


11Ants



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11Ants Empowering teams with the shopper behavior insights they need to make better decisions. Retailers have an insatiable appetite for behavioral insights—but true customer-centricity requires a different approach to analytics. While the answers to most questions exist within the data, extracting them is often a slow, cumbersome process involving teams of analysts. The challenge with behavior-related questions is that they invariably lead to more questions, creating an ever-growing backlog. As a result, only a fraction of the necessary questions ever get answered, leaving teams frustrated and blind. And blindness leads to poor decision-making. That's why we built 11Ants. 11Ants was designed to empower anyone in an organization to get answers to behavior-related questions—without relying on data analysts. Retailers that adopt 11Ants find they are able to accelerate many of their customer programs and initiatives because they can get access to behavioral insights much faster. Teams can answer their own questions, dramatically increasing the volume of queries they run—unlocking deeper insights faster and driving better business outcomes.