# What Retail Teaches Us About Parent Data

Three lessons

**Tara Carroll**
www.carrollcommerce.co.uk

Carroll
Commerce





# Choosing my school

# What tipped the balance?



# Lifting the curtain




23 million (c.80%) UK households have a Clubcard




c.24 million active Nectar360 users

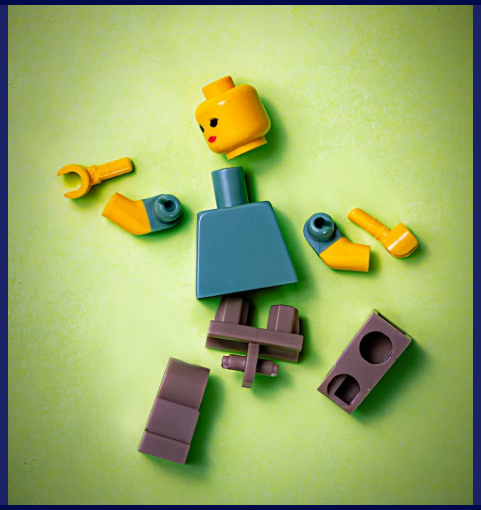



c.60 million monthly customers globally



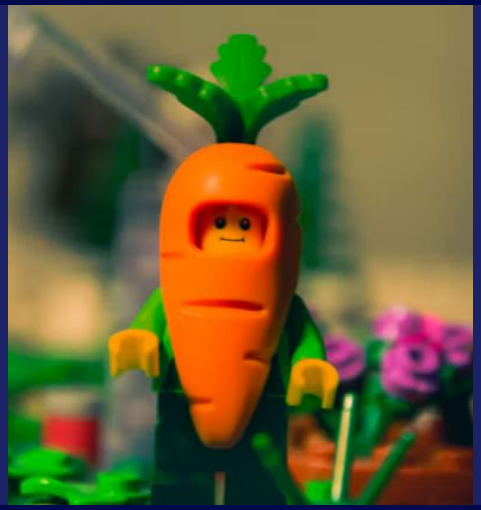
## 1. Own it

See as much of the jigsaw as you can



## 2. Use it

Profiles, not stats



## 3. Grow with it

Know why they'd cross the road


Signage
Store
COLLECT
AIR BED
COLLECT

# How a supermarket sees one shopper

Wealth

Household

Share of spend

How often

Missions

Habits



Health & diet

Brands you buy

Emails opened

Online activity

+ Google & Meta

Every week

# What a school might already know

How they found you

Open day visits

Siblings

Current school



Postcode

Parents' jobs

Emails opened

Child’s interests

What has a family told you recently about what they're looking for in a school that nobody else would know?



Sainsbury's had too many segments to remember.

A handful of personas stuck.






## Confident Cooks

## Meals Made Easy

# Same on paper. Different reasons.

"Will she be happy here?"



"What's the sport faculty like?"

**FAMILY A**

Parents: 2, aged 40–45

Lives: within 5 miles

Children: 2

Entry: Year 7

**FAMILY B**

Parents: 2, aged 40–45

Lives: within 5 miles

Children: 2

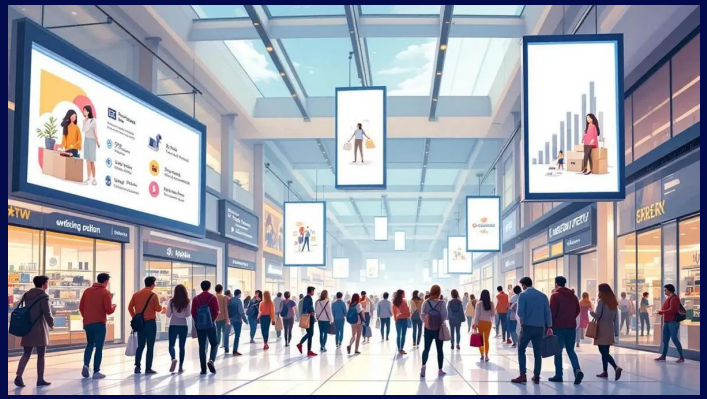
Entry: Year 7

# Know where your line is



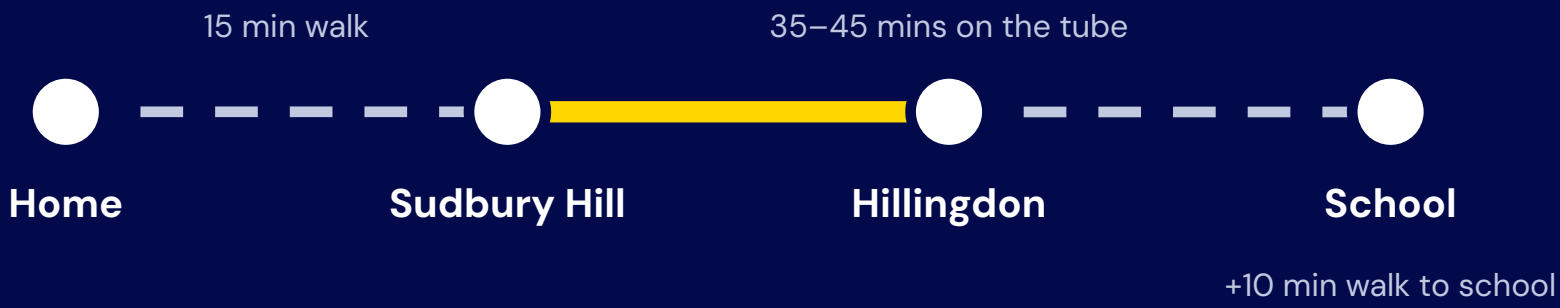

Westfield: 600 shopper profiles from anonymised video

**Sainsbury's: never bought alcohol?**
Never get shown it in targeted media.



Source: Retail Technology Innovation Hub, Jul 2025

# Why would they cross the road?



# Things you couldn't get everywhere else (in 2019)









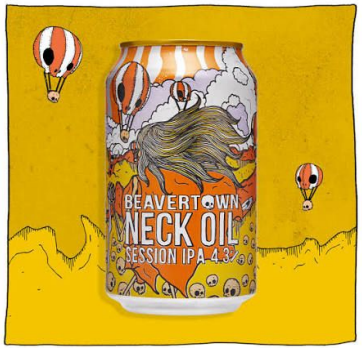


















# Did it grow the pie?

Who bought it?

New to the category?

Bigger pie, or just a bigger slice?

# Give families a reason to cross the road. Then check who came.

Start from what your families value

Try a few new things, expect some to fail

Check who each one brought in: new families, or the same ones?

# Is your parent data an asset – or could it be?

Own it · Use it · Grow with it

# How to start?
# Five conversations.

## What nearly stopped you choosing us?

## What made the difference?

**Write it up and share it!**



**Thank you!**

Questions?