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Fwd: Unboxing 2.0 | Leveraging Retail Media Networks | Shopper Budgets Reshape

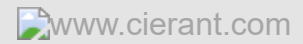
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----- Forwarded message -----

From: **Cierant Corporation** <news@mktg.cierant.com>
Date: Tue, Mar 9, 2021 at 6:32 PM
Subject: Unboxing 2.0 | Leveraging Retail Media Networks | Shopper Budgets Reshape
To: <mfeigen@apps.cierant.com>

Marissa, unboxing 2.0 has arrived. Discover the tech powering it. [View this email in a browser](#)



March 2021 NEWSLETTER

This issue explores how retailers and brands are maximizing the potential of retail media to drive mutual growth, the evolution of the unboxing experience, and the shift towards performance-based shopper marketing budgeting.

Strategy

Unboxing 2.0: Personalization In-the-Pack



The inclusion of product samples and high-end product packaging was once the basis of a memorable unboxing experience, but as consumers increasingly learn to expect personalization at every touchpoint, the standards of a successful unboxing are evolving.

At the only physical interaction point of the online purchase journey, consumers want to be met with more than branded aesthetics—they want an emotional connection—content that breaks from the digital programming to deliver genuine dialogue and brand storytelling in-context. Read on to learn how new technology is allowing online sellers to bring personalized engagement to the delivery box and what it means for the future of e-commerce retention marketing.

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Management

Retail Media Networks: 10 Questions Answered



Before the pandemic, it seemed like every other week we'd hear about another retailer launching their own media network. Gradually, we began to see the impact of retailer media networks on data sharing practices, shopper marketing funding and the retailer-supplier relationship, but the market was still in its infancy and some brands were only just beginning to assess.

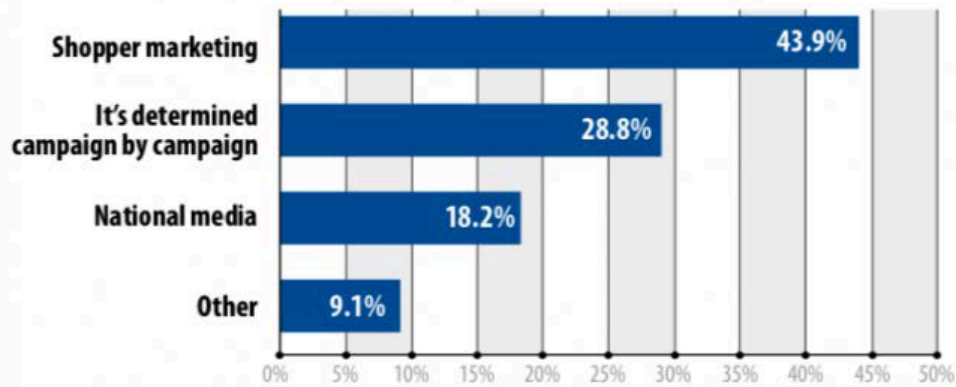
Flash forward to March 2020, and the retail media space exploded. With consumers rarely visiting the brick-and-mortar store, shopper marketers had to rapidly transition to digital tactics and retailers' e-commerce sites took on all new importance. Leveraging retail media was no longer a future brand vision, but a business imperative. Read on to discover how leading retailers and brands are unlocking the potential of retail media in this recap of the Path to Purchase Now *Leveraging Retail Media Networks* webinar.

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Trends

Shopper Marketing Budgets Reshape

In your organization, from which budget is your retailer digital media spend primarily allocated?



Source: Path to Purchase Institute Trends Report 2020

The Path to Purchase 2020 Trends Report asked consumer goods marketing executives which internal budget was primarily responsible for covering their retailer media allocations. 43.9% of survey participants said that their retail media is funded by shopper marketing. This year, that percentage jumped 6%—with 50% of participants now reporting that their retail media is funded by shopper marketing.

With retail media offering precise targeting and measurement capabilities, the ROI of shopper marketing is becoming more transparent than ever before. As rich performance insights are gleaned from each test-and-learn, and as retailers continuously deploy new media offerings, flexible budgeting tools are critical to supporting the evolving state of the shopper marketing practice.

To learn how Cierant's shopper marketing budget management system (zBudget™) delivers the flexible funding tools needed to seamlessly adapt to change while keeping all internal and external teams aligned, visit www.cierant.com/cierant-zbudget or email inquiries@cierant.com for more information.

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