



# Facing Shopper-Centric Facts

## Why Retailer Customization Is Now Essential



### Customization Drives Performance

**50%** of brand marketers say content localization is essential to business growth and profitability **(CMO Council)**



**Smart 'customizers'** outperform industry peers in revenue growth by a **two-to-one** ratio **(Booz Allen Hamilton)**

**Personalization** can increase sales by **10%** and improve ROI **5 to 8** times **(McKinsey)**



*What works is when CPG ideas are ownable by us — something we can put our stamp on.*

*(Retail Partnership Marketing Director)\**

### Consumers Demand It

**86%** say personalization influences their purchase decisions **(Infosys)**

**66%** of consumers want ads customized to their location **(Google/Ipsos)**



*People want more specific solutions. This is all about satisfying customers.*

*(Retail President, Consumer Marketing)\**

**46%** of shoppers say they are influenced by retailer-specific offers **(Cadent Consulting)**

### Retailers Want It

**90%** believe personalization is important to their business goals **(RIS News)**

**90%** rate customized digital shopper marketing as extremely/very important **(Cadent Consulting)**



*"If CPGs play hard at banner-led opportunities, we will be more receptive to their program ideas."*

*(Retail Director of Shopper Marketing)\**

**82%** of retailers want greater co-op investments for product advertising and promotion **(ChannelAdvisor)**

### Local is More Important

**82%** of consumers prefer to shop at local stores **(Yodle Insights)**

**36%** of consumers shop at stores that provide a unique experience **(Valassis)**



*"Today is not about spending big dollars on big partnerships. It's about the thousands of doors of regional groceries."* **(National Brand Manager) \***

**\$22 Billion** The amount of industry sales that shifted from large to smaller companies from 2011-2016 **(Boston Consulting Group)**

## Shopper Marketing Is Suited for It

59%

of shoppers say retailers are ineffective at personalization  
(Forrester)

51%

of consumers feel retailers don't communicate in relevant ways (Nielsen)



55% of shoppers say retail experiences are disconnected across channels (Salesforce)

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*“CPG marketers may employ the same tactic across retailers for efficiencies, but they need to make sure that those tactics resonate equally well with the shoppers at each one.”*

(Brand Shopper Marketing Director)\*

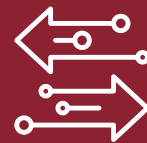
## Data Sharing Can Drive It

56%

of brands & retailers believe data sharing will improve shopper satisfaction  
(Forbes Insights)

72%

of brands & retailers believe data sharing will lead to increased revenue  
(Forbes Insights)



59% of CPGs say retailers are more willing to share shopper/sales data (Path to Purchase Institute)

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*“Past purchase history is a core element in creating a personalized experience. But when you add other factors, you can really drive engagement.”*

(Brand VP, Marketing)\*

## The Barriers Are Surmountable

69%

of brands say they lack the technology needed to advance their customization capabilities (RIS News)

44%

of marketers need weeks or months to deploy a localized marketing campaign  
(CMO Council)



86% intend to look for ways to better adapt and localize their brand content (IDG Research)

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*Most brands only have the resources available to develop account-specific promotions for their top 10 accounts.*

(Path to Purchase Institute)

\*Source: Shopper Marketing

## Creating Shared Value Shopper Solutions

Shopper-centric retailing has transformed the retailer-manufacturer relationship, prompting more strategic partnerships focused on the creation of shared value shopper solutions driven by local insights. This evolving dynamic is making at-scale customization a shopper marketing essential. While fulfilling one-off customization requests can be complex and costly, a digital menu of tactics that can be customized with retailer-specific elements can make the design-to-fulfillment process quick and simple. Discover how Cierant's SHOPT™ solution can accomplish your customization goals with ease: [www.cierant.com/explore/shopt/](http://www.cierant.com/explore/shopt/)