Optimize Omnichannel Engagement With Actionable Consumer Insights

1

62% of Companies Currently Have or Plan to Implement an Omnichannel Strategy

- 35%
- 38%
- 27%

Legend:
- Yes
- No
- No, but plan to achieve an omnichannel strategy
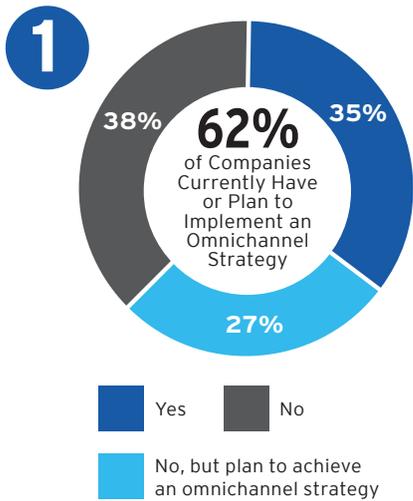
2 Omnichannel Strategies are Very Important/Critical or Important to 70% of Companies

Very important, critical	30%
Important	40%
Somewhat important	17%
Not very important	8%
Not at all important	6%

(axis: 0, 5, 10, 15, 20, 25, 30, 35, 40)
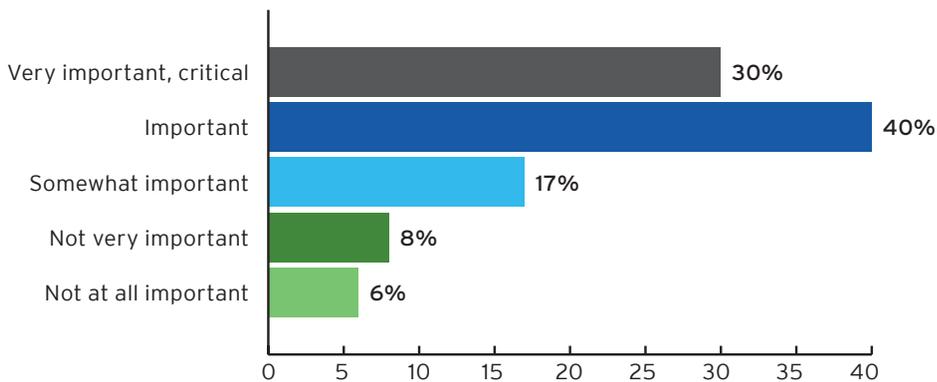
3 Delivering Personalized and Satisfying Customer Experiences is the Top Data and Predictive Analytics Strategy and Priority

#1

4

78% currently realize or expect a sales lift with an integrated omnichannel marketing strategy.

5 Linking Customer Identifiers

73% of the respondents say the ability to link all key customer and prospect identifiers or contact points to identify consumers across channels is very important/critical or important.
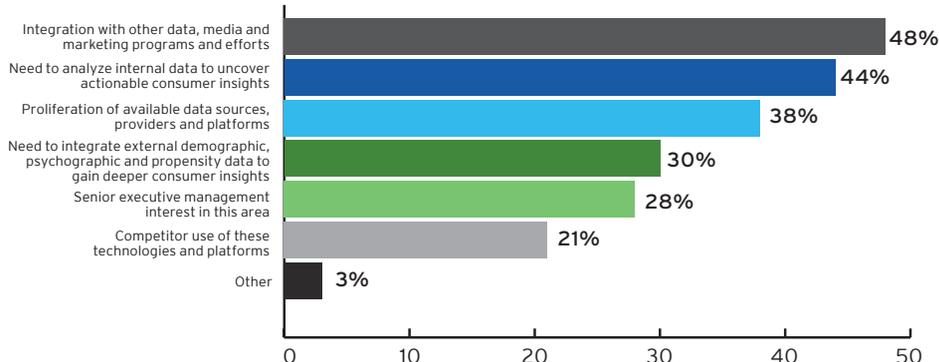
- 11% Not important
- 17% Somewhat important
- 31% Very important, critical
- 42% Important
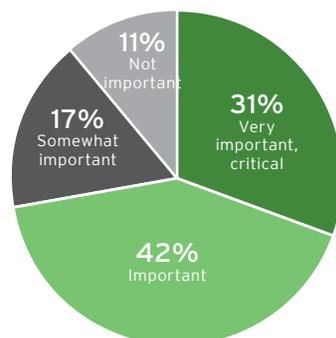
6 Consumer Data Identifiers

For the entire group of respondents, the top five most important consumer data identifiers are:

- Email address **66%**
- **29%** Mobile phone number
- **31%** Online Cookie
- **29%** Home address
- **25%** IP address
- **24%** Landline phone number

7 Most Important Consumer Data Analytics Trends

Integration with other data, media and marketing programs and efforts	48%
Need to analyze internal data to uncover actionable consumer insights	44%
Proliferation of available data sources, providers and platforms	38%
Need to integrate external demographic, psychographic and propensity data to gain deeper consumer insights	30%
Senior executive management interest in this area	28%
Competitor use of these technologies and platforms	21%
Other	3%

(axis: 0, 10, 20, 30, 40, 50)

8 Most Beneficial Consumer Insights In Real Time at Point of Contact

- Purchase propensities and buying behaviors, according to 58% of respondents
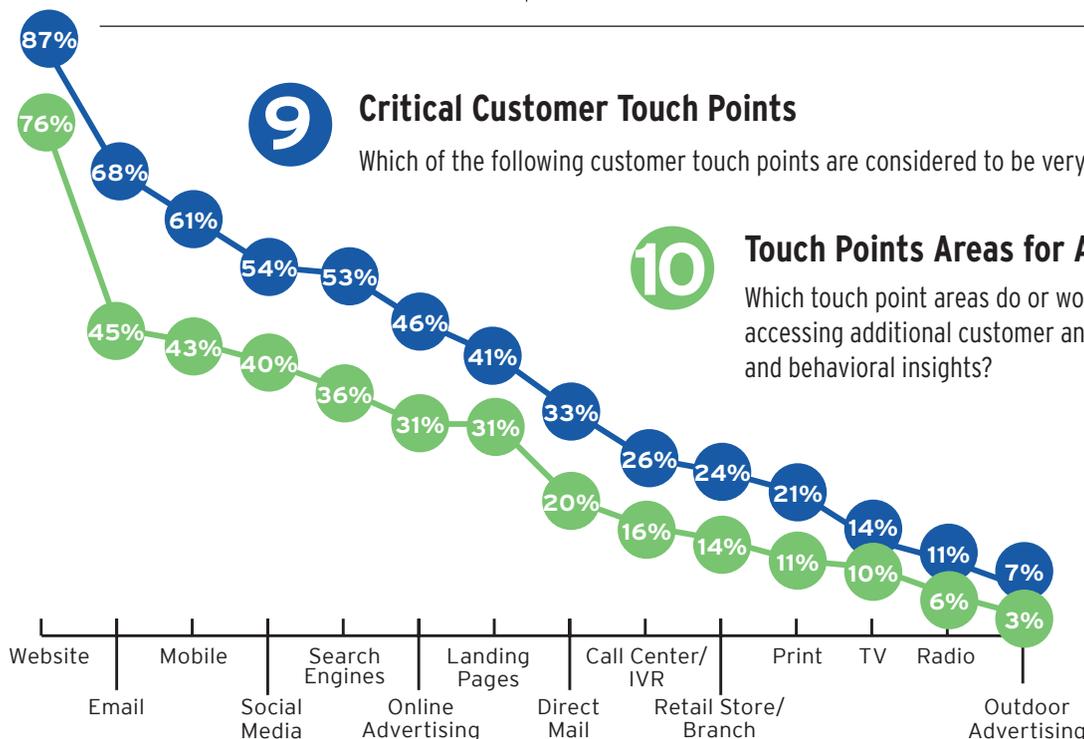- Profitability and lifetime value, 51%
- Purchase history, 49%

9 Critical Customer Touch Points

Which of the following customer touch points are considered to be very important/critical to your organization?

10 Touch Points Areas for Additional Customer Insights

Which touch point areas do or would provide the most benefit from accessing additional customer and prospect demographic, psychographic and behavioral insights?

Blue line (9): 87%, 68%, 61%, 54%, 53%, 46%, 41%, 33%, 26%, 24%, 21%, 14%, 11%, 7%

Green line (10): 76%, 45%, 43%, 40%, 36%, 31%, 31%, 20%, 16%, 14%, 11%, 10%, 6%, 3%

Touch points: Website, Email, Mobile, Social Media, Search Engines, Online Advertising, Landing Pages, Direct Mail, Call Center/IVR, Retail Store/Branch, Print, TV, Radio, Outdoor Advertising

23157