

Survey. Segment. Scale: The New Retail Data Playbook

RCC West 2025

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ENVIRONICS
ANALYTICS

Who We Are

What is Environics Analytics?

Environics Analytics is a leading data and analytics company in Canada, specializing in consumer segmentation, market analysis, and data driven strategies to help organizations understand and engage their customers effectively.



Canada's largest
marketing
services
provider



Specialists in
data-driven
insights and
target marketing



PRIZM

Developers of
PRIZM for
Canada

What is Caddle?

Caddle is a Canadian mobile-first data and insights platform that rewards consumers for sharing their data and engaging with brands. Caddle panel members are rewarded for actions like receipt capture, surveys, reviews, opt-ins and more.

4M

Annual
Receipts
Collected

50K

Questions
Answered
Daily

250K

Annual
Product
Reviews



ENVIRONICS
ANALYTICS

Powerful Together

The logo for Environics Analytics, featuring the word "ENVIRONICS" in large, bold, white capital letters and "ANALYTICS" in smaller, white capital letters below it, all set against a solid purple rectangular background.

ENVIRONICS
ANALYTICS

Segmentation & Modeling

+



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1st Party Purchase & Survey Data

The Complete 360 View

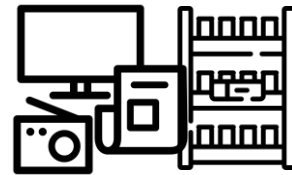


Keeping Pace with The Customer

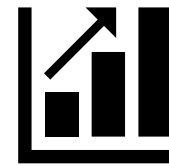
Consumer tastes are changing faster than ever before, creating unprecedented challenges for retail leaders. Traditional approaches to understanding customer behavior simply can't keep pace with today's dynamic marketplace.



IDENTIFY



ACTIVATE



MEASURE

Retailers who thrive in this environment will be those who master the art and science of intelligent data integration

IDENTIFY: Canada's Evolving Retail Environment



Retail Evolution



Population



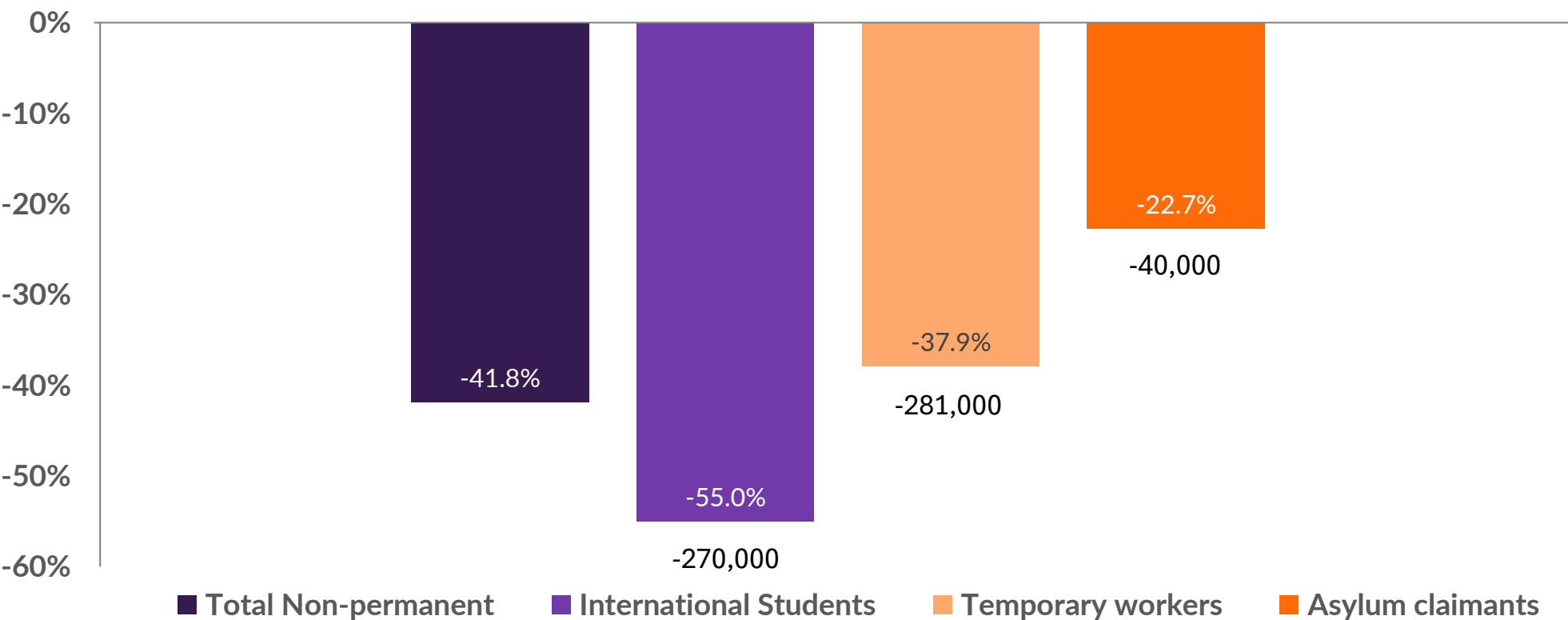
IDENTIFY: Canada's Evolving Retail Environment



IDENTIFY: Canada's Evolving Retail Environment



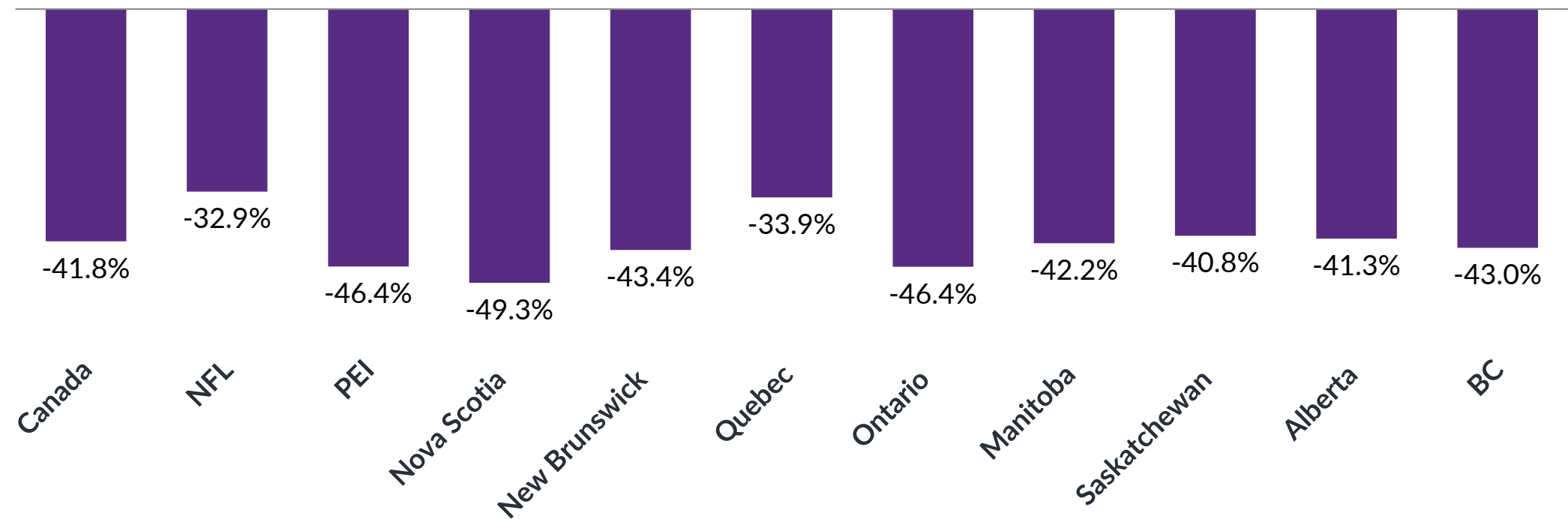
Change in number of new non-permanent residents (July 2024-June 2025)
compared to a year earlier

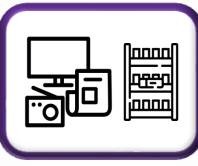


IDENTIFY: Canada's Evolving Retail Environment



Change in number of new non-permanent residents (July 2024-June 2025) compared to a year earlier





**Value
Seeking**



**Market
Pressures**



**Loyalty & Tech
Integration**

Find a collaborator that can help you
access more of your high-value Customers

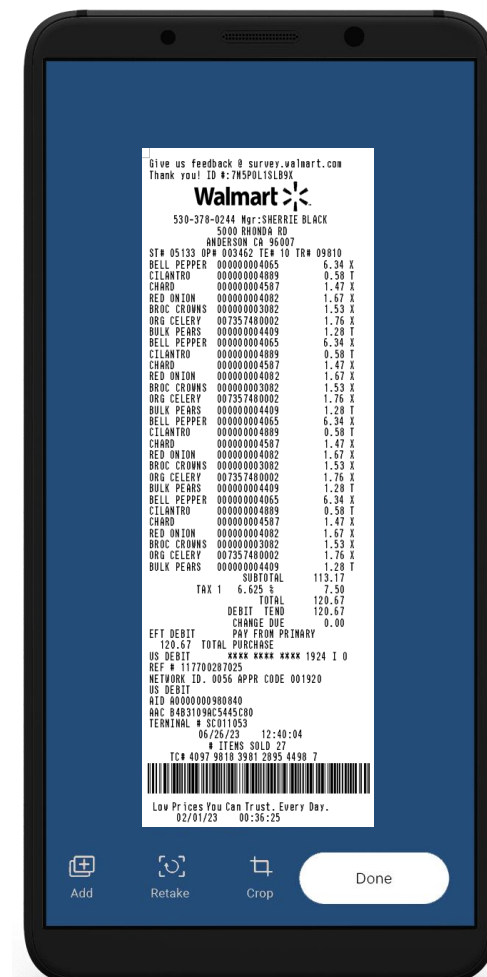


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How does it work?

FMCG & Retail Use Cases

USE CASE #1: Fast Moving Consumer Goods Brand



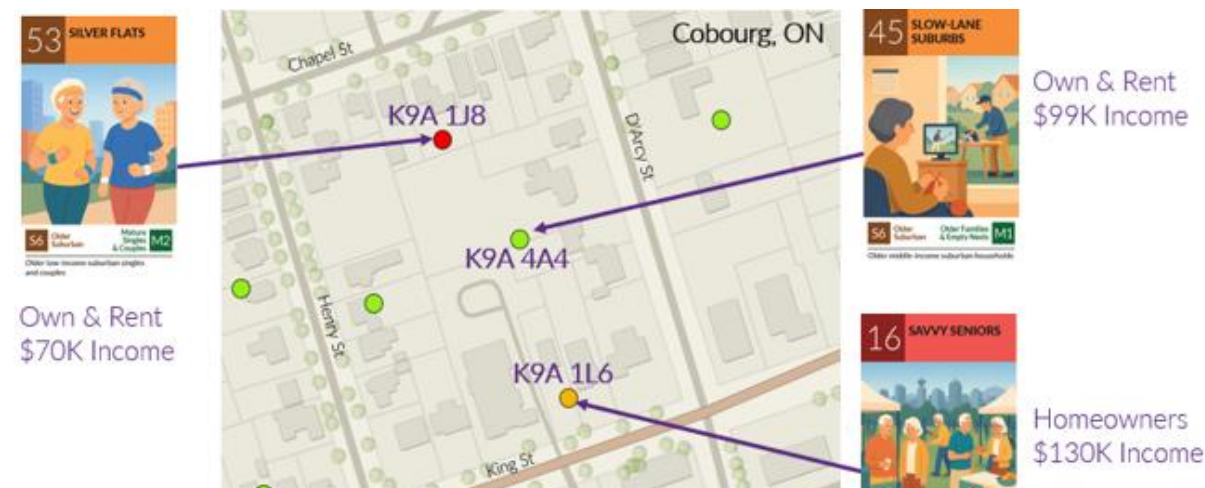
Receipt

Build an audience of receipt-verified buyers from Caddle's 10,000+ receipts uploaded daily.

USE CASE #1: Fast Moving Consumer Goods Brand



ACTIVATE



USE CASE #1: Fast Moving Consumer Goods Brand



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- Breadth and depth of proprietary third party data
- Analytics and methodology expertise across sectors
- Industry-leading data privacy and governance framework

/LiveRamp

- Proven global adtech with 900+ clients and partners
- RampID, the most durable, privacy-centric digital identifier
- Authenticated Traffic Solution (ATS) for addressability at scale

Collaborate with Anyone

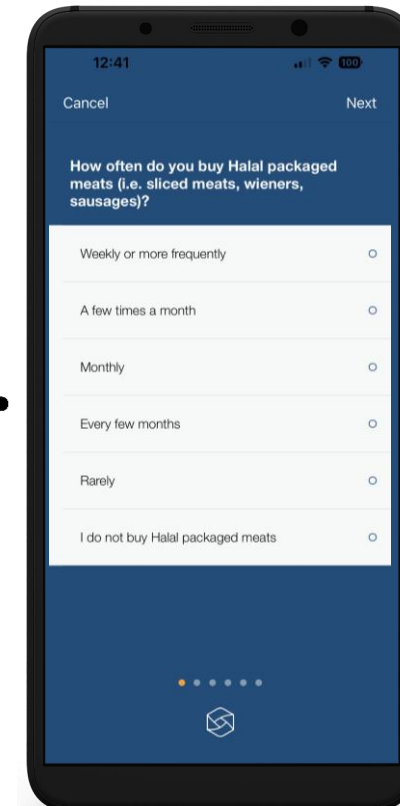
Activate Anywhere

Measure Everywhere

USE CASE #2: Retail Brand



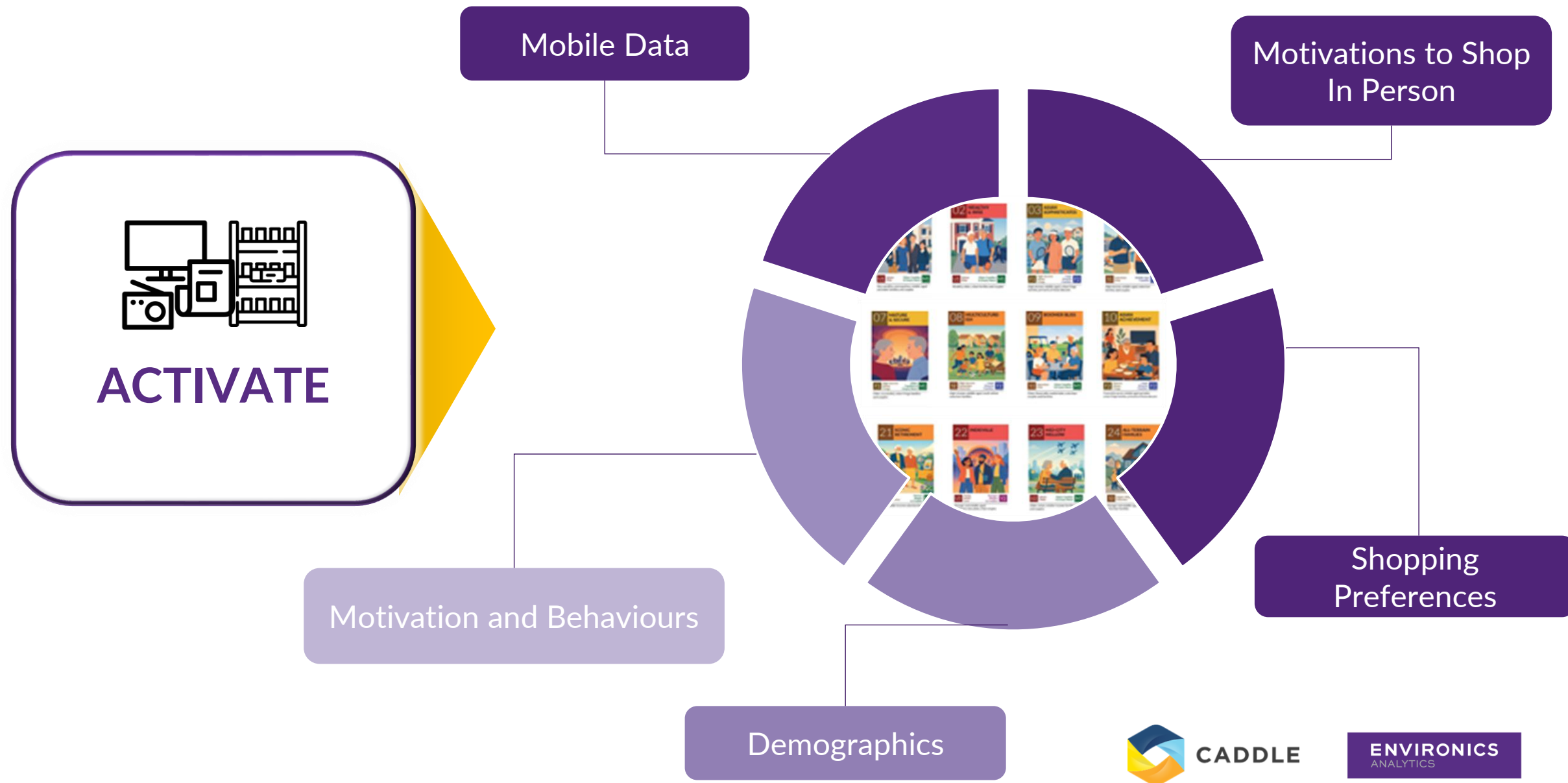
Receipt



Survey

Leverage Caddle's receipt data and survey tool to build desired audience.

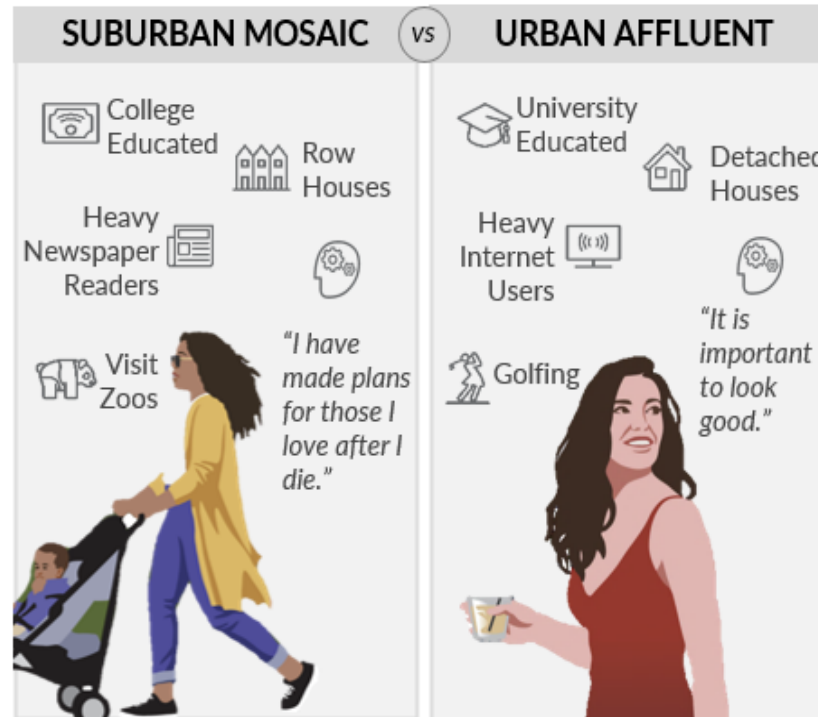
USE CASE #2: Retail Brand



USE CASE #2: Retail Brand



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theTradeDesk MiQ

cynch M32

amazon PATTISON

EAVault /Live Ramp



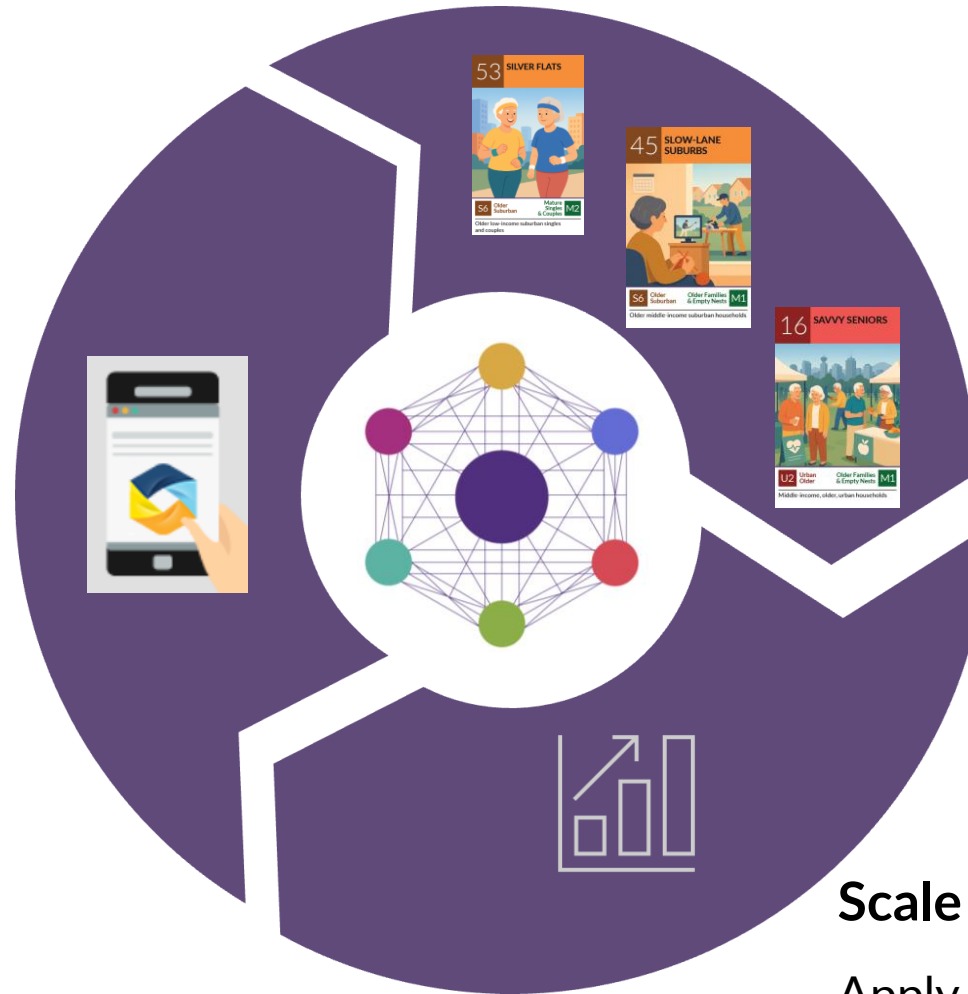
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Learn. Action. Grow

Survey

A structured method of collecting insights, opinions, or data from a targeted group to inform decisions



Segment

Individual segments are clustered into actionable target groups based on their shared behaviours and characteristics.

Scale

Apply insights in focused actionable direction

Questions

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