WHAT'S DRIVING CONSUMER PACKAGED GOODS BRANDS TO TAKE A DIRECT-TO-CONSUMER (DTC) APPROACH?

Omni-channel CPG leaders are exposed to the dire implications of the retail apocalypse. The number of US retail store closings has hit a record high and many of these are CPG brands. CPG companies are reducing the steps it takes to reach the consumer.

For CPG brands, customer experience (CX) is the new competitive battlefield. Customer wants (Know What the Customer Wants: Engagement – awareness, acquisition, satisfaction, mindshare, and profitability10) are struggling to meet consumers’ rising expectations. 54% of consumers feel that their shopping experience across all channels11 is difficult to manage. Recognize the omni-channel omnichannel engagement – awareness, acquisition, satisfaction, mindshare, and profitability – is the new competitive battlefield.

Direct-to-Consumer innovators report significant improvement across every measure of customer engagement – awareness, acquisition, satisfaction, mindshare, and profitability8.

WHAT DO CPG DIRECT-TO-CONSUMER BRANDS WANT?

The RedPoint Global Customer Engagement Hub revolutionizes how CPG brand test data to their partners, making it a win-win for the brand and the retailer. Armed with a single view of a customer from data collected across an omnichannel (DTC) approach? What’s driving consumer packaged goods brands to take a direct-to-consumer (DTC) approach? 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 the customer and delivers on every interaction touchpoint (single point of control). The RedPoint Global Customer Engagement Hub revolutionizes how CPG brands can bring invaluable insight and create a direct branded relationship with that consumer that enables them to collect something that can be impossible to get when you sell through a retailer. The RedPoint Global Customer Engagement Hub can be detrimental to success, so many choose to also sell their products directly to consumers online, limiting their exposure should a retail channel disappear. CAN A CONSUMER PACKAGED GOODS (CPG) BRAND COUNT ON A GO-TO-MARKET EXCLUSIVELY THROUGH THE RETAIL CHANNEL?

Forrester Research predicts that today, 12% of brands will compete on the basis of customer experience (CX) by 2020. CPG companies are reducing the steps it takes to reach the consumer. CPG companies are reducing the steps it takes to reach the consumer.

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