

MARKETING INTELLIGENCE *for* RETAIL MARKETERS

Navigating Evolving Shopping Behaviors
and Business Priorities



Introduction

The retail industry is undergoing unprecedented changes, redefining retail marketers' understanding of consumer behavior. One change is obvious: Shopping experiences for today's consumers are no longer defined by traditional brick-and-mortar. Instead, retailers are rapidly shifting from offline experiences to primarily online experiences, aimed at satisfying consumer expectations for at-home shopping convenience and guidelines.

Retail has reinvented itself multiple times over the past couple of centuries, and now more than ever, we've evolved into a new age of modern shopping. Consumers expect retail brands to meet them wherever they are, without boundary. Meanwhile, the proliferation of digital technology means that consumers have more access than ever to product information and reviews that ultimately impact their purchasing decisions. As a result, retail marketers are tapping into more and more data sources and channels to give customers the relevant, engaging, flexible experiences that they expect throughout the shopping journey. This retail industry transformation presents a real challenge for retail marketers, but also an extraordinary opportunity. It's never been more important for retail marketers to understand the changing dynamics of the industry and how to best reach their customers, while also driving efficiency across their entire marketing budget.

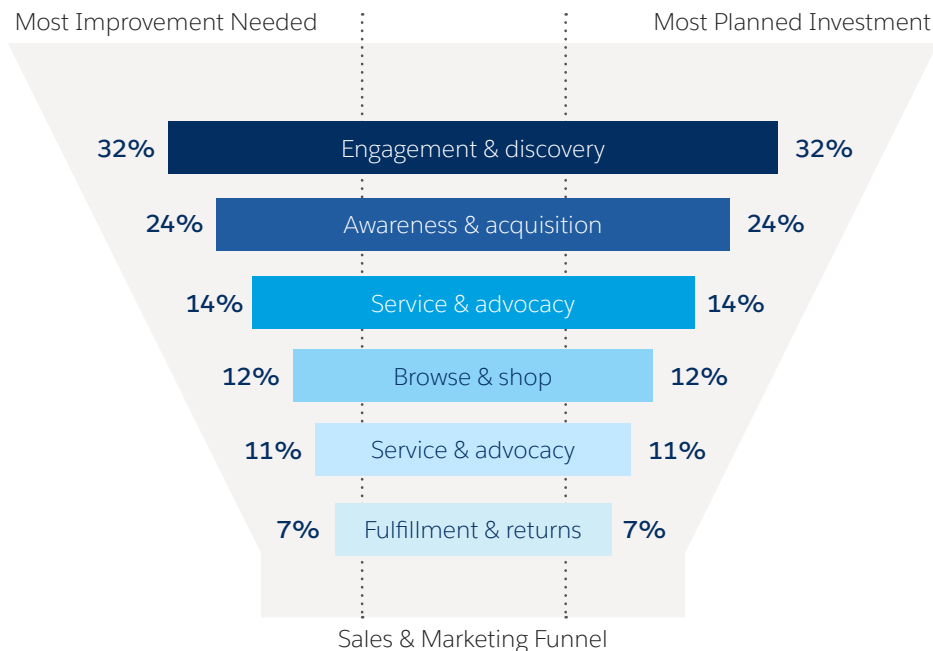
Here are three of the top trends impacting the retail marketing landscape today, and how marketers can think about crafting their strategies around data and intelligent analysis.



Consumer experience needs improvement.

Consumers today expect to be reached through a variety of different channels, and they want to be reached with the right messages at the right time. Sixty-seven percent of consumers say that they want to shop from retailers that offer them a seamless customer journey across shopping channels. And 54% of retail marketers view customer journeys as the primary vehicle for customer experience improvements.¹ However, consumers are reporting that interactions with retailers' products, services, and brands across touchpoints are disconnected, with only 13% of consumers saying companies generally excel at delivering connected experiences. Meanwhile, brands rated the biggest consumer challenges as engagement and discovery (32%) and awareness and acquisition (24%).² As they look to the future, retail brands are attempting to focus their investments and resources in the right areas, aiming to double down on messages that drive top-of-the-funnel traffic.³ It's clear that retail brands need to improve their connections with customers, but how will they get there? They can start by identifying and understanding some of the underlying pain points.

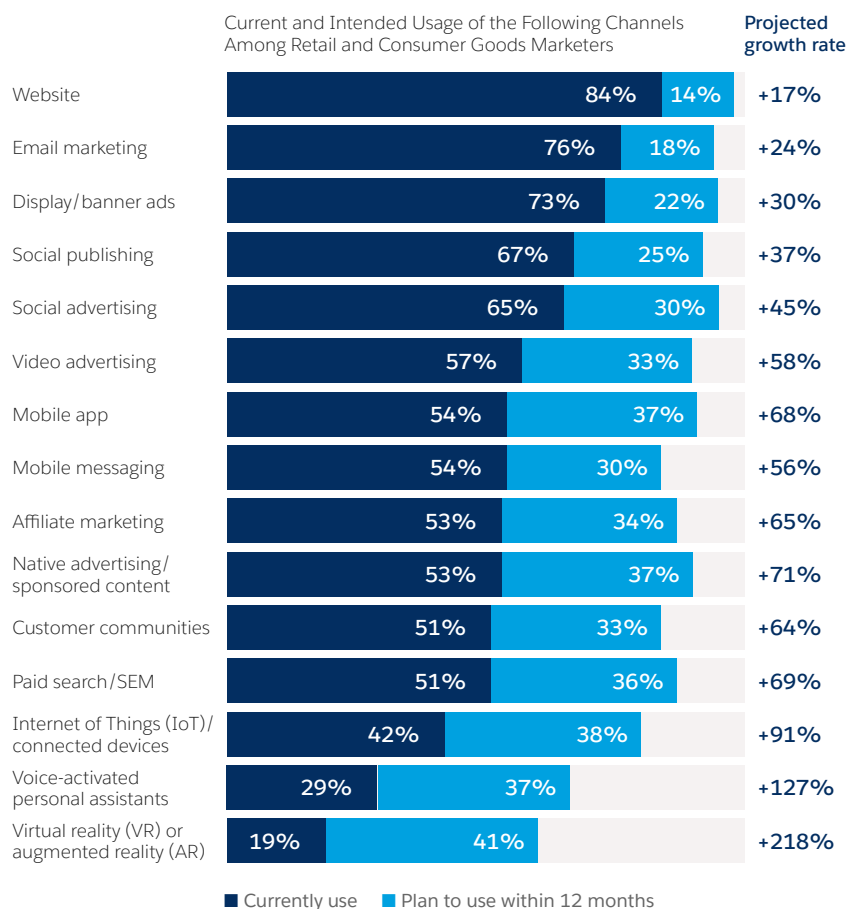
Top consumer experience improvement and investment areas



Fragmented data is a barrier to actionable insights.

Average retail and consumer goods marketers are using eight channels to reach their customers – and intend to expand that to 13 within a year.⁴ As a result, retail marketers have a wealth of knowledge available to them in the form of data, from sales and website analytics, to social platforms and email. Using that data to understand their customers poses a massive challenge for marketers, as they spend so much of their time aggregating and preparing data, rather than actually analyzing and drawing insights from it to inform their marketing campaigns. Oftentimes, marketers are not analyzing the whole customer journey, as they don't have access to a holistic view of their marketing activities – they're only able to analyze individual pieces due to time and resource constraints, and disorganized data.

Marketers employ a growing roster of channels



THE TOP THREE DATA DEFICIENCIES FOR BRANDS ARE:⁵

- **Governance:** 68% don't have clearly defined roles and governance for managing consumer data.
- **Agility:** 63% don't respond to consumer demands and insights in an agile manner.
- **Security:** 54% don't have rigorous compliance and security to monitor and protect consumer data.

SOURCE: InternetRetailing Media, adapted from "State of Marketing" report, fifth edition, Salesforce Research, 2018

Real-time insights lead to exceptional campaigns.

Data is at the heart of consumer experiences, and unlocking insights through data is a key part of the solution to the disconnect between consumer needs and the experiences marketers are delivering. Today's consumers expect to be reached with personalized messages to help inform their decision-making across their path to purchase. If they don't feel connected to a retailer, competition and the speed of today's market make it easy for shoppers to look elsewhere.

Marketers need access to real-time insights into how their campaigns are performing in order to pause or double down on ad spend so that they can ensure they're not missing a minute of customer attention. Additionally, with budgets in flux, marketers need to ensure they are fully optimizing all of their marketing activities and driving ROI for the business. With a holistic view of all of their marketing data, marketers can assess these activities and gain deeper insights to make changes in real time. Research shows that brand leaders who reported a revenue increase of at least 10% in the past fiscal year focus on data at nearly twice the rate of underperformers across all areas, on average.⁶

Retailers who have actionable data at their fingertips are able to optimize in a more agile and intelligent manner.



Marketing intelligence and the path to an exceptional customer retail journey.

Creating a single source of truth.

Marketing intelligence platforms like Datorama, a Salesforce company, help marketers to connect and unify fragmented data sources, combining them into a single view of their marketing data that many marketers lack.

This single source of truth gives marketers back the time spent wrangling data, increases operational efficiency, and ensures that teams across the organization are working from the same set of facts, KPIs, and taxonomies – ultimately ladder up to a common set of goals across the business.

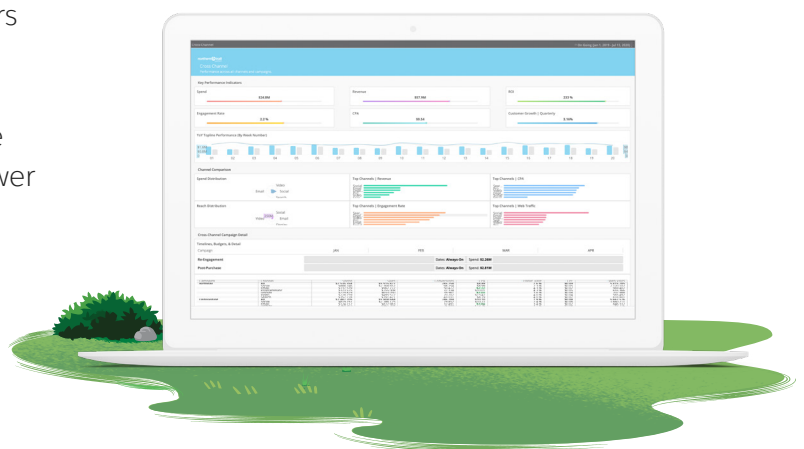
Gaining speed to insights and optimization.

On top of working from a unified set of data, Datorama adds cross-platform and cross-channel analytics, instant and customized data visualization, and intelligent recommendations to help optimize marketing KPIs.

Artificial intelligence-powered insights means that retail marketers have access to real-time data that they can immediately optimize to develop campaigns and touchpoints that resonate with customers, rather than analyzing piecemeal insights, weeks or months after the fact. The best time to optimize a campaign is while it's still in motion, in order to double down on what's working, or pull back on campaigns that are underperforming. With so many retailers operating at a global scale, they need to be able to make smarter decisions across every campaign, creative, keyword, post, and audience. In today's digital landscape, the modern customer is always on and constantly active across channels. Thus, marketers need insights at their fingertips in order to react with speed.

Datorama gives retail marketers the edge they need to connect with consumers across every stage in the customer journey. With a single source of truth to connect and integrate data across a multitude of sources, retail marketers can drive more meaningful, valuable interactions at scale.

The changing retail industry gives consumers a plethora of options and channels when it comes to interacting with brands. And data is currency. Winning marketers will be those who are data-driven and use insights to power exceptional experiences for customers and ensure they are capitalizing on every dollar spent across the marketing budget.



For more information about Datorama, schedule a demo at [Datorama.com](https://datorama.com).

REQUEST A DEMO



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- 1 ["Trends in Integrated Customer Experiences," Salesforce, 2018](#)
 - 2 ["Consumer Experience in the Retail Renaissance," Salesforce, 2018](#)
 - 3 ["Consumer Experience in the Retail Renaissance," Salesforce, 2018](#)
 - 4 ["State of the Connected Customer," Salesforce, 2018](#)
 - 5 ["Consumer Experience in the Retail Renaissance," Salesforce, 2018](#)
 - 6 ["Consumer Experience in the Retail Renaissance," Salesforce, 2018](#)