Emarsys Retail

5 Key Challenges for Retail

Retail Isn't Dead, But It's Changing

Did you know that in November 2017, the UK had a "record-breaking" 20% of all retail purchases made online? Now you're probably wondering about the remaining 80% - those were made offline. While e-commerce is growing, retail isn't declining, and retailers need to think omnichannel.

In-Store Experience Disrupted

The most valuable brands in the world, like Apple and Amazon, are changing the way stores operate by innovating the experience... digitally. Online-only innovators like Made.com and MissGuided are following in their footsteps, opening physical stores to connect with their customers.

The Connected Customer

Brands aren't connected, but customers are. In the US, 40% of offline purchases are made after conducting research online. Your consumers have educated themselves before making a purchase, effectively requiring your sales team to be more knowledgeable about your products.

Role of The Smartphone In-Store

84% of shoppers use their smartphone while in a physical store to find reviews, product information, and online comparison. Retailers need to optimize their mobile offerings by connecting digital experiences with in-store actions.

A Missed Opportunity

In the words of John Wanamaker, "Half the money I spend on advertising is wasted; the trouble is I don't know which half."

Even with 80% of transactions taking place in stores, less than 20% of those can be attributed back to the shopper. Retailers can make better decisions about where to spend their marketing budget by getting to know their customers' likes and dislikes.

3.2 billion
consumer records

350+ million
daily interactions

2.5 million
purchase events

250,000+
daily cross-channel automations

Results For Our Top Customers

45% YoY Revenue Growth Rate

33% YoY Growth in Conversion Rate

30% YoY Growth in Orders

12.4% YoY Growth in Revenue from Existing Customers

85% of total contact database reached with digital marketing initiatives

How Our Top Customers Achieve These Results

Integration of offline sales data into marketing analytics to drive segmentation, reporting, and attribution

AI-powered scoring models to determine customer lifetime value, propensity to buy and engagement with online, mobile, and core marketing channels
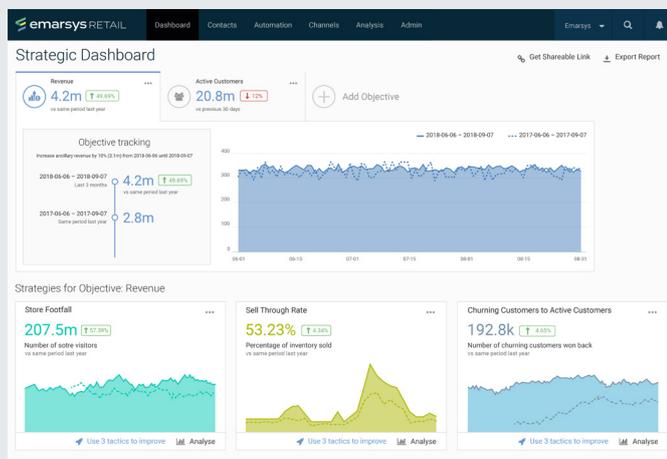
Use of barcodes, mobile wallet, QR codes, and eReceipts to integrate digital promotions into POS environment and map store sales to a digital ID

Promotion of products and offers to the customers' preferred store using geolocation
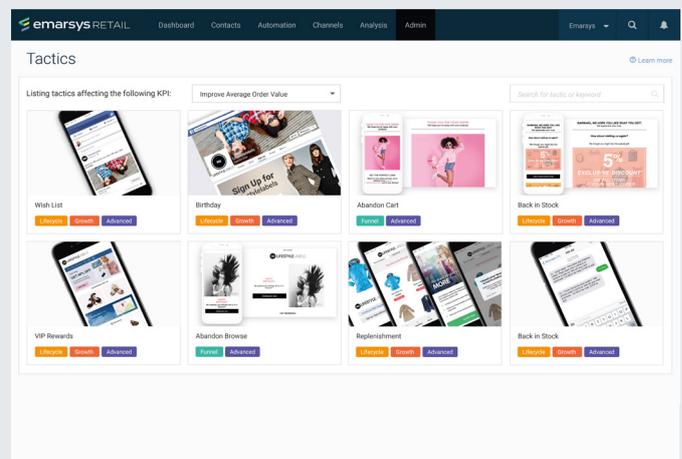
Bringing online experiences in-store for customers and staff using Mobile Web and Mobile Applications

Emarsys Strategic Dashboard

For Retail sales and marketing leaders to view:

- Revenue Growth
- YoY Store Sales Growth
- Conversion Rate
- Average Transaction Value
- Items per Transaction
- Sell-Through Rate
- Returns Rate

Turnkey Retail Tactics

Email, SMS, and Mobile trigger campaign blueprints, preconfigured with segments and content blocks to drive in store sales.

Barcode and QR code generation and incentive management solutions.

- In-Store Data Capture App
- Call Center and Clienteling Integration

Mobile Discovery App

Email, Mobile, Website, Paid Ads, Social, and Direct Mail campaign management

Sources

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