



Using NIQ Digital Purchases to understand online purchasing behavior

As one of Europe's largest specialized DIY e-commerce platforms, ManoMano manages a vast assortment across Home Improvement, DIY and Gardening.

To understand performance beyond its own marketplace, the business needed a reliable view of what consumers buy, when they buy, who they buy from and which brands are gaining momentum.

By integrating **NIQ Digital Purchases** into its market intelligence framework, ManoMano gained a broader view of online purchasing behavior and competitive dynamics across the DIY e-commerce market.

— INTERVIEW
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To what extent do NIQ Digital Purchases help you better understand online purchasing behavior in the DIY & Home Improvement categories?

At ManoMano, understanding online purchasing behavior in the DIY and Home Improvement categories is critical, given the complexity and breadth of our catalog and the wide range of product groups covered in the market.

NIQ Digital Purchases has given us a level of granularity we simply did not have before. We can now see not just what shoppers are buying, but also when they are buying and from whom.

The shopper profile data (sociodemographic, purchase frequency, recency, and monetary value metrics) is also very useful for our marketing team, helping them better understand who online DIY shoppers are.

How do NIQ Digital Purchases insights support your category management, assortment optimization, or brand portfolio decisions across DIY sub-categories?

One of the most concrete applications at ManoMano is identifying the best-performing

products and brands in the market, including those not yet present on our platform. Beyond assortment decisions, NIQ Digital Purchases has also proven to be a powerful lead-generation tool.

STRATEGIC IMPACT

Beyond your initial expectations, to what extent have NIQ Digital Purchases revealed unforeseen insights that influenced your strategic thinking?

When we started using NIQ Digital Purchases, our initial focus was on understanding our market share and tracking competitors we already knew. What surprised us was the platform's ability to reveal new, emerging, and unexpected competitors or players we had not identified as significant threats, but who were quietly gaining ground.

How is NIQ Digital Purchases embedded into your day-to-day business routines at ManoMano?

NIQ Digital Purchases has become a regular tool in our market intelligence and business development activities.

How easy is it to translate NIQ Digital Purchases insights into concrete actions?

The platform is very intuitive once teams have been onboarded, and the level of actionability is high. For example, insights on top-performing brands or sellers not yet present on ManoMano translate directly into sourcing and acquisition targets.

That said, the real value comes from combining NIQ data with our own internal analytics. Neither source alone tells the full story, but together they allow us to move from diagnosis to action much faster.

The ability to run ad hoc analyses in addition to the standard dashboards is also very useful when we need to respond quickly to a specific business question.



PEOPLE AND PARTNERSHIP

How would you assess your experience with the platform and its integration into your analytics processes at ManoMano?

The integration experience has been positive overall. The platform is accessible and does not require deep technical expertise to get started, which was important in driving adoption across several teams.

In terms of fit with our existing analytics stack, NIQ Digital Purchases plays a complementary role. It provides external market context that our internal data cannot, making it a valuable addition rather than a redundancy.

From a partnership perspective, how well does NIQ support ManoMano?

The support provided by NIQ is highly appreciated internally. Having a dedicated Customer Success Manager who understands our market and business context and responds quickly to our questions makes a real difference.

We also greatly value the regular market insights shared throughout the year, which enrich our understanding of the market beyond the analysis we typically conduct ourselves.

We benefit from a high level of responsiveness and expertise, both of which are greatly appreciated.

About ManoMano

Launched in 2013, now one of Europe's largest specialized DIY e-commerce platforms with 5,000+ seller partners and 11 million products across Home Improvement, DIY and Gardening products referenced on its marketplace.

Operates in 6 markets (France, Belgium, Spain, Italy, Germany, United Kingdom), serving more than 7 million individual and professional customers.

About NIQ Digital Purchases

NIQ Digital Purchases aggregates data from billions of transaction emails and more than 5M e-shoppers worldwide. Covering more than 2,000 online merchants, including marketplaces, DNVB, D2C, and second-hand, the platform turns e-receipts into actionable insights and growth opportunities. Your powerful e-commerce data platform that delivers digital shopping data and insights to help brands and retailers understand their market, competitors, and e-consumers.