



**MEET THE
EVER-CHANGING
DEMANDS OF THE
EVOLVING SHOPPER**

**NEW WAYS TO CREATE
UNIQUE CONNECTIONS**

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THE TWENTIES ROAR AGAIN

Thus far, the 2020s have seriously tested consumers' resolve. A global pandemic paired with economic crises have flexed and evolved shopper behaviors dramatically.

2020-
2021

- + INCREASED CURBSIDE PICK-UP
- + INCREASED ONLINE ORDERING
- DECREASED IN-STORE SHOPPING

2022-
2023

- + RENEWED IN-STORE INTEREST
- + INCREASED PRE-SHOP RESEARCH
- DECREASED OVERALL SPENDING

Source: 2022 Inmar Intelligence Consumer Personalization Survey



THESE CONCERNS ARE NOT ISOLATED

58%

of 2022 shoppers said they are **very concerned about inflation**, with another 25% moderately concerned

76%

of 2022 shoppers said **they recently purchased an alternate brand**, and 47% of shoppers have switched brands often in the last three months

36%

of 2022 shoppers indicated that they **refrained from purchasing a product they normally buy on a recent trip**

Spending is now more dependent on the experience than ever — and only experiences that impress, excite, and stretch dollars further will earn shoppers' business.

83% OF SHOPPERS FEEL THAT PRICES OF THE ITEMS
THEY NORMALLY PURCHASE HAVE INCREASED

83%

IN RESPONSE TO INFLATION AND PRICE INCREASES, SHOPPERS WILL:

66%

Look for coupons and discounts

58%

Shop with retailers who are perceived to
manage prices better

53%

Buy cheaper brands

44%

Buy earlier or stock up before further
price increases

42%

Purchase fewer items

Source: 2022 Inmar Intelligence Seasonal Surveys

CONVENIENCE CONTRIBUTES TO VALUE

Modern shoppers see convenience as value add and are willing to work with marketers in ways, like sharing their purchase data, location data or contact information to receive purchase recommendations or discounts.



- 77%** Are comfortable with brands and retailers using their purchase data to send personalized offers, discounts, rebates, or coupons.
- 78%** Sharing their location data for convenience in online shopping, pick-up, and delivery.
- 70%** Sharing their location data to receive location-based advertising.
- 66%** Entering their personal and purchase information on social media sites to confirm a purchase.
- 66%** Sharing their personal phone number with brands or retailers to receive texts that incentivize purchases.
- 65%** Brands and retailers using their purchase data to send personalized ads across digital platforms.

INFLUENCING THE PURCHASE DECISION: TRUST IS KEY

Adding value throughout the consumer journey is critical, but is still only half the battle — modern consumers also need to **trust** that they're getting the best products and solutions that meet their needs and fit their lifestyle.

WHERE DO MODERN SHOPPERS GO FOR PRODUCT RECOMMENDATIONS?

- #1 Word of Mouth
- #2 Friends & Family on Social Media
- #3 Influencers on Social Media
- #4 Brand & Retailers on Social Media

Source: 2022 Inmar Intelligence Seasonal Surveys

A background image of two women sitting at a desk, looking at a laptop. The image is overlaid with a dark blue semi-transparent filter. The woman on the left is smiling and looking towards the laptop. The woman on the right is looking down at the laptop. The text 'ENGAGE, EXCITE, AND ENTICE WITH PERSONALIZATION' is overlaid on the image. The words 'ENGAGE, EXCITE, AND ENTICE WITH' are in white, and 'PERSONALIZATION' is in teal. There are also some white and teal diagonal lines on the right side of the image.

ENGAGE, EXCITE, AND ENTICE WITH PERSONALIZATION

HOW PERSONALIZATION PLUGS IN

Personalization can be defined in many different ways, meaning that the options for marketers are numerous. In any form, consumer-tailored commerce meets shopper needs for:



BETTER OMNICHANNEL SHOPPING



EXPERIENCE IN EXCHANGE FOR DATA



AUTHENTIC PRE-SHOP INSPIRATION



86% of shoppers say that a personalized experience would affect how much they shop with a brand or retailer.

41% of shoppers would spend more in a highly-personalized shopping environment.

PERSONALIZATION COMES IN ALL SHAPES & SIZES

AS CONSUMER DATA INCREASES, SO DOES YOUR RELATIONSHIP

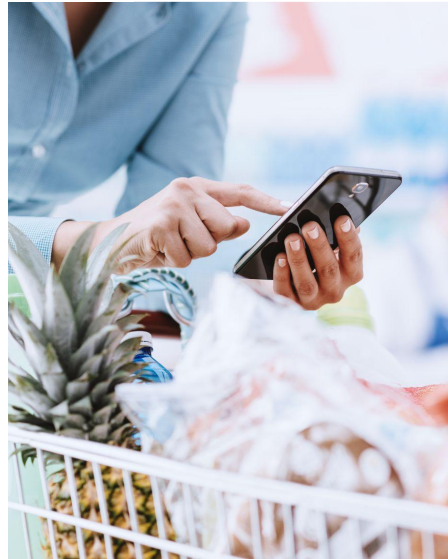
**AUTHENTIC
CONNECTIONS**



**RECEPTIVE
MOMENTS**



**ONE-TO-ONE
CONVERSATIONS**



**CUSTOMIZED
FOR YOU**





AUTHENTIC CONNECTIONS

Personalization doesn't always have to mean 1:1; influencers are the best way to scale receptive marketing as they look at their audience as a tribe and communicate as such.

5-6x

Standard ROAS on Inmar Influencer campaigns

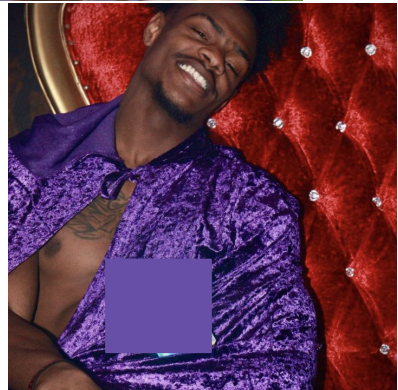
10-12%

Average student-athlete engagement rate



tresavage94 Safety First

21w 1 like Reply



+66.3K

Student-Athlete Photo Views

6.1x

Total Media Value

+3.6MM

Boosted Instagram Impressions

24.42%

Student-Athlete Engagement Rate

vs. 2-3% influencer industry benchmark

INFLUENCERS ARE YOUR CONNECTION TO THE MODERN SHOPPER ON SOCIAL MEDIA



WHY DO YOU FOLLOW INFLUENCERS ON SOCIAL MEDIA?

To learn
about new
products

64.90%

Reviews of
products or
services

54.10%

For
discounts,
offers and
promotions

44.40%

Recipe
Inspiration

35.20%

Fashion and
beauty
inspiration

40.60%

To learn
about new
trends

41.00%

Inmar 2021 Consumer Survey*



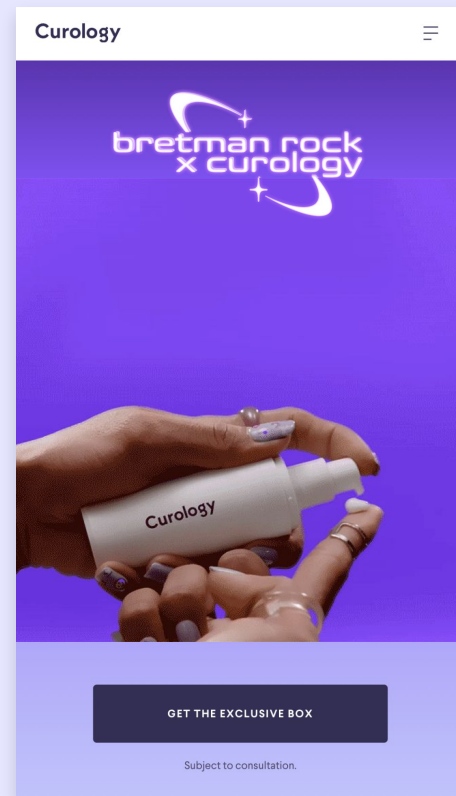
RECEPTIVE MOMENTS

Combining audience behavioral data with receptivity signals like time of day, geolocation, weather, contextual environment etc, allows marketers to engage the right audience at the right time.

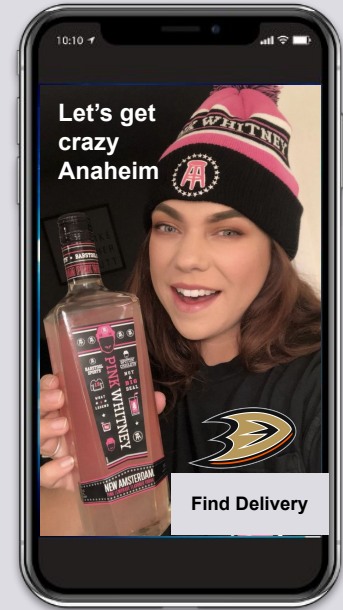
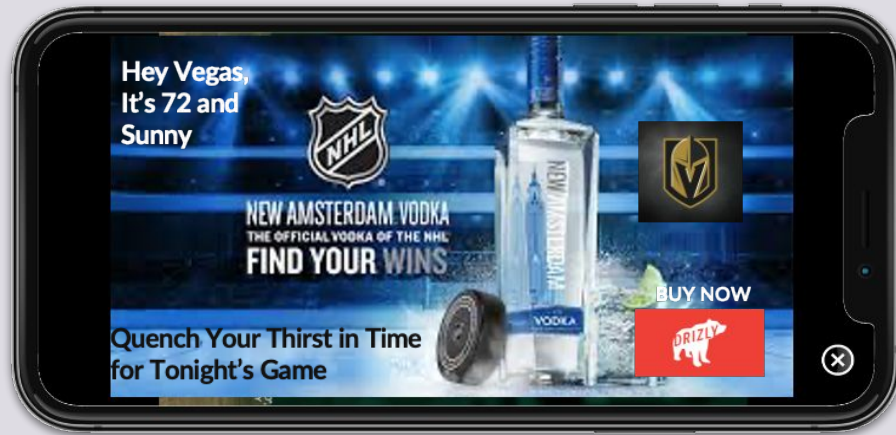
76%

Of people said personalized communication a key factor in prompting consideration for a brand

Pro-Tip: Utilize influencer content to scale and maximize authenticity



PERSONALIZATION IN MOMENTS

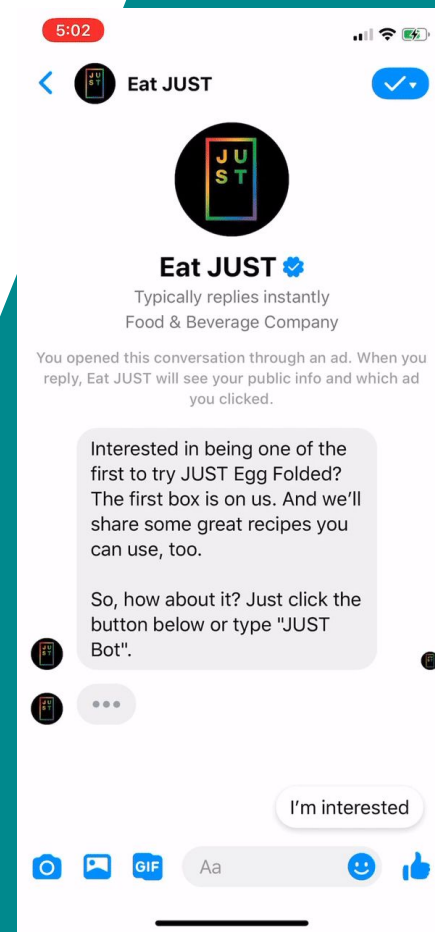




1:1 CONVERSATIONS

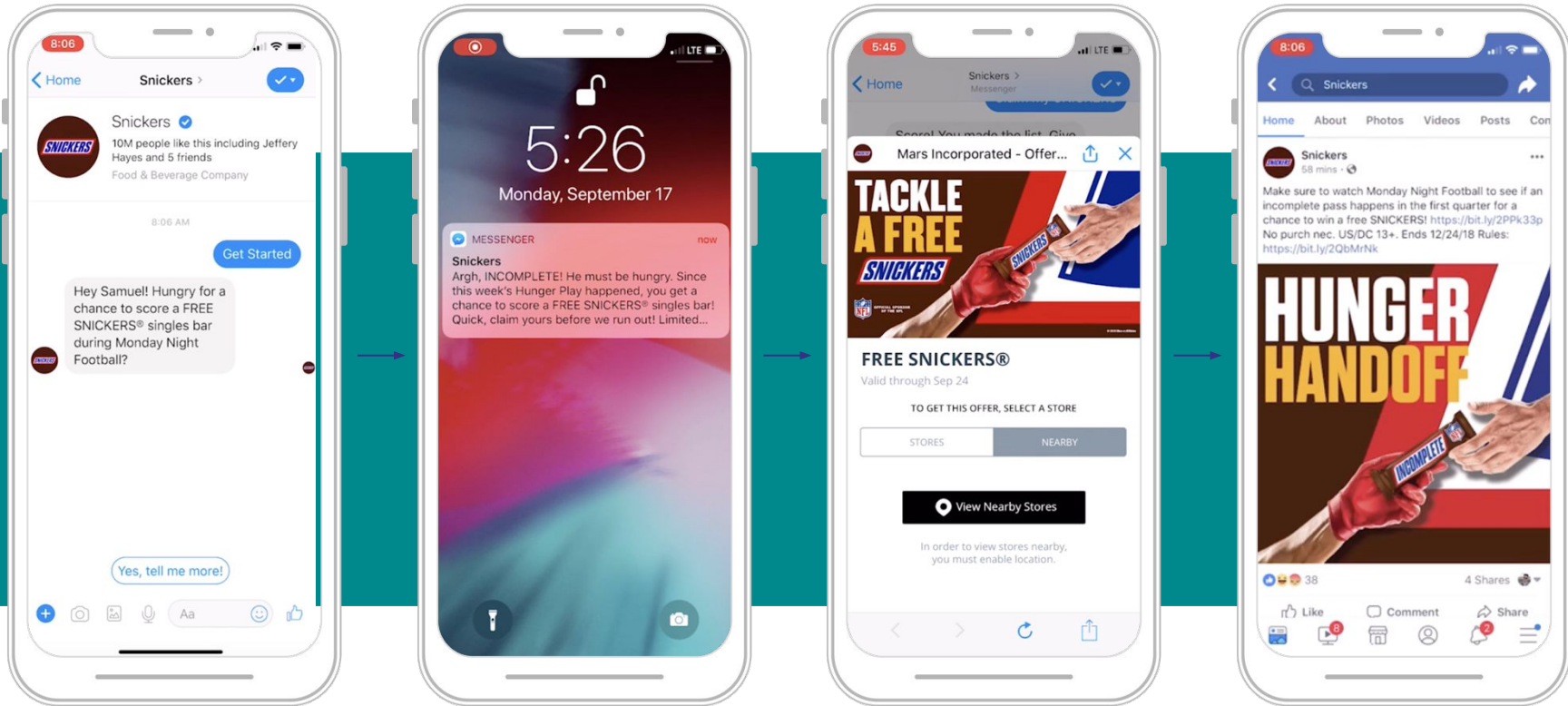
Utilizing chat technology, users can connect with brands in a way that is most meaningful to their specific needs and wants. Users can seamlessly find products based on preferences, apply promotions, order and provide feedback.

47% of consumers are open to purchasing directly from a chatbot



CONNECT REAL-TIME EVENTS TO CPG OFFERS

AT RETAIL STORES





MADE FOR YOU

The ultimate in personalization – a truly personalized product!

- All Curology patients are partnered with a Dermatology Provider to assess your skincare needs.
- All members provide photos of their skin for a full assessment before being prescribed a custom formula.
- All products are shipped directly to you via subscription service to create ease within your skincare routine.
- All Curology subscribers work with their Dermatology Providers on an on-going basis to continue to assess + address their needs throughout their skincare journey.



KEY TAKEAWAYS

1

SHOPPER-FIRST STRATEGY

Environmental and economic factors have always been difficult for marketers to anticipate and control, but the last 2.5 years have taught us to create consumer centric plans.

2

ADAPT WITH DATA

Access to the right data, technology to maximize receptivity, and tools to build trust with consumers should be core in your toolkit for adaptable success.

3

POWER UP PERSONALIZATION

Personalization as a discipline is what you make of it. There is no right answer or demonstrative example. It's about serving customers needs when they need them met and bringing the most value you can.

4

PREPARE TO PIVOT

Every marketer can always be doing a better job connecting with their customers. There is no perfect and even when we feel mostly there; things will change again.



Q&A