



Fueling Growth

How TCC Global Uses SightX to Power Their Loyalty Marketing Campaigns

About TCC Global

With 30 years of experience and over one billion shoppers reached, it should go without saying that TCC Global is one of the leading experts in global retail marketing and loyalty programs.

Through tailor-made loyalty solutions, TCC partners with leading retailers to attract shoppers and drive emotional engagement with a combination of in-store and digital

activation. Their integrated marketing campaigns provide real rewards for consumers and drive an average of 3% total sales uplift for their partners.

Delivering these major campaigns requires a forensic understanding of shopper behaviors and needs, coupled with data on the latest market trends.

The Challenge

Often TCC's work with their retail partners is a multifaceted process involving campaign pitching for new clients, project forecasting for risk minimization, and campaign validation.

Throughout the entire process, the utility of a data-driven approach is never underestimated. Each step requires extensive and unique insights on TCC's client's current and

potential customers. Understanding each segment's needs, behaviors, and reactions to specific concepts is crucial to a campaign's success.

To meet their deadlines, TCC's team needed the ability to build, field, and analyze projects within a matter of days. Making speed, flexibility, and depth of insights keys to success.

Need's Recap

Detailed intel on their client's target audience, including shopping habits, needs, behaviors, brand sentiments, and concept screening.

Insights on the appeal of different consumer rewards used in their client campaigns for risk mitigation.

Data on the latest market trends and innovations shaping the retail space to stay ahead of the competition.

Efficient, agile, and flexible research technology to meet campaign goals and client expectations on time and under budget.

Speed and flexibility are key in our research projects. With SightX, the building, fielding, and analysis can literally all be done in a matter of days and the easy-to-understand charts can be accessed at the touch of a button.

Joanne S., Senior Project Director @ TCC Global

The SightX Solution

As their projects collect and analyze data in real-time, the team is able to access actionable insights within hours of launching. Using SightX's real-time analysis and reporting tools, they can quickly compare and contrast results to uncover how buyer segments interact with their concepts.

For demand forecasting, TCC uses SightX to minimize their risk. Before ordering products for a rewards program launch, the team fields research to understand the desirability of each item to inform their order volume. Demand forecasting helps TCC make better informed

supply decisions for their client's campaigns. Being able to deliver the right products in the right quantities while saving money gives TCC a big competitive advantage.

At the end of their loyalty campaigns, TCC continues to rely on SightX to measure and track the uplift in their clients' desired brand metrics; such as brand awareness, perception, and (of course) loyalty. These insights help TCC tangibly demonstrate their value and serve as a helpful selling tool for future business development.

ROI is one thing, but understanding and demonstrating the **increase in "brand love"** is invaluable for both our team and our clients.

Joanne S., Senior Project Director @ TCC Global

The Impact

Since partnering with SightX, TCC's team is more confident than ever going into their campaign pitches. They have witnessed firsthand the value that actionable insights add to their work.

More importantly, using a proprietary SightX methodology, TCC was able to improve the accuracy of their supply chain and demand forecasting by over 25%. This has massive implications for the top and bottom lines of TCC and of their clients. And by injecting customer feedback directly into their pitches, they have not only streamlined their decision-

making process, but similarly strengthened the quality of their work. With an average time-to-insights between 24 and 48 hours, TCC's team can confidently choose the best campaign concepts and validate assets swiftly.

Not only are the projects completed faster, but they are also more cost-efficient, saving an average of 60% of their overall costs per project. Adding efficiencies at each stage of the research process, all without losing depth of insights and analysis, has proven pivotal to TCC's continued global success.



25%

Improved Forecasting Accuracy



24-48 hours

Average Time to Insights



60%

Average Cost-Savings

We recently used the SightX platform to measure the performance of a proof-of-concept campaign we ran with a major client. Having **shopper sentiment data strengthened the results significantly and we are now in talks to progress a national roll out!**

Joanne S., Senior Project Director @ TCC Global

The SightX Difference



Accelerate Growth

In today's modern economy, you need to adapt and learn at the speed of the consumer. SightX helps you engage and understand consumer preferences, behaviors, and trends more efficiently than ever before.



Save Time & Reduce Cost

Reduce turnaround times from months and weeks to days and hours. Launch surveys within minutes, and receive fully analyzed results in real-time. SightX users save an average of 50% on their research costs.



Automated Analysis

Our flexible real-time dashboards put advanced analysis capabilities right at your fingertips. Understand your audiences and use actionable insights to power your business with data driven decision making.



Expert Support On-Demand

Our platform was built on a foundation of automation and powerful methodologies. So let our team of in-house research pros help you make the most of it! From simple scripting to full-service, we can handle it all.

We are on a mission to **automate curiosity**

SightX is the next generation of consumer insights technology, an end-to-end platform that enables you to challenge conventional thinking and accelerate your growth. We empower teams to learn at the speed of their consumers. The result? Organizations that are able to stay ahead of trends and quickly identify changing consumer behaviors and preferences.

By providing our users with the most robust and flexible consumer research platform on the market, it's now possible to have the confidence to make the right decisions, with the right insights, at the right time.