

Customer Analytics in a Multichannel World

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+ topics

- + the multichannel landscape
- + competing in multichannel: a foursquare case study of Apple
- + developing analytics to build a strategic approach

+ the multichannel landscape: consumer behavior

consumers **DISCOVER** new brands via social media

customers use devices to **OPTIMIZE** their shopping experience in stores



+ the multichannel landscape: showrooming

even though a customer enters a store and chooses to purchase something, they may still opt to buy it online.

consumers are increasingly using stores for showrooming - researching and trying out a product but not buying it.

the factors driving showrooming include **PRICE** and **SELECTION**¹



+ credit: Adexchanger

¹ ClickIQ



the multichannel landscape: trends in e-commerce

e-commerce is capturing an increasing amount of retail sales

- + 6%-8% of retail sales and growing¹
- + \$226 billion in e-commerce sales forecasted for 2012 and \$327 billion for 2016²
- + apparel & accessories forecasted to grow by 20% in 2012³

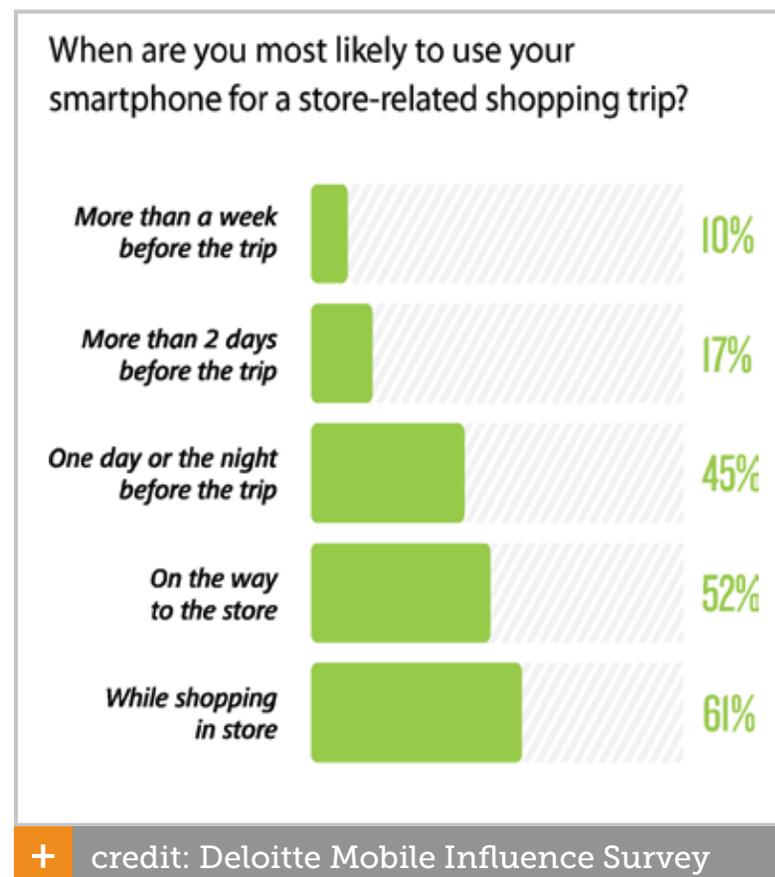
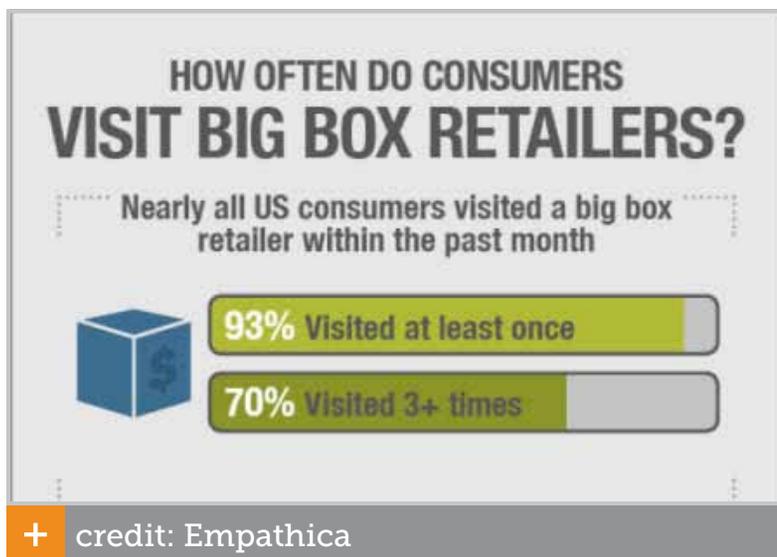
1 U.S. Census
2 Forrester, Inc.
3 allthingsd.com



+ the multichannel landscape: is this the end of retail? (...NO!)

+ Traffic to brick and mortar retail locations is still strong

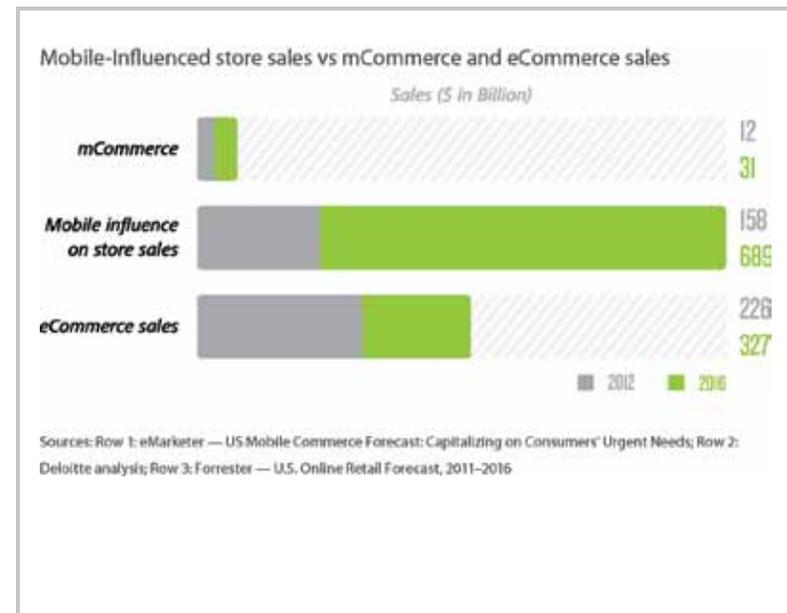
+ 17%-21% of in-store shopping will be mobile influenced by 2016



+ the multichannel landscape: is this the end of retail? (...NO!)

- + smartphone shopping drives in-store conversion and increases basket size¹
- + smartphones influence 5.1% of retail purchases, which translates to \$159 billion in forecasted sales for 2012²

- + influence of mobile devices on in-store sales far exceeds e-commerce and m-commerce sales



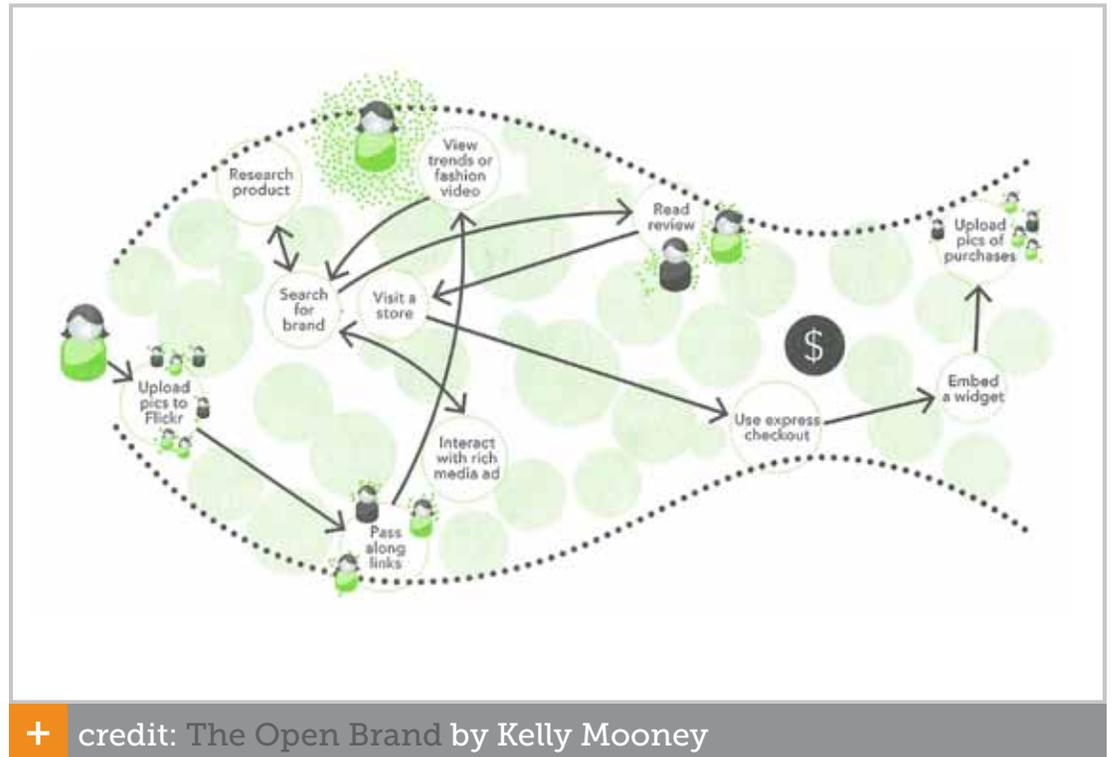
+ credit: Deloitte Mobile Influence Survey

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¹ Deloitte Digital
² ibid.

+ the multichannel landscape: the challenge

+ the challenge is how to make brick and mortar locations a competitive advantage in a multichannel customer journey



+ the multichannel landscape: current approaches

Target

- + exclusive merchandise
- + expanded online inventory
- + apps to create shopping lists and get targeted discounts

Best Buy

- + replaced bar codes with special tags
- + free and fast shipping
- + matching competitors' online pricing

Walmart

- + Order online and pay in-store with cash

The Container Store

- + Order online and pick up in store or at the drive thru

Nordstrom

- + Order online and pick up the same day at a store

+ the multichannel landscape: a new approach

retailers are trying to compete with e-commerce on price and availability

could brick and mortar retailers also use their stores as a competitive advantage to offer a better experience driven by

- + personalization
- + customer service
- + loyalty
- + curation/discovery

?

this approach starts by engaging technology savvy customers and collecting and analyzing the right data

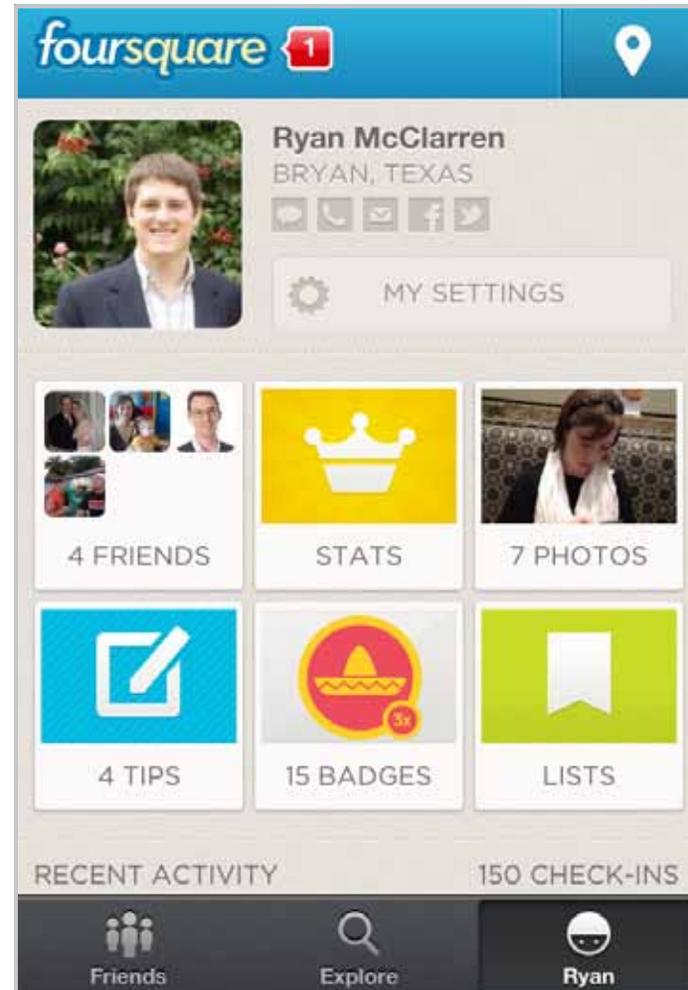


+ competing in multichannel: a foursquare case study

foursquare is one medium in a multichannel approach because it **bridges the online and in-store shopping experience**

consumers can use foursquare to...

- + “check-in” at a location and tell friends where you are
- + recommend the location with “tips”
- + search for restaurants or other places of interest
- + receive content and promotions from the location
- + curate and share favorites with friends via lists



data in focus.



+ competing in multichannel: a foursquare case study

foursquare data can be valuable

- + it tells a retailer who their loyal mobile savvy customer base is
- + can be linked to a retailer's loyalty and purchasing data to drive marketing efforts and data collection
- + can be used to measure competitors' strength in statistical models
- + can be used to identify areas within cities that have an online engaged consumer base



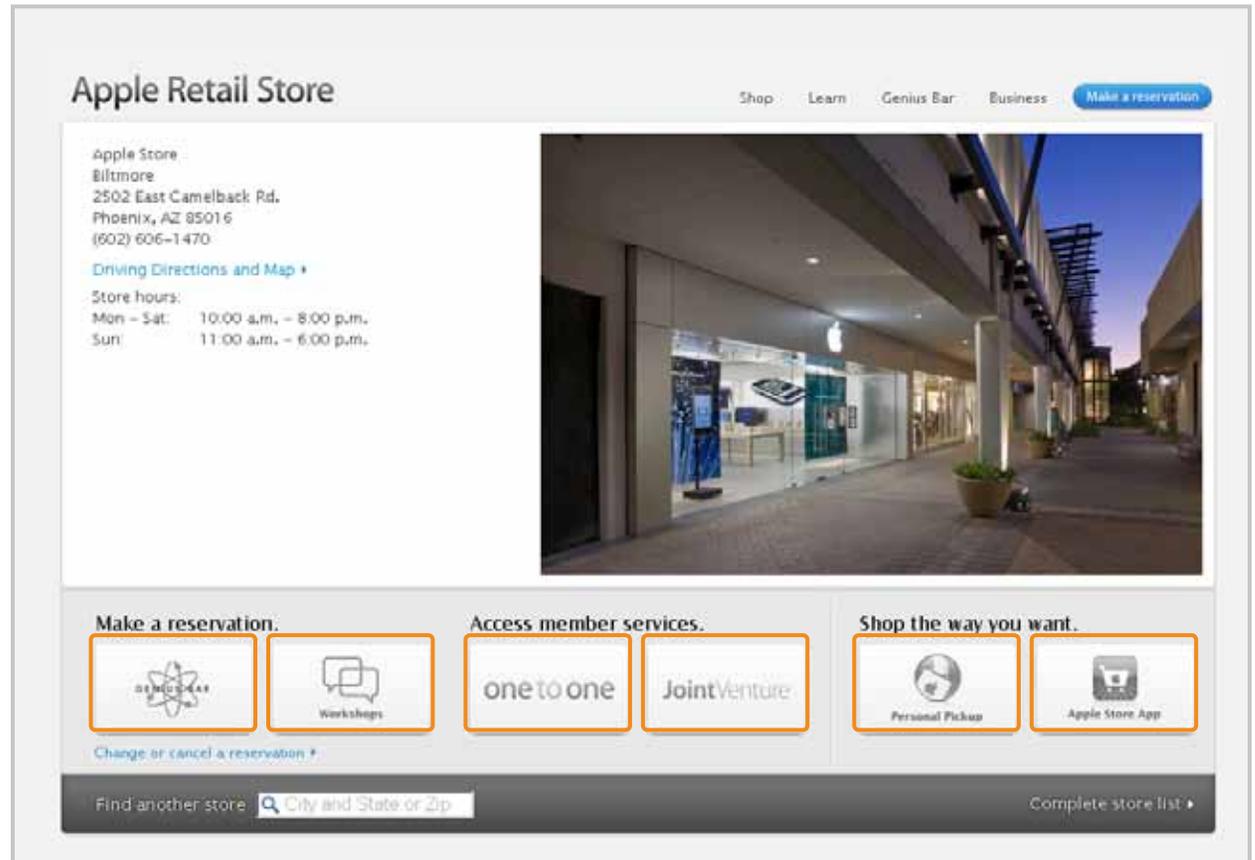
data in focus.



+ competing in multichannel: a foursquare case study of Apple

why Apple

- + consumer electronics generates the most e-commerce sales
- + Apple is perceived to have a technology savvy customer
- + Apple successfully connects the online and in-store experience

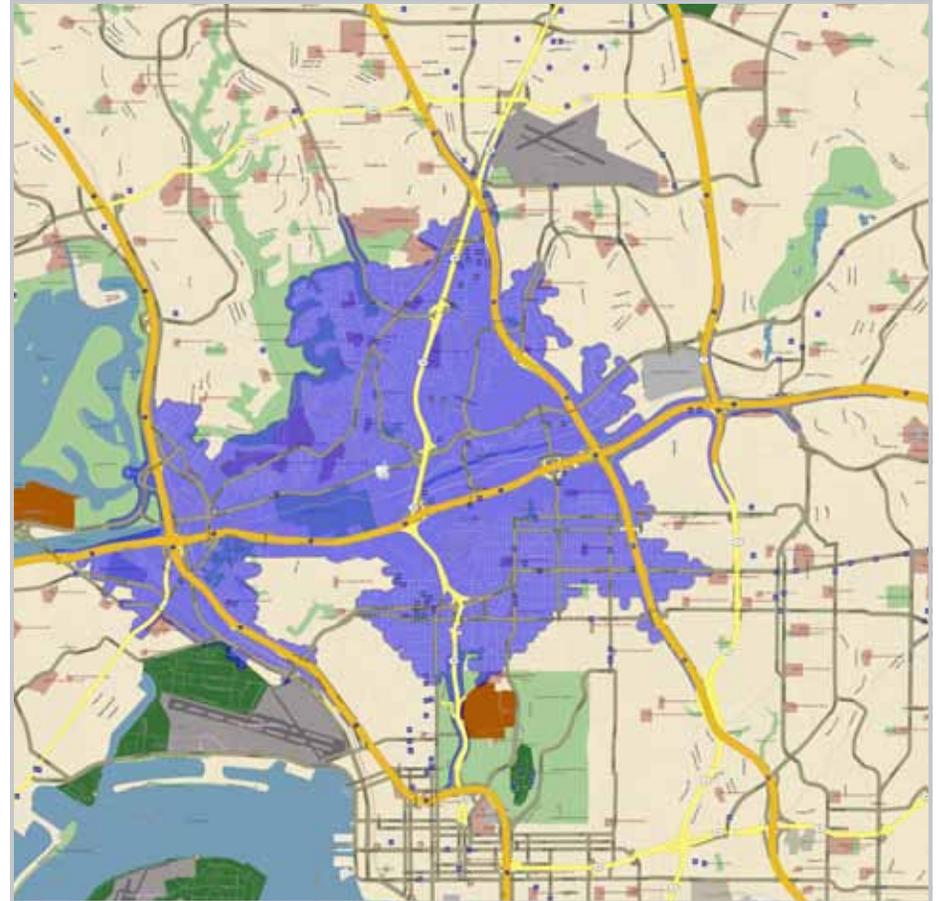


+ competing in multichannel: a foursquare case study of Apple

the data

- + apple store locations in the U.S. (~250)
- + demographics and consumer expenditures in the sub-market
- + daily foursquare "check-ins" June 9 - July 9, 2012

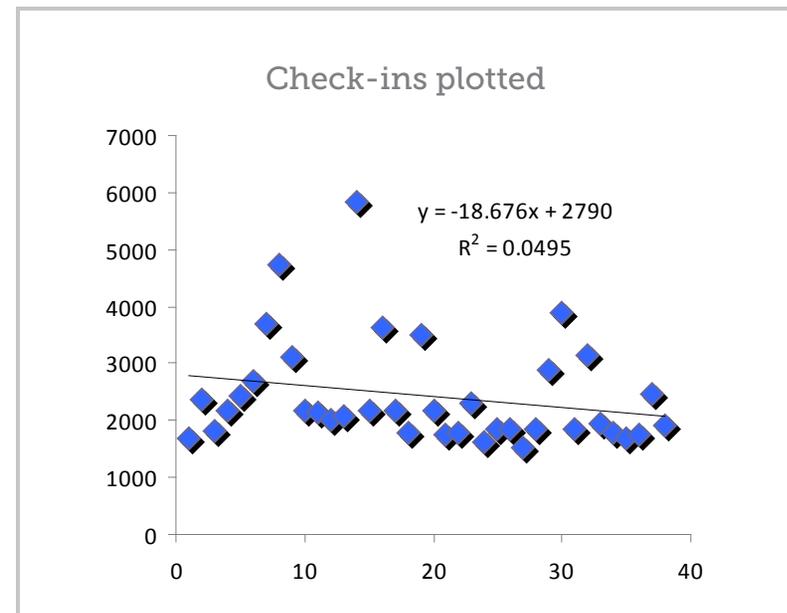
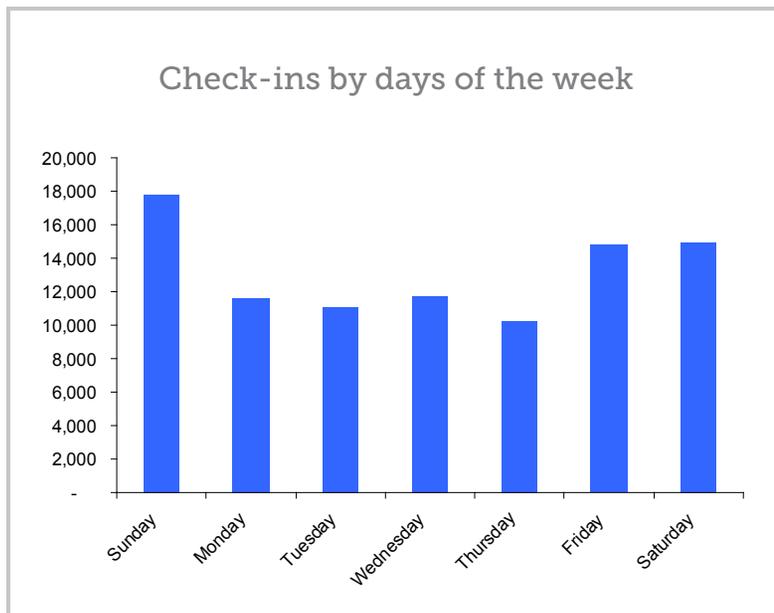
fashion valley san diego, ca



+ competing in multichannel: a foursquare case study of Apple

- + the most check-ins are on Sunday
- + the least check-ins are on Thursday

- + check-ins experienced a downward trend over the 30 day period



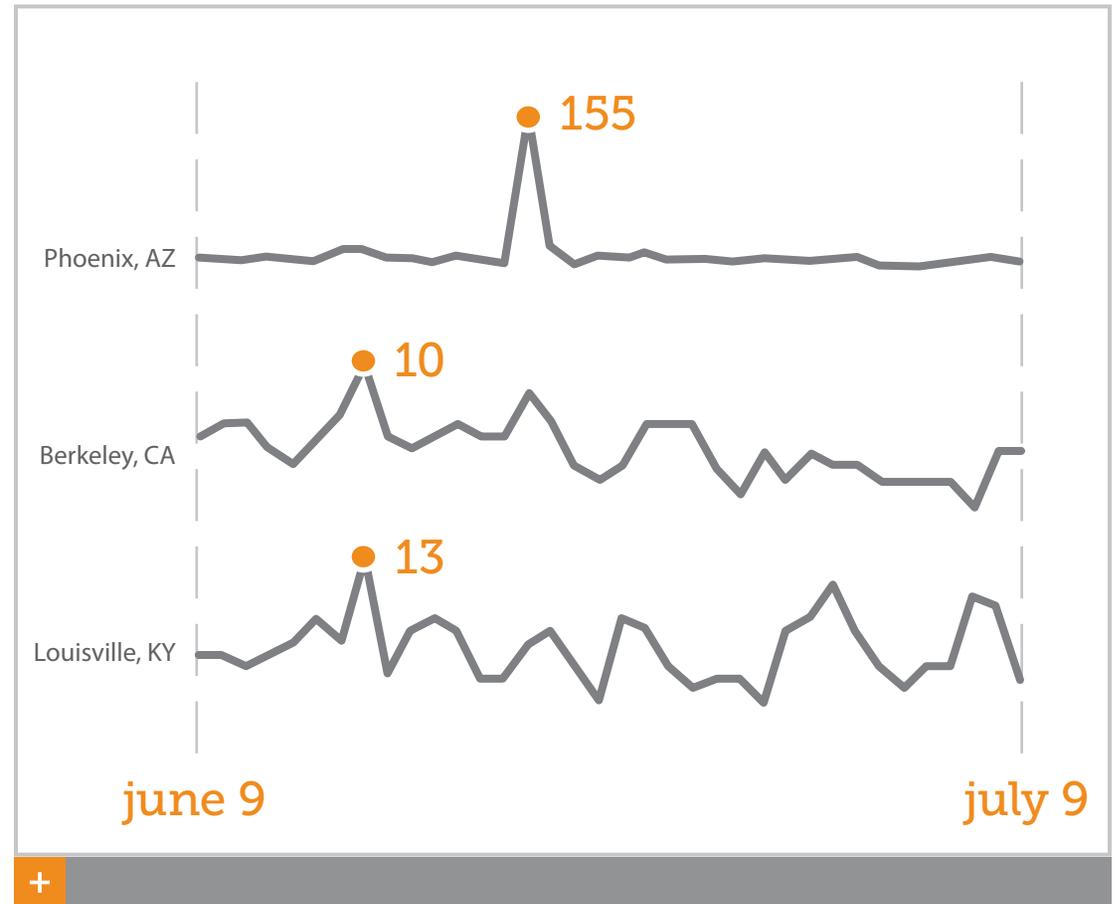
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store check-in trends

- + isolated jumps
- + downward trends
- + fairly regular patterns with peaks on the weekends and dips during the week

of particular interest

- + June 16, 2012 - the Saturday following the announcement of the MacBook Pro with retina display - saw significant increases in check-ins





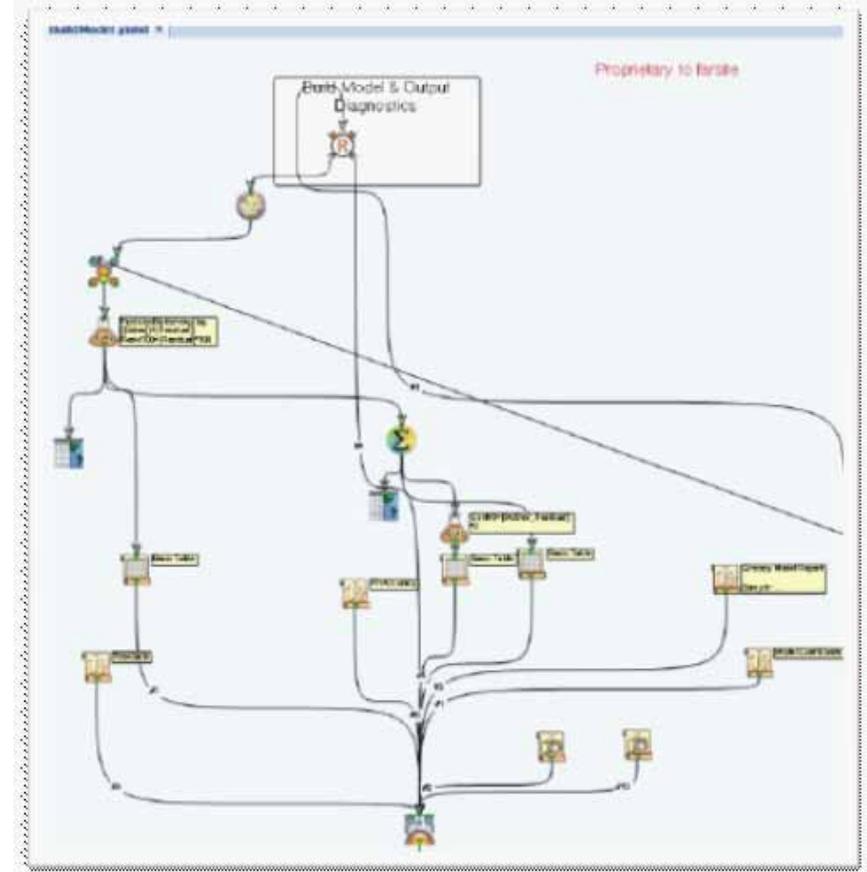
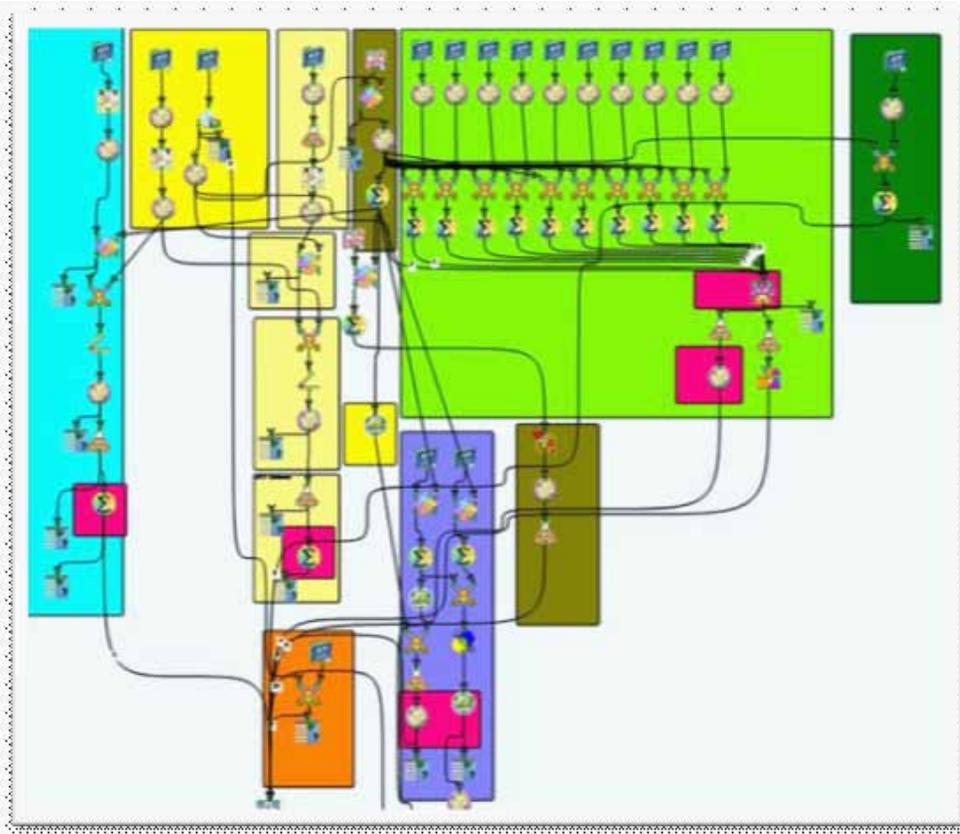
competing in multichannel: a foursquare case study of Apple

who is likely to check-in?

- + **people that live in small households:** every 1 person increase in the average household size decreases check-ins by 41%
- + **young people:** every 1 year increase in the median age decreases check-ins by 1.7%
- + **college students:** doubling the enrollment in undergraduate institutions increases the number of check-ins by 20%
- + **people that spend money on consumer electronics:** Doubling the aggregate spending on TVs, video players, DVDs, etc. increases the number of check-ins by 9%



+ Using Alteryx to develop analytic processes



alteryx

data in focus.



+ topics



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