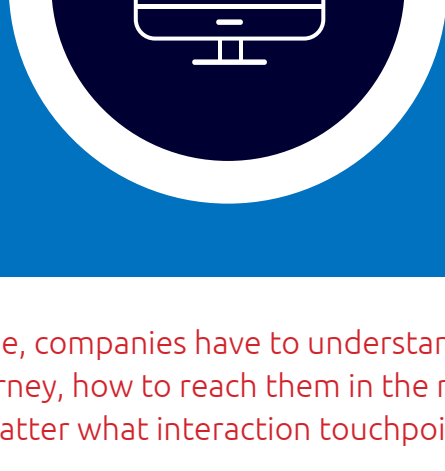
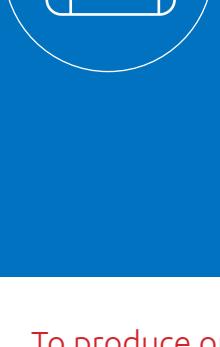


# OMNICHANNEL STRATEGY

Omnichannel marketing is significantly impacting retailers today. Customers are leveraging digital transformation to interact across multiple channels and are now choosing their own specific buyer journeys. This is a call to action for marketers to refocus on where, when, and how the customer intends to engage and transact in order to meet their rising customer expectations for a seamless experience across all interaction touchpoints.

## OMNICHANNEL MARKETING:

When a brand or retailer provides their customers with a seamless experience regardless of the marketing channel, engagement system, device, or point of interaction.

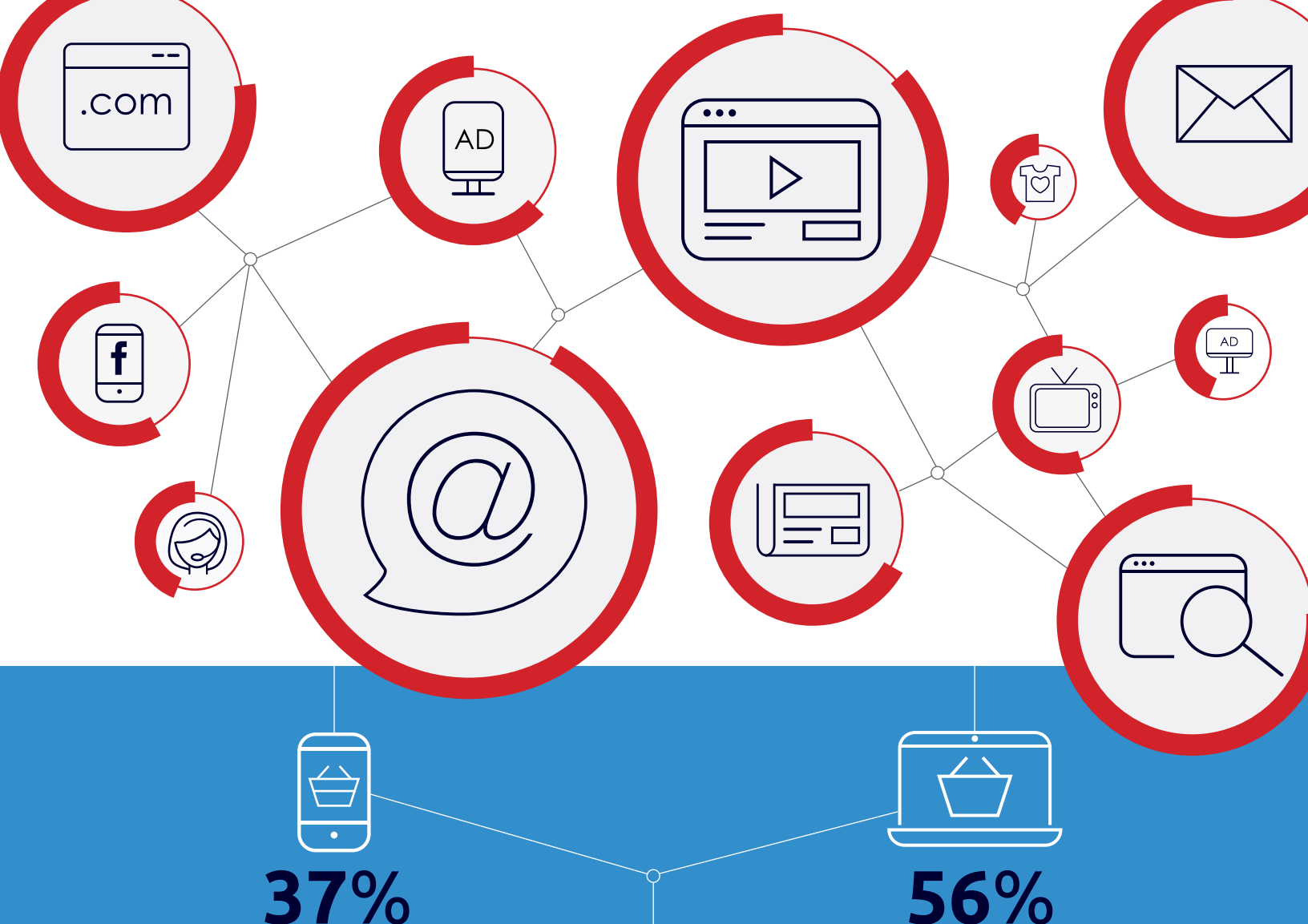


**90%** of consumers start a task on one device and finish it on another<sup>1</sup>

NEAL MOHAN, Google VP Display Advertising

To produce optimal value, companies have to understand where their customers are in their buyer journey, how to reach them in the right context and right cadence, no matter what interaction touchpoint they choose.

### Most frequently used channels to engage with customers



**37%** OF US RETAIL SALES IN 2016 WERE INFLUENCED BY MOBILE<sup>2</sup>

**56%** OF US RETAIL SALES IN 2016 WERE INFLUENCED BY DIGITAL<sup>2</sup>

## THE OMNICHANNEL OPPORTUNITY:

OMNICHANNEL LEADERS SHOULD BE DRIVING THESE TYPES OF MARKETING PERFORMANCE METRICS

MULTI-CHANNEL CONSUMERS SPEND

**82% MORE** PER TRANSACTION than a customer who only shops in store.<sup>3</sup>

**89%** CUSTOMER RETENTION RATING among companies with extremely strong omnichannel customer engagement.<sup>4</sup>

OMNICHANNEL SHOPPERS HAVE A

**30% HIGHER** lifetime value than those who shop using only one channel.<sup>5</sup>

**40%** OF CONSUMERS purchase more from retailers that provide a personalized shopping experience across channels.<sup>6</sup>

**33%** for companies with weak omnichannel customer engagement<sup>4</sup>

We actually see a lot of transactions start in one channel and finish in another.<sup>7</sup>

MICHAEL RELICH, Crate & Barrel COO

**#1**

DELIVERING PERSONALIZED AND SATISFYING CUSTOMER EXPERIENCE IS THE TOP DATA AND PREDICTIVE ANALYTICS STRATEGY AND PRIORITY<sup>8</sup>

**78%** CURRENTLY REALIZE OR EXPECT A SALES LIFT WITH AN INTEGRATED OMNICHANNEL MARKETING STRATEGY<sup>8</sup>

WHAT HURDLES DO WE NEED TO GET OVER?

The blend of online and offline channels that customers use is growing more complex.

**25%** COMPLEX BLEND OF ONLINE & OFFLINE

**46%** ENGAGE ACROSS MULTIPLE CHANNELS BUT WANT IMMEDIATE PHONE RESPONSE FOR ISSUES

HOW CUSTOMERS ENGAGE WITH ORGANIZATIONS<sup>9</sup>

**15%** HIGHLY SELECTIVE: ONLY SPECIFIC CHANNELS

**7%** NOT QUITE SURE

**4%** TRADITIONAL: BRICK & MORTAR

**4%** COMPLETELY DIGITAL

### Retailers Still Haven't Cracked the Code on Their Digital Strategy

Compared to 2014, there's been a drop in retailers' ability to manage omnichannel execution that can meet the demands of shoppers who now expect a "seamless blend" between a retailer's physical and online store.<sup>10</sup>

**MORE THAN HALF OF RETAILERS HAVE NOT STARTED IMPLEMENTATION OF A DIGITAL STRATEGY<sup>11</sup>**

**52%**

In fact, **only 10% of CEOs** say they are able to make a profit while fulfilling omnichannel demand because of delivery and other supply chain complexities, down from 16% in 2014.<sup>10</sup>

### Channels Might Be in Order, But the Customer Experience is Not

Despite marketing's clear enthusiasm for digital channels and engagements, gaps and questions emerge when those touchpoints fall outside of the marketer's control (operations, service, support, franchisees).

WHAT IS IMPORTANT TO CUSTOMERS?<sup>9</sup>

FAST RESPONSE TO ISSUES

CUSTOMER REWARD PROGRAMS

SOCIAL COMMUNITIES

KNOWLEDGEABLE STAFF

CONSISTENCY ACROSS CHANNELS

"Marketing can't deliver a great customer experience independent of sales, service, and any other part of the organization, and your ecosystem that impacts how a customer perceives your company and your products."<sup>12</sup>

HANK BARNES, Gartner Research Director

### Lack of Integration Across Customer Data & Engagement Channels is Limiting Omnichannel Capabilities

ONLY **37.5%** able to orchestrate the delivery of content across all the media channels that they use today to some extent<sup>13</sup>

ABILITY TO DELIVER CONTENT ACROSS MEDIA CHANNELS

**20.1%** of organizations feel they cannot at all or not very well<sup>13</sup>

**37.5%** of organizations feel they can to some extent<sup>13</sup>

**40.3%** SAID THAT BETTER RECOGNITION CAPABILITIES FOR MATCHING CONSUMERS ACROSS CHANNELS (IDENTITY RESOLUTION) WOULD DO THE MOST TO ADVANCE THEIR ORGANIZATION'S OMNICHANNEL MARKETING EFFORTS.<sup>13</sup>

## HOW REDPOINT ENABLES ORGANIZATIONS TO OPTIMIZE AN OMNICHANNEL STRATEGY

RedPoint provides a customer engagement hub that:

<p><b>Connects All Your Data</b></p> <p>RedPoint unifies all sources and types of consumer data and resolves customer identities providing organizations with a complete view of their customers' preferences, purchases, behaviors &amp; more.</p>	<p><b>Determine Next-Best Actions</b></p> <p>Using in-line analytics and machine learning, RedPoint can automatically micro-segment, predict, and optimize the "next-best actions, offers, or messages" to deliver to optimize results.</p>	<p><b>Intelligently Orchestrate Your Engagements</b></p> <p>RedPoint orchestrates interactions in real time across all channels (including digital, mobile, email, web, IoT devices, and offline) and customer interaction points (operations, service, and support).</p>
---	---	---

RedPoint enables organizations to increase customer revenue, strengthen brand loyalty, improve customer lifetime value while lowering the cost of interaction across all channels.

### About RedPoint Global Inc.

RedPoint Global is a leading provider of data management and customer engagement technology. RedPoint's Customer Engagement Hub provides a unified view of a customer, determines the next-best action and orchestrates interactions to drive highly-personalized and contextually relevant customer engagement across all touchpoints. Leading enterprises use RedPoint's Customer Engagement Hub to help them achieve sustainable profitable revenue growth. For more information, visit [www.redpointglobal.com](http://www.redpointglobal.com) or email [contact.us@redpoint.net](mailto:contact.us@redpoint.net).

<sup>1</sup><https://www.forbes.com/sites/roberthof/2014/02/27/mobile-first-is-dead-says-google-display-ad-chief-neal-mohan/#C3146b229295>  
<sup>2</sup>eMarketer US Retail Ecommerce StatPack  
<sup>3</sup><http://internetretailing.net/2010/12/multichannel-shoppers-spend-82-more>  
<sup>4</sup>Aberdeen Group  
<sup>5</sup>IDC 2015  
<sup>6</sup>The E-tailing Group  
<sup>7</sup><https://retail.emarketer.com/article/brick-and-mortar-retailers-heres-what-consumers-want/58c71918ebd400016cd37b722eicid=NL1014>  
<sup>8</sup>Multichannel Merchant  
<sup>9</sup>Context, Content, Customer – CMO Council (June 2016)  
<sup>10</sup>CEO Viewpoint 2017: The Transformation of Retail  
<sup>11</sup>PwC  
<sup>12</sup><https://blogs.gartner.com/hank-barnes/2014/12/30/caution-on-the-customer-experience-battlefield/>  
<sup>13</sup>Winterberry Group and Data & Marketing Association (DMA) <https://www.emarketer.com/Article/Many-Marketers-Recognize-They-Falling-Short-with-Technology/1014780?eicid=NL1015>