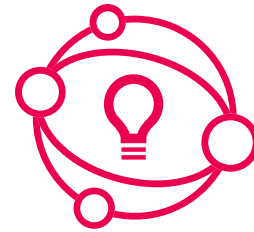


N E C
T A R
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Services

Data and Insights

The heart of our business

We empower you to understand, target and engage with your customers.

Data and Insights Services

Sainsbury's Insights Platform

Nectar Customer Analytics

Services +

Targeted Media & Communications Analytics

Market Research

Nectar360 offers you a truly holistic view of customer behaviour, enabling smarter decision making and identifying opportunities in your market. We bring our enhanced customer understanding to life through:

- **Advanced customer analytics** – Our team generate data driven insights that enable better decisions and deliver a measureable difference to your business.
- **Value-add insight consultancy** – Collaboratively working with you, our data and retail experts will help produce the right strategy on which to grow your brand.
- **Bespoke market research** – We deliver unrivalled market research capabilities which get you closer to your customers.
- **Market-leading insight tools** – Sainsbury's Insight Platform (SIP) is a one-stop customer insight platform allowing fast, intuitive and impactful insight into product, brand and category performance in Sainsbury's and Argos.

Services



Services

View

Services

Services

Services

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