



Hershey evaluated consumer spending trends by working with Mastercard

CPG Case Study

Engagement Timing: 2018-Present

NAM



Hershey evaluated macroeconomic consumer spending trends by using Mastercard SpendingPulse™

Context and Challenge

Hershey was interested in better understanding consumer spending patterns across various industries and channels.

Approach

Hershey leveraged Mastercard's SpendingPulse™ Next Generation platform to access market intelligence based on consumer buying behavior. The platform enabled Hershey to gain more insight into upcoming market trends and understand key drivers for fluctuations in consumer spending.



Solution

SpendingPulse™ Next Generation enables organizations, like Hershey, to answer key strategic business questions



Sales & Growth Benchmarks

How does my performance compare to that of the industry?



Expert Insights

What are the major trends and stories affecting my industry?



Measurement by Channel

How are customers spending across channels, and how will that change?



Category Breakouts

How does industry performance break down by subcategory?



Daily Forecasting

What are key upcoming sales days, and how can my organization best capitalize on them?



Localized Breakouts

In which counties and zip codes is my organization under- and outperforming the competition?



Results

By using SpendingPulse™, Hershey developed a weekly report on consumer spending insights that is shared with 40+ leaders within the business.

As a next step, Hershey has embedded SpendingPulse™ data into Test & Learn®, a best-in-class analytics platform.

By embedding this data into Test & Learn®, Hershey will be able to analyze nationwide initiatives, which are typically difficult to evaluate due to the lack of a holdout group.



Next Steps

For more information,
please contact your
account representative.



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