



## Case Study

**Organization**  
Coop Norge AS

**Location**  
Norway

**Industry**  
Commercial Retail

# Retail Group Refines Marketing Strategy

Coop Norge AS is the dominant retail market cooperative in Norway. The company manages 165 individual cooperative societies and more than 1,000 shops across the country. Coop Norge operates six distinct retail chain outlets that sell a variety of goods ranging from groceries to sports equipment. More than 25 percent of all groceries sold in Norway are purchased at one of Coop Norge's shops by its more than one million loyalty card customers.

## What did they do?

Geodata AS, Esri's Norwegian distributor, implemented Esri® Business Analyst™ software to evaluate Coop Norge's existing stores, product mix, and patronage to appraise marketing and merchandising strategies. By analyzing data using Esri Business Analyst software, Coop Norge staff were able to determine the geographic location and demographic categories of their customers for any designated shop and target specific marketing campaigns accordingly.

## Do I need this?

Esri solutions allow retailers to improve marketing campaigns and in-store promotions by aligning them more closely with specific stores and the exact mix of customers that visit them. By understanding customer needs and shopping habits, store operators and marketers can reduce costs while increasing sales. In addition, more specific hyperlocal promotional efforts can be implemented that drive increased profitability at the local level as well as across the whole store network.

For more information, visit [esri.com/retail](http://esri.com/retail).

"The unique mix of data that we analyze, model, and visualize gives us very valuable and intuitive insights into our customers and their buying habits."

**Jon Arne Falk**  
Head of Analysis, Coop Norge



Understanding our world.