

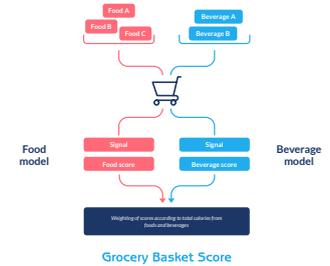
Grocery Basket Score (GBS™)

Score the nutritional quality of shopping baskets automatically !



Product Description

dacadoo's Grocery Basket Score (GBS™) is a new, science-based methodology to automatically score the nutritional quality of the shopping basket for their health properties. The GBS™ adds up all the foods and beverages purchased during a shopping period of at least one month. Its models use “nutritional densities” i.e., signals relative to the total basket size. There is a strong advantage to using densities. With a shopping basket, there is considerable uncertainty, e.g., how long a basket will last and how many people consume it. Densities provide a more robust picture: If 80% of a basket consists of highly processed, unhealthy foods, the person buying the basket probably has a poor nutrition. The absolute number of items does not matter. This semi-quantitative approach also keeps the model reasonably relevant if not all food intake is from the retailer, but a reasonable subset is. The score is offered via API and can be used as standalone or as a component of the dacadoo Health Score® or as one of the functionalities of the dacadoo Digital Health Engagement Platform (DHEP).



Why is the GBS (™) relevant for Retailers ?

The GBS is highly relevant for Retailers who run loyalty programs and track customer's purchase behaviors. Furthermore the GBS™ will be an indirect incentive to do more shopping at the retailers offering the GBS™ because shoppers will want to maintain or improve the score. Retailers can offer the GBS™ score as part of their regular loyalty reports to their customers or perhaps as part of periodic customer e-mails. The reports could show the user's Grocery Basket Score with comparisons to other shoppers, trends over time etc. Nutritional guidance could also be offered if the GBS™ is used in combination with dacadoo's Digital Health Engagement Platform with suggestions of foods to replace or recommendations of other foods to buy more off.

Why is GBS (™) relevant for consumers ?

It is very difficult for an average person to understand what a healthy diet is and even more difficult to keep track of. A lot of science and advice is often too complex, incorrect or missing the big picture. The goal of the dacadoo GBS™ is to bring common sense back to nutrition and offer a way to automatically track food and improve nutritional quality of shoppers.

For more information please check www.dacadoo.com

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