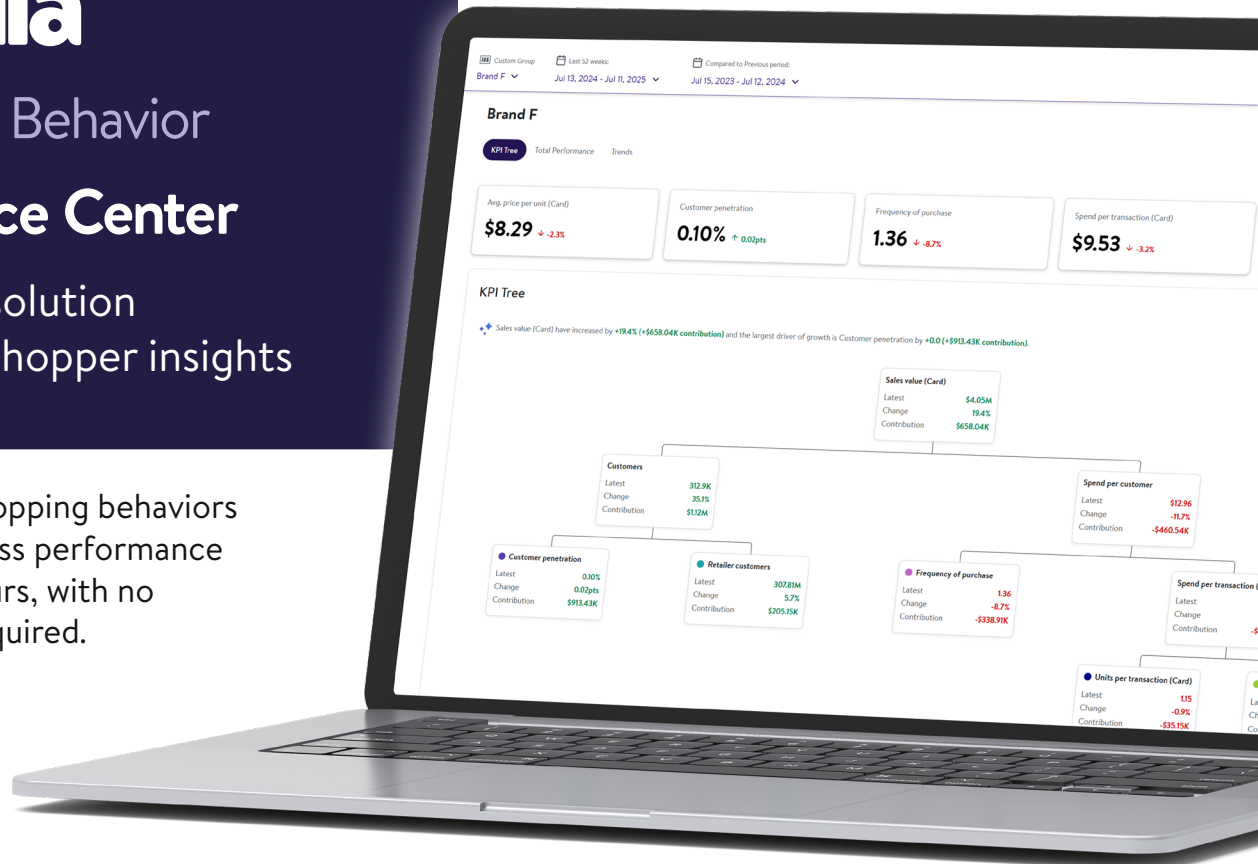# Scintilla

Shopper Behavior

Performance Center

An always-on solution featuring key shopper insights

Understand the shopping behaviors driving your business performance in seconds, not hours, with no report ordering required.

What is Performance Center?

Performance Center is an on-demand solution that broadens access to Shopper Behavior and provides a faster, simpler path to shopper insights, including:

- Overall category and sub-category performance
- Impact of shopping behaviors on your top-line sales
- Trends of key shopper metrics, like sales or customer penetration, over time

And with AI-surfaced highlights, gain guidance along the way with summaries of what's changing and why, so you can focus on what matters most.

With Performance Center, you can...

✔ **Instantly access insights** for your product portfolio, no repeat setup or wait time required

✔ **Elevate conversations with senior level audiences and drive Merchant engagement** when you focus on key shopper metrics that matter most

✔ **Get a well-rounded view of performance** by slicing and dicing the data to visualize multiple segments and time periods

✔ **Personalize your experience** with custom group views, highlighting what matters most to you

✔ **Efficiently analyze categories with broad assortments** via unlimited UPCs at the aggregate level

✔ **Spend less time interpreting the data** with guidance from proactive, AI-generated insights
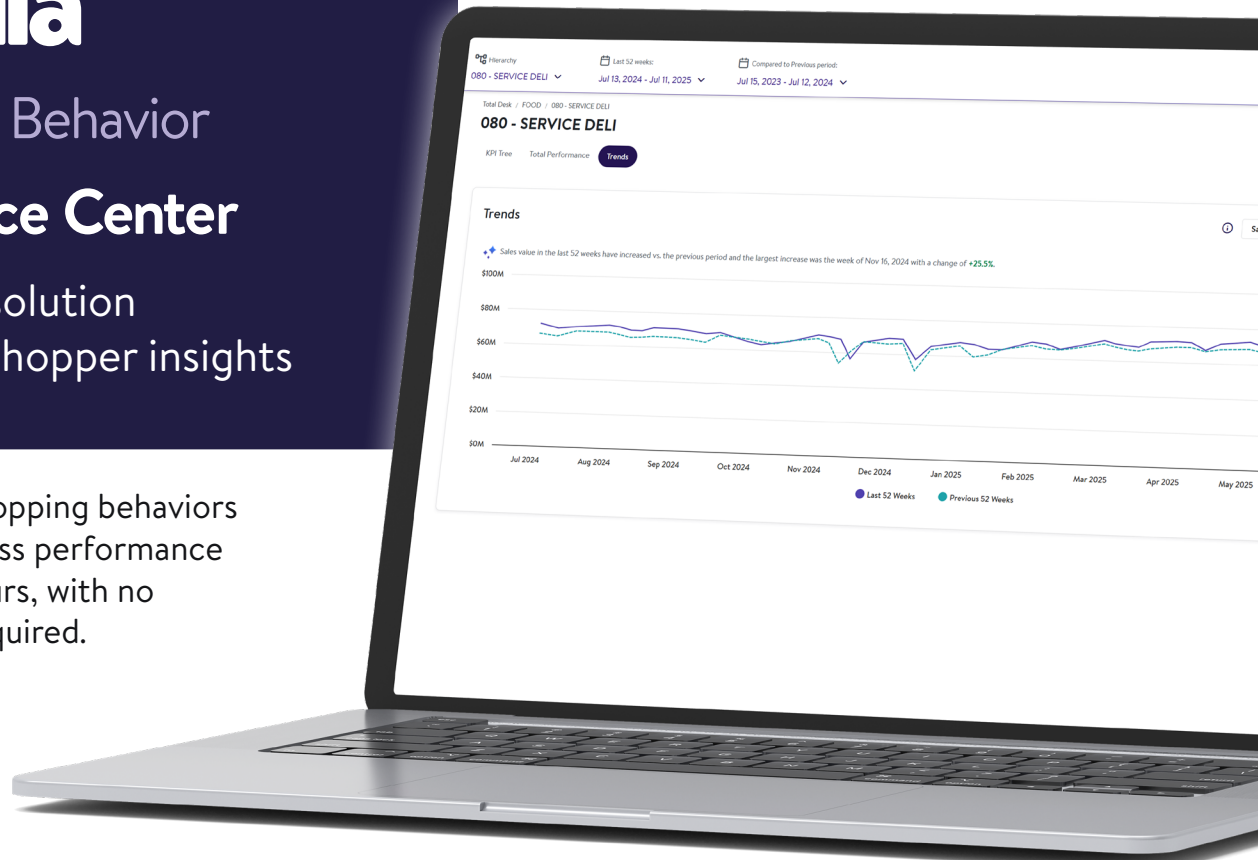
Scintilla

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Business questions you can quickly answer with Performance Center

In a snapshot, what are the key shopper metrics impacting my business?

What are the key shopper trends and patterns in my category?

What is the overall health of my product, brand, or category across different channels?

What does my product or category performance look like over various time periods?

Key scenarios for when to use Performance Center

When you need

...a quick view of key shopper metrics but don't have time to run a report...

Use Performance Center to

...instantly access a personalized view of your performance by category or department.

When you need

...help with interpreting overwhelming amounts of data and focusing on what matters most...

Use Performance Center to

...access AI-surfaced highlights that interpret the data for you and guide where to focus your attention.

When you need

...to better collaborate with stakeholders and build strong Merchant/supplier relationships...

Use Performance Center to

...easily view shopper metrics on-demand and support more collaborative and data-driven discussions.

When you need

...a complete view of your business but don't have the resources to aggregate insights across multiple reports...

Use Performance Center to

...simplify and consolidate your data-view with unlimited UPCs at the aggregate level.

To learn more about Performance Center reach out to your Scintilla Account Manager or Account Services.