

The great news is, while DynamicAction provides the metrics and insights allows retailers to shift to a customer centric mindset and operation, and take control of acquisition, engagement, conversion and it also **enables retailers to automate many of the redundant actions that must be taken daily.**

6 CUSTOMER-CENTRIC ACTIVITIES THAT SHOULD BE **AUTOMATED**

- 1** Include the product and promotion combinations that best attract the right new customers in marketing campaigns.
- 2** Promote first-purchase brands that lead to High Value/High Lifetime Profit customers.
- 3** Reduce product recommendation and/or personalization exposure for products with low profit-per-view, high return rates, low SKU Availability, or low stock cover. Generate higher profit from digital real estate.
- 4** Restrict promotions to unprofitable customers (those who have high return rates and/or negative net profit).
- 5** Pause digital campaigns that promote products that are out of stock, highly fragmented, poorly reviewed, frequently returned or likely to sell through without additional exposure.
- 6** Adjust site search and sort order for high converting, high profit-per-view products that aren't getting enough exposure to provide additional views.



About DynamicAction

DynamicAction is a retail analytics guidance system that leverages cloud software and a proven success program to catalyze the new customer-first operating mindset in retail. DynamicAction empowers retailers with a clear path to navigate their transformational journeys with AI-powered metrics. It enables faster, better decisions to deliver profit, analytics and visualizations for immediate insights, prioritized opportunities and prescribed actions to take online and in-store.

Forward thinking retailers across the globe rely on DynamicAction's advanced analytics and retail-built practices to holistically run more efficient organizations and formulate laser target strategies to uncover their most profitable customers. Forrester Research recommended DynamicAction as the key prescriptive analytics technology to replace predictive analytics in retail, and the National Retail Federation awarded DynamicAction for its ability to "significantly improve or radically alter how retailing is done."

Headquartered in Silicon Valley, DynamicAction has offices in London, Sofia and Dallas.



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