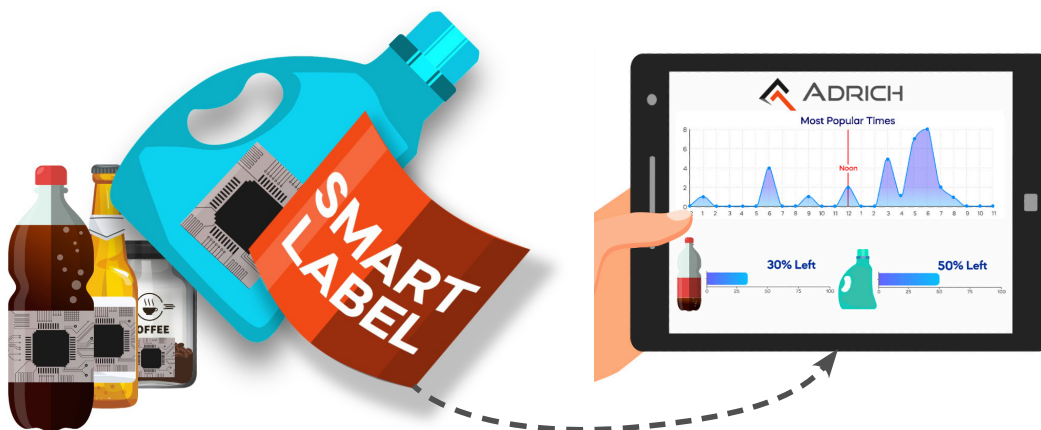
ROI on research:

Gained more data & more reliable data vs. traditional research

Goal:	Having been around for 30 years, Pine-Sol wanted consumer insights to set a new, long-term strategic direction.
Solution:	Deployed Adrich's IoT sensor-enabled Smart Consumer Platform™ for a foundational IHUT, which tracked in-home vs out-of-home usage, usage amount, and usage purpose.
Results:	Found Adrich data to be "10-100X more reliable" & 1.5X more data vs ethnographies. Six figure cost savings in product development. Identified behavior differences between different scents and opportunities for better product instructions.

Coca-Cola

Validated new usage occasion with new messaging

Goal:	With a goal of expanding Fuze Tea's usage occasions with a new messaging, wanted to validate feasibility given that an existing competitor owned that usage occasion.
Solution:	Deployed Adrich's IoT sensor-enabled Smart Consumer Platform for IHUT.
Results:	Validated the effectiveness of the new messaging for the new usage occasion – 'relaxation with friends' – and confirmed a higher consumer satisfaction vs the competitor.

OLIVERY

Launched DTC refillable subscription with re-usable connected packaging

Goal:	European DTC brand wanted to offer a premium subscription with sustainability-inspired, re-usable "smart" bottles.
Solution:	Adrich 'peel & stick' smart tracker enabled speed-to-market for its first 'connected product'. Consumers put the tracker on the reusable bottle, with auto-reorder triggered at a pre-set refill level. Integration with ecommerce platform allowed proactive, real-time response to consumer usage patterns.
Results:	The premium, refillable subscription rapidly became its most popular offering. Insights were used to provide personalized messaging/service, increasing consumer loyalty.

Tyson

Identified new positioning & usage occasions for sustainability-driven product test market

Goal:	In an effort to reduce food waste, Tyson Innovation Lab created Yappah, chicken crisps made of upcycled all-white meat chicken - a great product but with no defined market – and wanted to validate its positioning.
Solution:	Deployed Adrich's IoT sensor-enabled Smart Consumer Platform for new product soft launch
Results:	Behavior data suggested shifting of the product positioning: From 'on-the-go' to in-home use, from healthy lifestyle to a snack that was often paired with alcoholic beverages, consumed mostly in smaller amounts and around the coasts.

ADRICH

Case Studies

MARKET LEADER IN LAUNDRY CARE

Identified usage occasions and interactions for the laundry product portfolio

Goal: To understand the impact of an organizing tray on cross-usage between its portfolio of laundry products.

Solution: Deployed Adrich's IoT sensor-enabled Smart Consumer Platform for In-Home Usage Test to understand usage of 4 products both with and without organizing mechanism.

Results: Behavior data showed unexpected cross-usage patterns and additional usage occasions outside of laundry for secondary products. Habits suggested viability of marketing all-in-one organizing tray to increase consumption of secondary products – fabric softener and scented beads.

MARKET LEADER IN SEASONING CATEGORY

Discovered packaging redesign & cross-purchase opportunities for new product

Goal: After the launch of the new product in a "shaker" packaging, the brand team wanted to identify the consumption drivers and measure the cross-purchase & trade-up opportunity among existing user groups.

Solution: For its In-Home Usage Test, deployed Adrich's IoT sensor-enabled Smart Consumer Platform, which was able to track and visualize product usage behavior in real-time on the dashboard and send timely & personalized communications to consumers based on demonstrated behavior.

Results: Identified packaging redesign opportunity, the most effective advertising messaging, and the usage occasions that led to increased usage frequency and consumption rate.

Colgate®

Discovered different usage behaviors & the drivers across different deodorant product forms
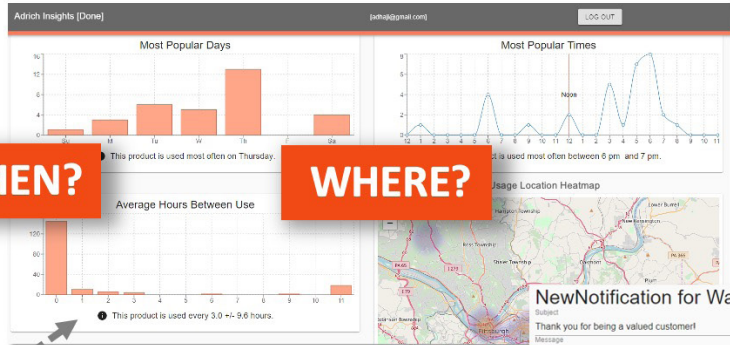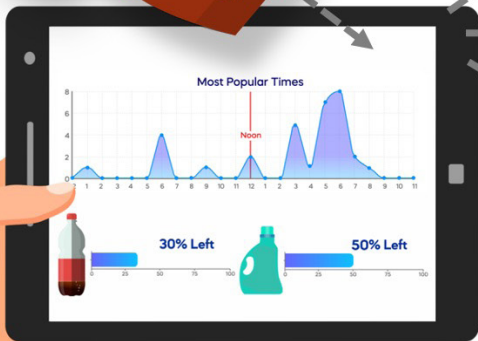
Goal: Identify the differences in usage habits & behavior across the 3 deodorant product forms – Roll on, solid stick and aerosol.

Solution: Deployed Adrich's Smart Consumer Platform to get real-time product usage data. Usage data was combined with the qualitative responses gained through Adrich's messaging capability to uncover drivers behind low usage.

Results: Discovered usage frequency and behavioral differences across time of the day and day of the week (weekday vs. weekend) by gender, age and product form. The products that scored lowest on "sweat and odor protection" showed the lowest usage.

INDEPENDENT PET FOOD RETAILER

Delivered convenience with automated replenishment for Pet Food ecommerce

Goal: Increase consumer loyalty given the competitive nature of the pet food space and also simplify its logistics process.

Solution: The retailer gave Adrich's IoT sensor label to its customers to put on their dog food containers. The consumption & fill level data of pet food were monitored in real-time and sent to the retailer's Adrich dashboard. When fill level dipped below 20%, the retailer proactively replenished product and also engaged consumers with timely, relevant communication through Adrich platform.

Results: Saw 33% increase in lifetime value (LTV) of smart replenishment customers along with 15% reduction in inventory carrying cost due to logistics optimization via real-time product status monitoring.

ADRICH

SMART LABEL

WHEN?

WHERE?

NOTIFICATIONS

HOW MUCH?

Most Popular Times

Noon

30% Left   50% Left

Adrich Insights [Done]   [jadhaji@gmail.com]   LOG OUT

Most Popular Days

This product is used most often on Thursday.

Most Popular Times

It is used most often between 6 pm and 7 pm.

Average Hours Between Use

This product is used every 3.0 +/- 9.6 hours.

Usage Location Heatmap

NewNotification for Water Bottle
Subject
Thank you for being a valued customer!
Message

N days after use
After N days without a use
After N days of use
hours after use
minutes after use
er every use
certain time on the day of use
Rules Engine
Replenishment point hit
After first use
Greater than replenishment point
Less than replenishment point
After Every N uses
On or After
On the next use
Randomly

Brita Everyday Pitcher -
Control Group
104
Uses
751.6
Grams left
4/3/2020, 1:00:08 PM
Last Used

Label ID
C464E303D083-

30.07 % Left

Achieve Maximum Business Results with Adrich's Technology and Data

46%
more accurate
consumer usage
behavior compared to
self-reported data

12%
more favorable
user opinion of brand
while using Adrich

15%
more accurate
in inventory
carrying costs

33%
increase
in consumer
retention and
brand loyalty

ADRICH

Contact us today at getintouch@adrich.io to discuss how we can help you.