Market Modeller

ACCURATELY MAP THE VALUE OPPORTUNITY OF YOUR SALES TARGETS

Foodservice, Ontrade and Convenience

DATA | INSIGHT | CRM | ANALYSIS

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IMAGINE THE POWER

IMAGINE the power of knowing the opportunity value of each sector and each operator within that sector, by both category and by SKU.

IMAGINE having hard data and intelligent statistical driven confidence in your targeted sales strategy.
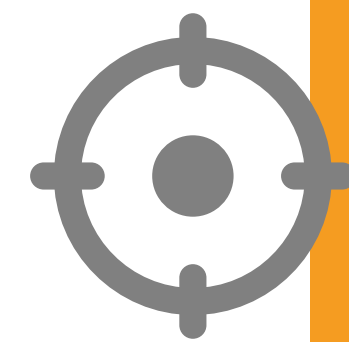
IMAGINE the efficiencies and revenue potential from having a hyper-targeted sales team chasing only the very best opportunities.

WELCOME TO **M** Market Modeller
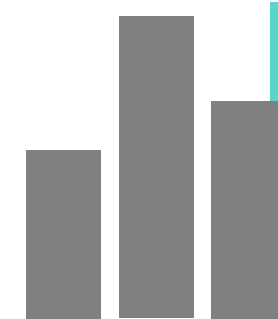
SOME REFLECTION

How do you focus on the best sector and operator opportunities for your brand(s)?

Do you know the value of the market for your brand(s)?

Do you know which sectors and operators offer you the best potential volume opportunities?

How do you distribute your sales and marketing resource to successfully engage with the most relevant parts of the market?

Are you buying expensive sales intelligence data, but are unable to make it truly actionable?

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A LITTLE ABOUT US

Caterlyst supports clients across the foodservice, ontrade and convenience markets and our purpose is simple: Help our partners grow their business.

Our entire focus is out-of-home outlet data, some of the most complex, fragmented and poorly understood B2B datasets out there.

By combining high quality outlet data with a complete customer and prospect data information system, we simplify ways to sell successfully and efficiently. It's all about detailed and actionable data.

Our unique combination of foodservice, ontrade and convenience data, combined with our complete and connected sales CRM platform and unrivalled industry insight, provides all the tools you need to fuel the exponential growth of switched-on food and drinks brands.

OUR PURPOSE IS SIMPLE: HELP OUR PARTNERS GROW THEIR BUSINESS.

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IT ALL STARTS WITH DATA

Caterlyst has the single largest and most granular database covering the UK out of home market.
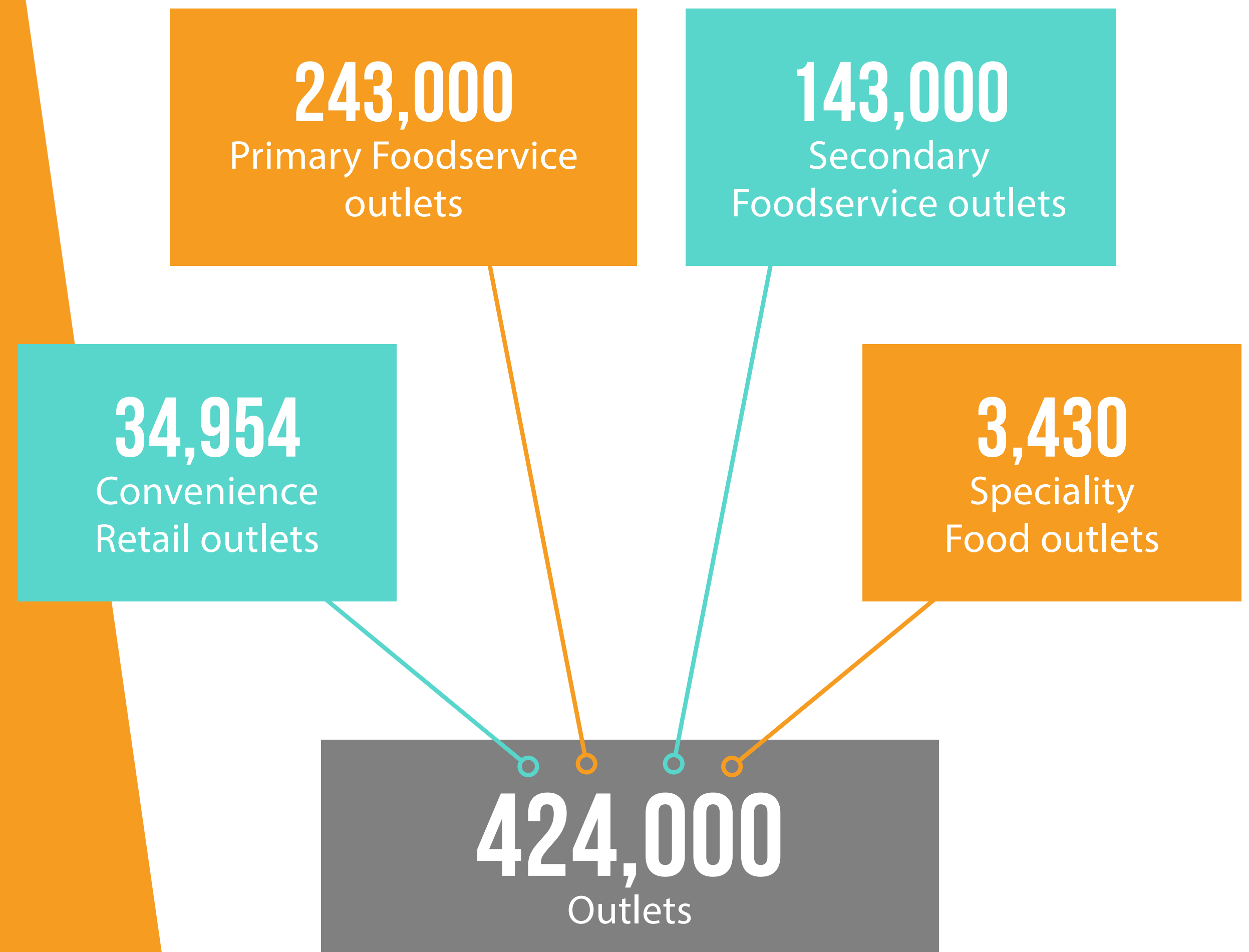
Our unparalleled outlet knowledge and understanding, across the total out of home market, is critical to accurately modeling the value and volume opportunity for your business.

Using the individual outlets and the in-depth information we hold against each one, we have created a unique method to model the value of sectors, channels and categories.

We call it Market Modeller.

THE SINGLE LARGEST AND MOST GRANULAR DATABASE COVERING THE UK OUT OF HOME MARKET

243,000
Primary Foodservice outlets

143,000
Secondary Foodservice outlets

34,954
Convenience Retail outlets

3,430
Speciality Food outlets

424,000
Outlets

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MARKET MODELLER

Market Modeller presents the opportunity value of each sector and each operator within that sector, by both category and by sku.

1. HOW BIG IS THE MARKET?

From our data universe of 424,000 out of home outlets, we know the size of the market split by independents and groups, as well as a number of key site attributes.
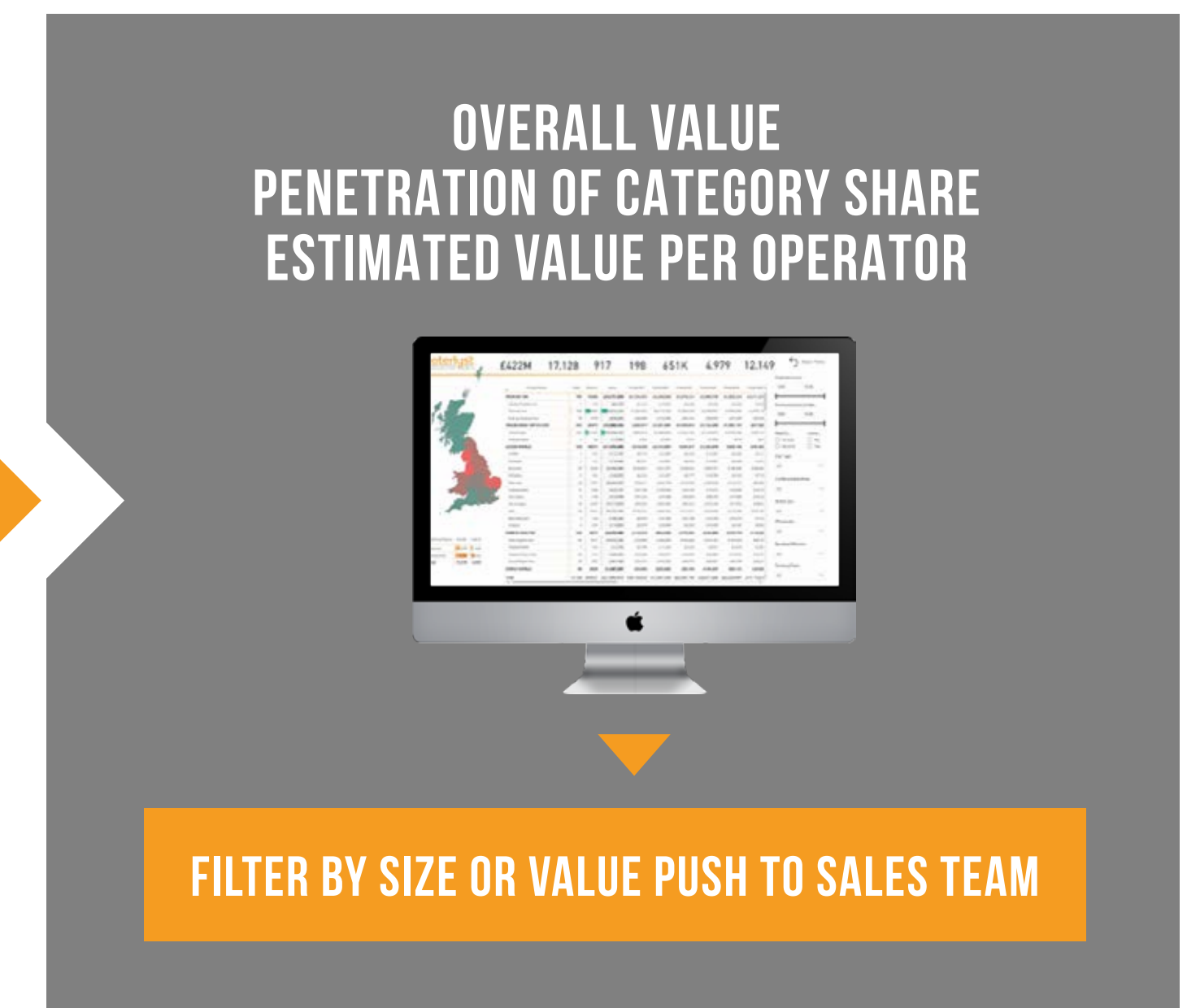
2. HOW MUCH DO THEY SPEND?

We then overlay sales data (wholesaler specific or aggregator e.g. SalesOut or CGA). From this we can determine individual values per site, split by independents and groups.
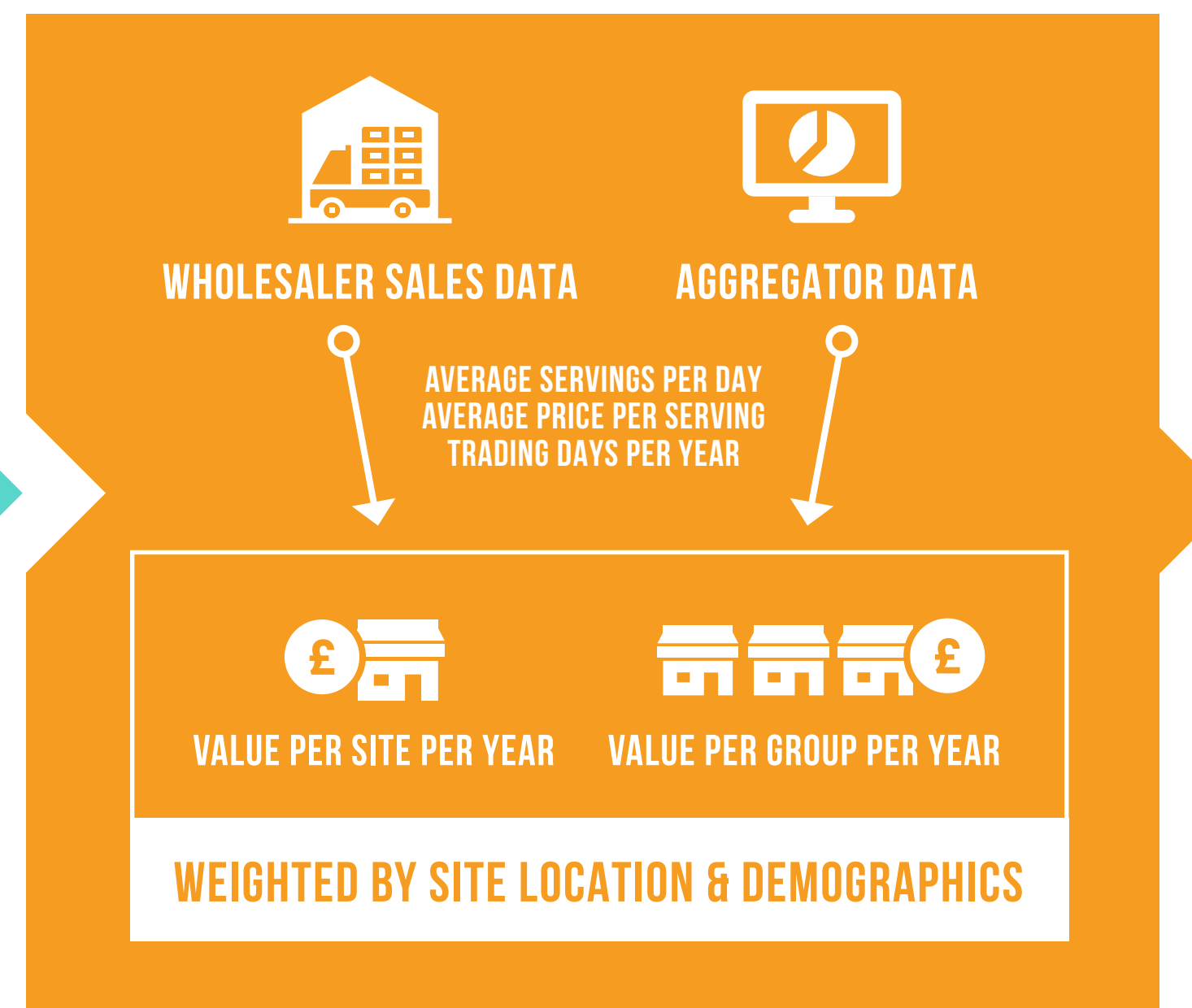
3. FULL MARKET BY SECTOR ANALYSIS

We then conduct a full market value analysis, looking at overall value, category share penetration and estimated value per operator, which you can filter by size or value and share with your sales team.

AVAILABLE MARKET
(EVERY OUTLET IN UK & EIRE)

GROUPS

INDEPENDENTS

SECTOR

BUSINESS TYPE

SITE TYPE

WHOLESALER SALES DATA

AGGREGATOR DATA

AVERAGE SERVINGS PER DAY
AVERAGE PRICE PER SERVING
TRADING DAYS PER YEAR

VALUE PER SITE PER YEAR

VALUE PER GROUP PER YEAR

WEIGHTED BY SITE LOCATION & DEMOGRAPHICS

OVERALL VALUE
PENETRATION OF CATEGORY SHARE
ESTIMATED VALUE PER OPERATOR

FILTER BY SIZE OR VALUE PUSH TO SALES TEAM

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A DATA DRIVEN APPROACH

Representative example of key components at site level being used to create value

	TOTAL SITES	AVERAGE MEALS SERVED PER DAY	PENETRATION	AVERAGE SERVINGS PER SITE PER DAY	AVERAGE PRICE PER SERVING	TOTAL VALUE PER SITE PER DAY	TRADING DAYS PER YEAR	TOTAL VALUE PER SITE PER YEAR
MOZZARELLA	20,842	47	85	40	1.5	59.93	364	21,813
YOGHURT	20,842	47	5	2	1.2	2.82	364	1,026
BUTTER	20,842	47	5	2	3.5	8.225	364	2,994

For a deeper understanding of group business opportunities, we take the individual site values and cluster groups together, creating an overall average value for their parent group. This allows us to display accurate league tables of groups by opportunity value.

This statistical and data driven approach allows you to have total confidence when developing targeted sales and marketing strategies, whether focusing on independent business, groups accounts, or a combination of the two. Market Modeler gives you all the information you need to redefine contact strategies, account-based marketing strategies and importantly, prospecting strategies.

THIS STATISTICAL AND DATA DRIVEN APPROACH ALLOWS YOU TO HAVE TOTAL CONFIDENCE WHEN DEVELOPING TARGETED SALES AND MARKETING STRATEGIES

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REFINING AND CUSTOMISING

We work collaboratively with you and your team to further customise sector and operator values by using the site attribute filters within our database, allowing you to achieve an even more accurate analysis and valuation.

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POWERFUL AND FLEXIBLE REPORTING

All Market Modeller Reports are presented in Power BI, an intelligent and interactive platform which presents data in a simple, user-friendly and flexible way with easy sharing capability.

Market Modeller reports are built with a capability to be dynamic, meaning that all underlying data is updated overnight. This ensures outlet numbers remain live and reflect real time changes, enabling your targeted sales strategy to remain equally live and relevant.

A SOLUTION LIKE NO OTHER

Market Modeller is an entirely unique value opportunity mapping solution. Other data sources provide an indication of category spend, but not actionable site-based data that can be used to define intelligent sales targeting strategies.

CATERLYST IS THE ONLY DATABASE THAT BREAKS THE TOTAL OUT-OF-HOME UNIVERSE DOWN TO SITE LEVEL DETAIL.

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LET'S TALK

We would love to talk to you about how we could help you sharpen your sales strategy and grow your foodservice, ontrade and convenience sales.

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