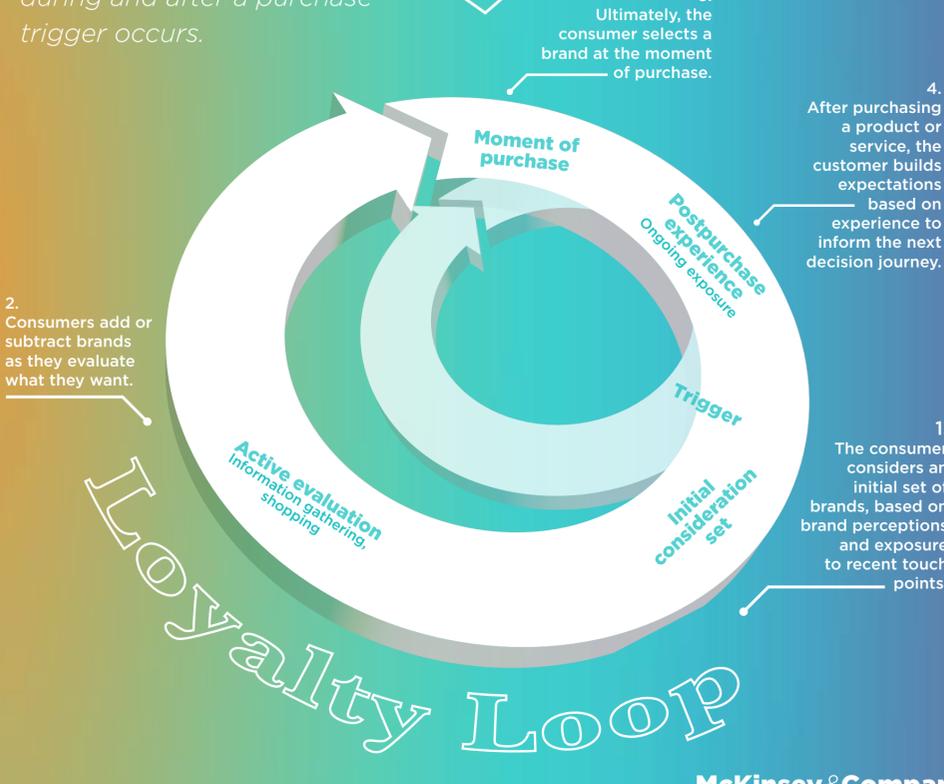


PERSONALIZED (1:1) MARKETING

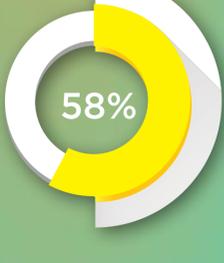
The first step in considering personalization is to understand that we're moving from a traditional funnel base to a more continuous customer.



Consumers are in a continuous process of evaluating brands before, during and after a purchase trigger occurs.



Personalization enhances the customer experience and drives loyalty.



1 in 3 retailers are pursuing a 1:1 personalization strategy. (Gartner, 2015)

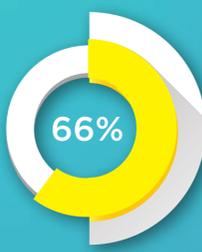
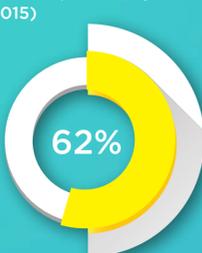
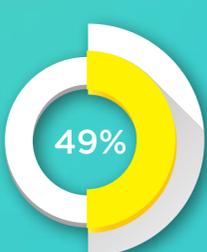


The hybridization of in-store + digital experiences will fuel the future of retail.



Retail 3.0 provides the best of two worlds: the intelligence, personalization, and adaptability of digital technology blended with the interactive and immersive experience of the real world. (Microsoft Digital Trends, 2015)

Brands must create seamless experiences across touch points.



Shoes of Prey partnered with Nordstrom to house their design-your-own-shoes studio concept in locations across the country. The environment is designed to excite and inspire ladies on the hunt for their perfect shoes to start designing.

Sephora's mobile app teaches users how to contour their face with personalized, detailed tutorials.



So far, consumers think retailers are falling short.

62% feel that online content drives their loyalty toward a brand - yet the content they are receiving is turning them off by not being useful, by being too long, and not tapping into their specific cultural interests. (NewsCred, 2014)

21% of consumers believe content from the average retailer is "usually relevant." (IBM, 2015)

And most retailers agree.

34% of marketers at consumer brands admitted they do a good job of linking their online and offline customer experiences.

Rapid experimentation is necessary in the Retail 3.0 era.

"I would like to be able to articulate a nice linear path as to what our stores are going to evolve to. But I think it's going to be a lot messier than that. I think that kind of rapid prototyping—typical in a lot of other industries, not so typical in ours—will be critical for figuring out this collision of physical and digital."

Art Peck, CEO, Gap

DEEPER INSIGHT

Personalization is the key to higher sales and lower retention costs. But implementation means careful consideration of your business model, operations and costs to implement it right.

SOURCES: The Brand Gap, Marty Neumeier; Harley Manning and Kerry Bodine, Outside In: The Power of Putting Customers at the Center of Your Business; "Top 10 Strategic Predictions for 2015 and Beyond: Digital Business is Driving 'Big Change,'" Gartner, October 4, 2014. <http://www.gartner.com/document/2864817?ref=shareSummary>; <http://yourbusiness.azcentral.com/kind-marketing-hybrid-marketing-4622.html>; IBM "The Consumer Conversation: The experience void between marketers and their customers." <http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&htmlfid=Z1L03106USEN&attachment=Z1L03106USEN.PDF>; NewsCred; MBC Research of 501 American Millennials; The Millennial Mind: How Content Drives Brand Loyalty, 2014; IBM "The Consumer Conversation: The experience void between marketers and their customers." <http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&htmlfid=Z1L03106USEN&attachment=Z1L03106USEN.PDF>; MBC Research of 501 American Millennials; The Millennial Mind: How Content Drives Brand Loyalty