



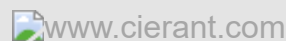
marissa feigen <marissarae613@gmail.com>

# Cierant AXIOM: Kroger Puts Their Data to Work for Brands | 5 Tools to Incite SM Innovation | Problem Solving Analytics

Cierant Corporation <news@mktg.cierant.com>  
Reply-To: news@mktg.cierant.com  
To: MarissaRae613@gmail.com

Thu, Jun 28, 2018 at 12:40 PM

Marissa, breathe new life into your shopper marketing with SMO.  
[View this email in a browser](#)



June 2018 NEWSLETTER

## Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue explores how Kroger is boldly embracing CPG data exchange, five tools that eliminate the barriers to shopper marketing innovation, and how retailers are sharpening their customer-centric analytics.

### Strategy

## Kroger Sets the Analytics Innovation Pace



Retailers are collecting and measuring more data than ever before in order to better understand their customers. While many have made progress in their analytics maturity, most are still struggling to assemble the right set of skills, tools and governance to convert their analytics into personalized customer engagement.

The third largest retailer in the world is refusing to allow internal resource gaps to hold them back though. In a bold move, Kroger has acquired their customer analytics partner, Dunnhumby, to directly provide themselves with the processes, technologies and staff they need.

Read on to learn how Kroger is using their new data science subsidiary to power up to 12 times the sales life for their store brands and CG partners.

[Learn More →](#)

## Management

# Resetting Shopper Marketing for Innovation



"Ready...set...repeat!" — that seems to be the mantra of many shopper marketing teams as they methodically award funding to retail accounts with grandfathered budgets and “anniversaried” programs. While running the same predictable programs may have sufficed in the past, as private labels saturate the shelves and technology revolutionizes retail, brands must break from old programming and craft new programs that delight and surprise the consumer.

Forging new systems that inspire innovative thinking requires a significant shift in culture and process, but effecting change in any organization is difficult, to say the least. Shrinking budgets, coupled with staff members resistant to new methods, make it difficult to reinvent old systems. In response to this industry need, CPG technology providers are developing solutions as part of an all-new technology category known as Shopper Marketing Optimization (SMO). SMO software makes shifting shopper processes to a more strategic framework simple through five fundamental tools.

Read on to discover what these tools are and how they work to reset shopper process for innovation.

[Learn More →](#)

Trends

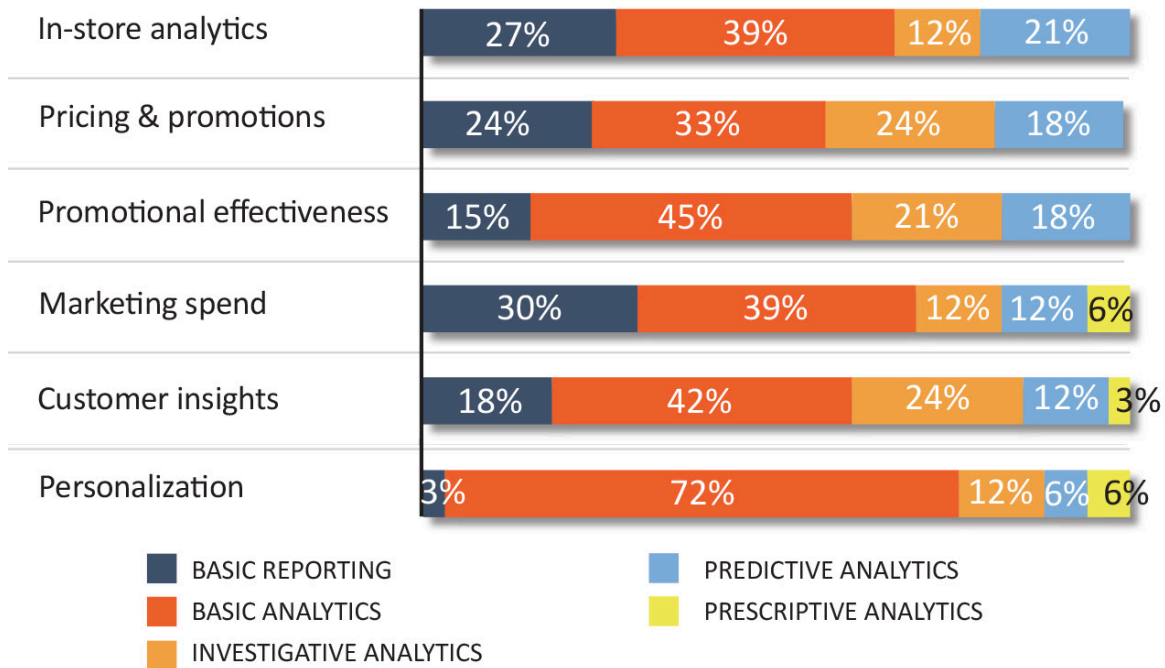
# Turning the Focus to Customer-Centric

According to EnsembleIQ’s 2018 Retail and Consumer Good Analytics Study, retailers are making significant gains in customer-centric analytics. In 2017, just 2% were using predictive analytics to drive their in-store marketing, but this year, that number jumped to 21%. Predictive analytics are now being utilized across all functions of marketing, while prescriptive analytics are being applied across marketing spend, customer insights, and personalization.

Prescriptive analytics are more advanced than predictive, as rather than generating future forecasts based on probability, they leverage best practices insights to recommend actions that can be taken today to help drive future goals. Prescriptive analytics not only detail the outcomes of different events, but the “why” behind those outcomes.

Migration from basic reporting to predictive analytics is a noteworthy milestone, but retailers must continue to push toward prescriptive analysis in order to end ineffective efforts and understand what’s really working to drive objectives.

## Maturity of Retail Customer-Centric Analytics



Source: Retail Info Systems (RIS), "Retail and Consumer Goods Analytics Study," 2018.

Resources

**Cierant Sales: 203-731-3555**

[inquiries@cierant.com](mailto:inquiries@cierant.com)

**Cierant Marketing Blog**

[E.volve](#)

**Website**

[www.cierant.com](http://www.cierant.com)

**Twitter**

[twitter.com/Cierant](https://twitter.com/Cierant)

 [www.cierant.com](http://www.cierant.com)

© 2018 Cierant Corporation  
34 Executive Dr  
Danbury Connecticut 06810  
United States  
[www.cierant.com](http://www.cierant.com)

PRIVACY NOTICE: This email was sent to you at [MarissaRae613@gmail.com](mailto:MarissaRae613@gmail.com) because you have a valued relationship with Cierant. If you no longer wish to receive Axiom, please use the Unsubscribe link below.

[Unsubscribe](#)