

# Graphical Transaction Data

## Overview

Transaction data is collected from ~8m shoppers incentivized to submit their digital and physical receipts in exchange for rewards and promotions. This consumer transaction data is an important resource for brands and insights generators. Carbon Arc's transaction graph creates a view into brand and user affinity leveraging these transactions across over 100+ tickers and 2.5k+ brands.

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## Use Cases

- **Tracking Regional Sales Performance:** Users can track product and brand performance by region (e.g., state or zip code). For example, a user can analyze how Pepsi products are selling in Florida versus other regions and identify regional preferences in product categories. This helps businesses tailor performance marketing efforts or GTM strategies to areas with higher demand, to drive top line growth.
- **Optimizing Brand Affinity and Cross-Selling:** Carbon Arc brand affinity scores allow users to understand when brands are frequently purchased together. By analyzing these relationships, businesses can optimize cross-selling strategies. For example, if Red Bull and Lays are commonly bought together, a retailer might place these products side by side in stores or bundle them in promotions, boosting sales of both brands.
- **Identifying Consumer Spending Trends:** Users can leverage the transaction graph receipt data to identify shifts in consumer behavior over time. By comparing transaction volume and user affinity for brands and retailers on a quarterly basis. For example, users can look at how Gen-Z's spending on cosmetics has evolved toward certain types of products.
- **Competitive Benchmarking and Market Share Analysis:** The graph enables businesses to perform competitive benchmarking by comparing metrics like spend, transaction volume, and shared users across competitors. For instance, a retailer like Walmart can compare its performance in the grocery sector with other competitors like Target and Costco, analyzing market share shifts over time.

## User Applications:

- **For Brands:** Consumer insights to help brands craft more targeted campaigns, improve brand loyalty, and enhance customer engagement. Brands can refine messaging and promotions based on real-world purchase data and trends.
- **For Insights Generators:** Understanding shifts in consumer behavior and brand performance allows researchers to predict market trends, identify growth opportunities, and make more informed decisions based on economic realities.
- **For Data-forward Corporates:** Competitive benchmarking helps corporates understand how they stack up against peers. For example, study how Walmart, Target, or Costco compare to one another, leading to better pricing strategies, better inventory management, and regional growth strategies.