



DRIVING TODAY'S RETAIL SALE

Influencing purchase through advanced data analytics,
past purchase behavior, and online user data.



WHY INTENT & PURCHASE TARGETING

Evolution in the retail space, including the rise of online research, online shopping, and trackable purchase data, pave the way for marketers to **influence consumer intent and motivate a purchase** through advanced data and analytics.

THE MODERN RETAIL LANDSCAPE

Online shopping is a major contributor to the growth of overall retail sales.

- Retail sales will grow 4.4% this year, higher than 2016's robust pace of 2.9%.
- Ecommerce represented 13% of total retail sales in 2017, and 49% of growth, with 96% of U.S. consumers shopping online.
- \$453.46 billion dollars was spent online in 2017.

To meet consumers' shifting habits, the number of online retailers is increasing. As such, brick-and-mortar stores are evolving to meet consumer needs.

- A large share of ecommerce traffic goes to department store websites. Higher-end stores tend to have a larger proportion of ecommerce sales, with some approaching 30% of total revenues.
- Omnichannel initiatives and in-store tech continue to be priorities for department stores, with new models emerging this year. Retailers are continuously attempting to create a seamless shopping experience for consumers.

Source: eMarketer 2018, Digital Commerce 2018 and Kiplinger 2018.

3

THE NEW SHOPPER

Today's shoppers are doing the majority of their research online too.

Before a consumer makes a purchase, they spend time researching products on brand websites, searching for coupons, reading recommendations, and interacting with peers and influencers on social media.

- 89% of consumers said they research products before making a purchase, and almost 80% said they research primarily on digital devices.
- 59% of U.S. internet users say they use search engines to research brands and products, while 52% use Amazon to read reviews.

As consumers research and shop, they seek personalization.

- 57% of internet users ages 18–24 are looking for brands to send them personalized ads, relevant to their interests.
- 59% of U.S. internet users said personally relevant content from a brand increases purchase intent.

The average adult shops everywhere, often.

- 67% of Millennials shop online, and 33% shop in-store, while 56% of Generation X shops online compared to 44% in-store.
- 65% of overall shoppers budgets are spent in-store.
- 47% of shoppers purchased apparel at large retailers, while 43% purchase on marketplaces such as Amazon.

ENGAGING THE NEW SHOPPER

Because shoppers research and buy online, marketers have access to new data sets that were previously unavailable.

This data can be used to engage the new shopper, when and where they shop, moving consumers down the purchase funnel.

78% of marketers believe in the value of using advanced data and analytics to better understand, reach, and personalize messaging to consumers.

Source: Ad Age 2017 and Forbes 2017.

PRIMARY DATA SETS

- 1. Purchase Data:** Purchase data is collected on individuals based on their online purchases, credit cards, debit cards, bill pay/ACH, loyalty programs, and more. Marketers use this data to create user profiles based on past purchases. This helps marketers understand the consumer, their needs, and their buying cycles, and informs a likely future purchase.
- 2. Behavioral Data:** Behavioral data is collected based on internet usage, across all devices. As internet usage continues to increase, marketers are able to develop intricate data sets. This data can be used to layer on individual nuances for an even more targeted plan.



SOLUTIONS FOR MARKETERS

Target individuals based on intent, motivating them to buy, using a combination of purchase data and online behavioral data.

Shopper Audience Targeting & Shopper Rewards help you target individuals based on:

- **Where they shop:** Your customer and/or your competitor's customers
- **How frequently they shop:** Regular, infrequent, lapsed, or new
- **Where they live:** Region, state, DMA, or ZIP Code
- **What they spend:** Spend amount, average basket size, share of wallet

SHOPPER AUDIENCE TARGETING

Target consumers based on their lifestyle purchases.

Shopper audience targeting is the ability to target someone based on their past purchase data and online behavioral data, to inform who they are and what they might buy next. You can learn:

- What someone is in the market for
- What brands they are loyal to
- When they shop
- Life milestones

How it Works

- Purchase history data sets and behavioral data sets are determined, which help reach your audience.
- The data sets are mingled together to identify high value audiences across channels who are in market for your product and likely to convert.
- A pool of users is created who look and act like your best prospects, to further expand your campaign.
- Ads are served to these individuals when and where they go online, moving them down the funnel, toward purchase.

Source: eMarketer 2017 and Ad Age 2017.

7

SHOPPER REWARDS

Incentivize your consumers to purchase.

For marketers who seek to collect additional purchase data, shopper rewards allow you to provide consumers with purchase incentives in exchange for valuable data collection.

How it Works

- Determine the shoppers you want to target.
- Serve them ads encouraging them to buy and complete a predetermined action, such as signing up for a rewards program or submitting a receipt for cash back.
- Collect their full-basket data and continue to retarget them, building your pool and influencing future purchases.

Capture full basket purchase history of shoppers who carry loyalty cards from 70+ retailers.

- Walgreen's
- Publix
- Dollar General
- Target
- Wegmans
- Price Rite
- Shop Rite
- Safeway
- CVS Pharmacy
- Costco
- Stop & Shop
- The Food Emporium
- Hannaford
- Albertsons
- Meijer
- Sam's Club
- Walmart
- ACME
- And More!

FEATURES AND BENEFITS

Layering shopper strategies into your campaign can help you better understand your consumers and your business needs.

Marketers who have used intent and purchase targeting are better poised to:

- Increase penetration and grow share, by targeting high propensity buyers of both competitors and other associated retailers.
- Develop an understanding for key client segmentation, based on media behavior.
- Discover detailed insights on shopping and consumer behavior.
- Gain insights on verified audiences from extensive purchase history.
- Target audiences based on a variety of behaviors, from brand spend and incentive buyers to time sensitivity and lifestyle.

Source: eMarketer 2017 and Ad Age 2017.



THE RECAP

Brands are increasingly looking to reach their consumers online, using purchase and intent targeting, to influence sales at the point-of-purchase.

To continue to grow retail sales, marketers must use a combination of purchase data and online data to target consumers when and where they are online, to influence them throughout the funnel.

Assembling a complete picture of the consumers will influence the sale—in the right place, at the right time—and lead to an increase in purchases.



APPENDIX

WHO'S DONE IT WELL?

AMAZON, THE RETAIL GIANT AND A DIGITAL AD POWERHOUSE, SEES RAPIDLY GROWING REVENUES YEAR AFTER YEAR DUE TO ITS SUCCESSFUL USE OF PURCHASE AND INTENT TARGETING.

More people shop at Amazon than any other digital retail site—what's more, the audience is engaged and ready to buy.

- This year, Amazon will earn \$1.65 billion in net U.S. digital ad revenue, thanks to a massive audience and a trove of valuable data on shoppers and their habits.

Amazon is able to employ shopping data to demonstrate (and target against) a shopper's intent to buy something. If consumers are frequently visiting product pages, reading ratings and reviews, or viewing visual content, those behavioral signals indicate a high level of interest and consideration.