



360° SHOPPER INSIGHTS: FIVE PRINCIPLES TO CONQUERING CONNECTED SHOPPERS





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-  **One: Identify and anticipate future consumer needs.**
 -  **Two: Convert consumers into browsers.**
 -  **Three: Turn browsers into buyers.**
 -  **Four: Fill buyer's shopping baskets and maximize sales.**
 -  **Five: Fine-tune and optimize your cross-channel pricing, assortment and promotion balance.**

This intelligence will help you maximize consumer understanding as a competitive advantage.



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One: Identify and anticipate future consumer needs.

To prepare for the future consumer, you need to understand Generation Z. These digital natives will be tomorrow's influencers, and they'll herald a new era of retail with mobile at its heart. By 2020 40% of all consumers will be Gen Z-ers, so now is the time to get to know them.

We help you identify and anticipate shoppers' needs:

- ✓ analyze your future customers' wants
- ✓ understand what Gen Z means for your brand
- ✓ grab their attention through the right communication channels
- ✓ maximize the digital ecosystem
- ✓ influence purchase behavior



✓ Be where your shoppers are

✓ Sell to need states not categories

✓ Be unique to command a premium

✓ Create experiences not transactions





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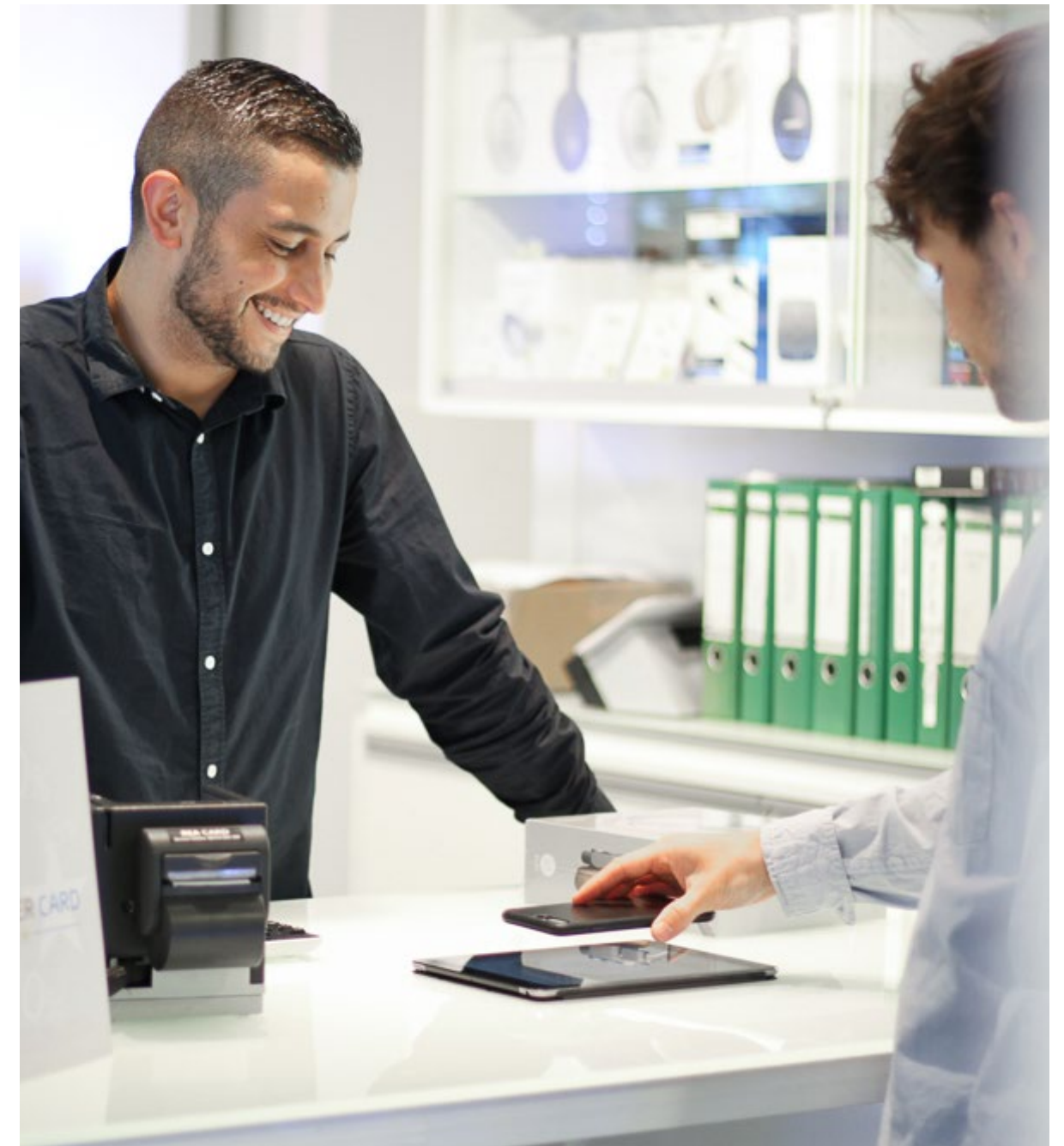
Two: Convert consumers into browsers.

To encourage consumers to browse your products, you not only need a strong brand, but good brand relationships too. Combined these two factors ensure you are top-of-mind in the brand consideration set.

To achieve this is no easy feat. Consumers will only browse your brand if they have a neutral or good relationship with it, as past negative experiences represent an obstacle to future positive ones.

We help you convert consumers into browsers:

- ✓ identify which touchpoints have the maximum impact on your campaigns
- ✓ nurture strong brand relationships
- ✓ identify and target the best consumer segments
- ✓ focus your energies to enjoy sustainable growth





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Three: Turn browsers into buyers.

Converting browsers into buyers is a significant challenge.

Our 3D view of the connected shopper is built using insight into channel behavior. Cross-channel – or omnichannel – shopping defines the retail experience today. Connected Consumers need to discover your brand wherever and whenever they are before they'll buy.

We help you optimize conversion:

- ✓ build a detailed understanding of your customers
- ✓ follow them along your unique purchase journey
- ✓ influence the moments that matter
- ✓ identify the key findings from your numerous data sources





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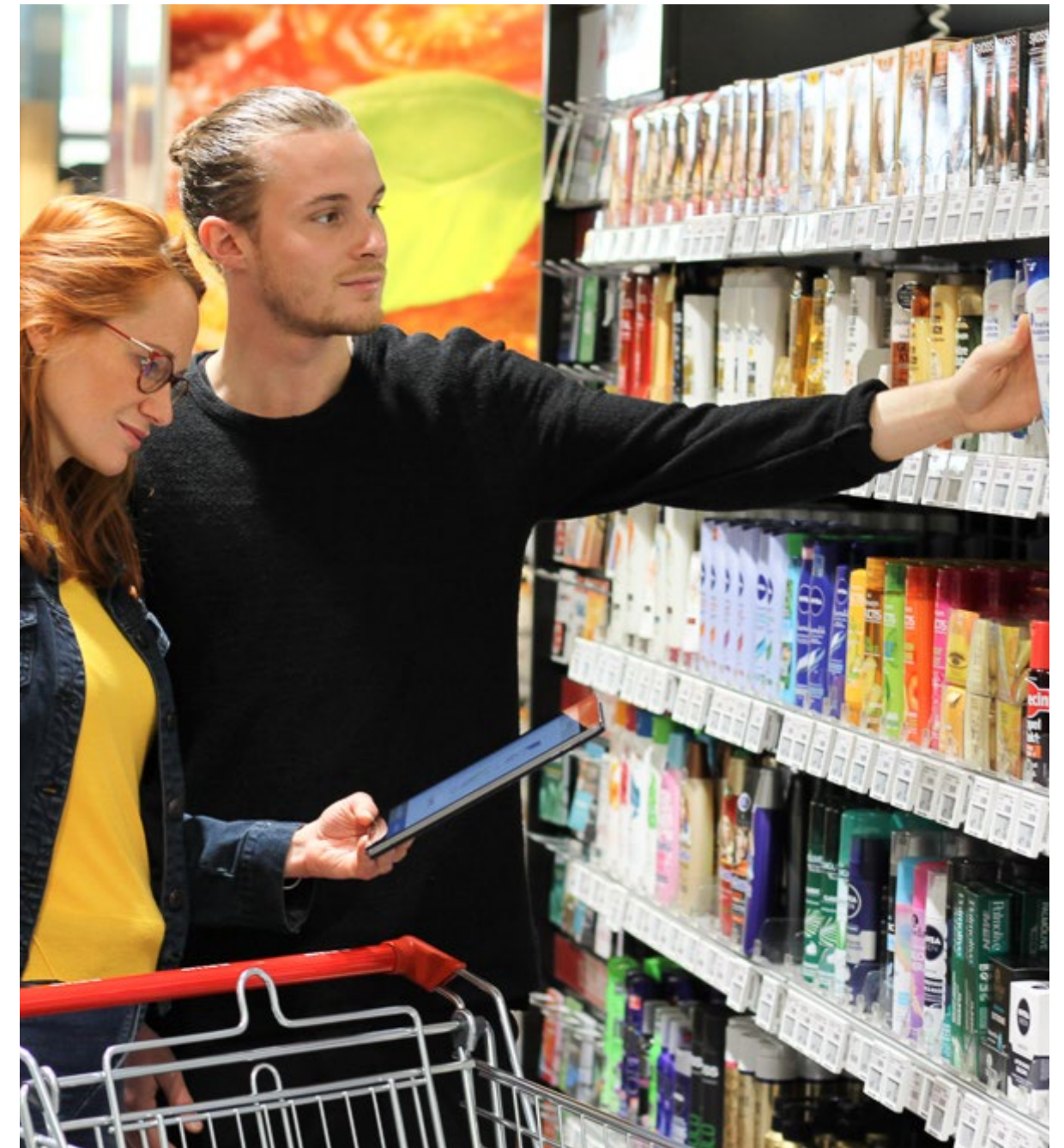


Four: Fill buyer's shopping baskets and maximize sales.

Your next challenge is to upgrade people who shop from you once into a regular or repeat purchaser. You need those customers filling up their real or virtual shopping baskets, and coming back to do the same again. Think about the drivers that get people shopping - from the last-minute child's birthday party invitation to the impromptu barbeque.

We help you optimize conversion:

- ✓ assess need states and sell to them
- ✓ encourage repeat visits
- ✓ optimize the store – physical and virtual
- ✓ understand how to maximize sales





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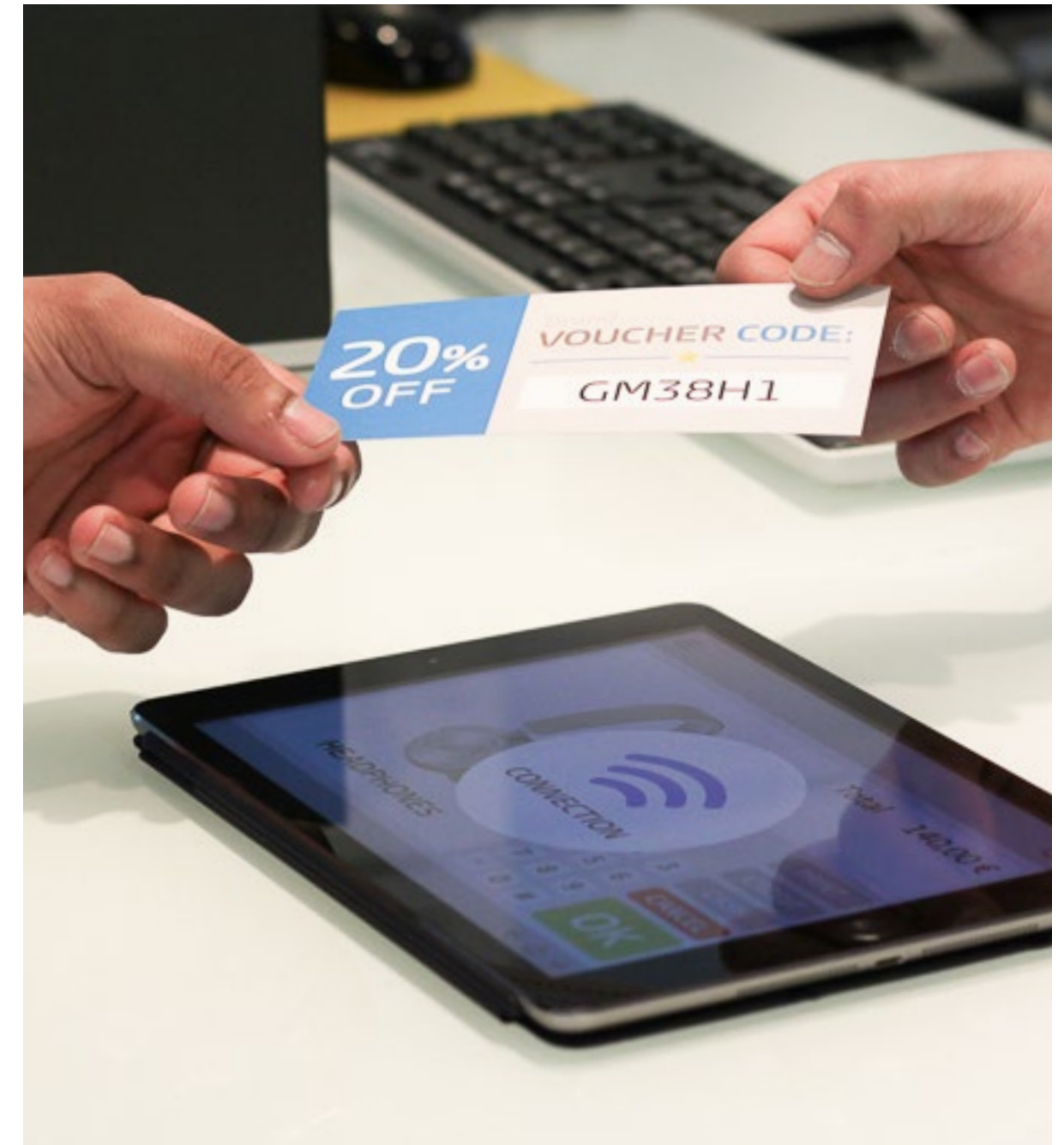


Five: Fine-tune and optimize your cross-channel pricing, assortment and promotion balance.

Fine-tuning your pricing, assortment and promotion across all sales channels is a delicate balancing act and one that is crucial to success. We have the expertise, tools and techniques to help you find the right marketing mix across all channels to maximize sales and profit.

Here's how:

- ✓ **Price:** identify its impact on sales. Recognize value versus price.
- ✓ **Assortment:** Evaluate shopper views on your product range and make the adjustments.
- ✓ **Promotions:** Monitor campaign results. Evaluate impact by brand and channel.

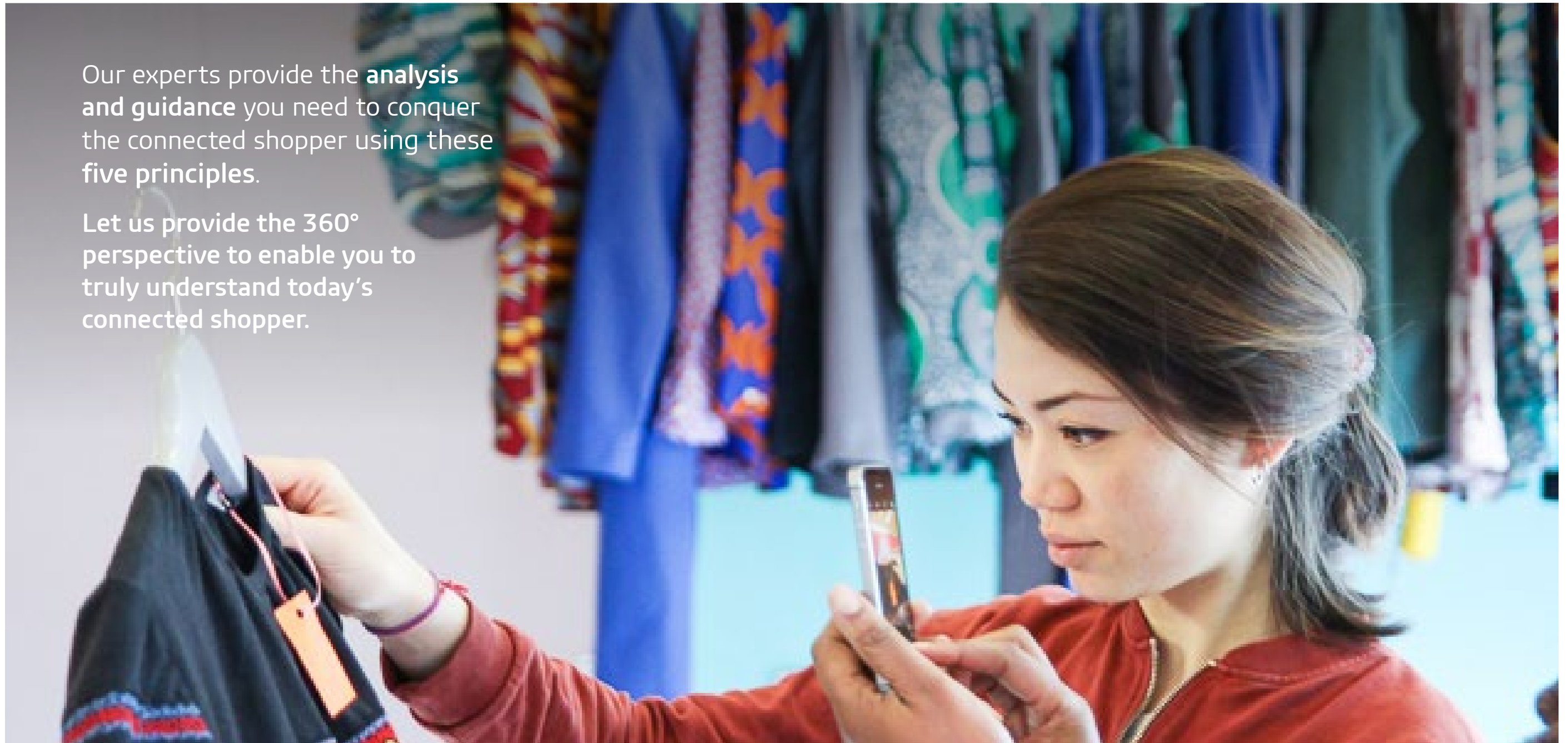




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Our experts provide the **analysis and guidance** you need to conquer the connected shopper using these **five principles**.

Let us provide the 360° perspective to enable you to truly understand today's connected shopper.





For more information, please contact
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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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