CUSTOMER CENTRICITY AND PROFITABILITY:

THE TRANSFORMATION OF EXPERIENCE, ENGAGEMENT AND RETENTION

A chasm has formed between those retailers who have started down the transformation path, and are listening to their customers as their guides, and those who have not and are facing bankruptcies and widespread store closures. The reality of managing a truly customer-centric business cuts deep into the entire organization. Retailers who are well on their way to customer-centric transformation have common characteristics and realize that almost everything is different in the customer-driven, data-rich, digitally-enabled world.

CUSTOMER CENTRICITY

The focus on customer centricity is the outcome of a journey that has been going on for years. In the past, retail decisions were aligned to stores and products. Customers were obviously important, but stores were a proxy – an aggregation of local customers. And store like-for-likes were a good measure of overall performance and customer relevancy. Customer actions were left to the CRM team, if one existed, and mostly consisted of broadcasting promotions.

Today, digitally-enabled consumers have changed the fundamental economics and dynamics of retail.

ALMOST EVERYTHING IS DIFFERENT IN THE DIGITALLY-ENABLED, OMNICHANNEL WORLD:

- O New revenue drivers (customer acquisition and retention)
- New variable marketing costs (cost-per-click, visit, transaction)
- New variable per-order costs (picking, packing, packaging, delivery, returns)
- New digital levers that allow retailers to take surgical actions at customer and product level

<u>"With rapidly evolving</u>

consumer expectations, which include shoppers who are smarter, but who are also bombarded with more offers than ever before, the result is a retail and fashion apparel market that is being forced to transform. **The leaders, are companies that are taking advantage of and leveraging technology** in marketing and in sales as well as consumer insights to strengthen sales and margins."

NATHALIE REMY

Partner, McKinsey +Co. Inc. Barbara Backer March 1, 2017 Women's Wear Daily To make sense of it all, retailers now need to review their core merchandising decisions through the lens of **customer profitability**. This is already well understood in other industries with a customer contract – including mobile phones, insurance, utilities and traditional mail order. Retailers will need to join them by thinking in terms of customer acquisition costs, lifetime value and retention economics.

Overlaying customer profitability across the business can be the difference in today's retail environment, as all customers are not created equal. Often the top 10% of customers generate 50% of a retailer's profit, and the fight to win and keep these customers is on. The customer-centric competitor isn't looking to steal your highly promotional, high return, low margin clearance shoppers. They're after your VIP customers who are keeping your business afloat.

PROTECTING YOUR BEST CUSTOMERS IS IMPOSSIBLE IF YOU DON'T KNOW

Who they are

What motivates and engages them





The detrimental effects of losing high value customers may not be detected immediately if you're still looking at averages to guide your business. While the average store may have been a helpful benchmark, the heterogeneity of customers means that the **average customer is meaningless**; instead, retailers should be making sense of heterogeneity through distributions.

ONCE YOU DO UNDERSTAND

- If your new customer segment is not able to finance your sales goals
- If your retention programs don't yield enough to make up the difference

YOU'LL KNOW WHETHER OR NOT

- Your best customers have left the building
- You're not attracting the right new ones
- There's a way to turn them into your loyal customers of the past

Moncler is pursuing a consumer-centric model that places an **emphasis on retaining customers and boosting the sizes of their purchases**. Stealing a page out of fast fashion's playbook, CEO Remo Ruffini stressed the importance of having a "fast rotation" of merchandise in stores to spark consumers' curiosity. "My vision of the future is a company focused on flexibility and speed, adjusting our steps day-by-day and with a careful presence in the world [that best expresses our brand values]," he said.

REMO RUFFINI

CEO Moncler Amanda Kaiser, Oct. 24, 2016, Women's Wear Daily



Successful retailers will be the ones that recognize that *what got them here won't get them there*.

With almost unlimited choice and immediate access, consumers are empowered and redefining the shopping experience. They are seamlessly shifting between a range of devices, and are researching, shopping and even returning in new and complex ways. Notably, they also now leave a "digital exhaust"—a cross-channel breadcrumb trail made up of every impression, click, purchase, loyalty credit, basket addition and return. This dynamic drives intense competition for every potential customer. The critical challenge for retailers and brands is to work out how to match up their customers with the products and brands at every touchpoint in their journey that delight them while maximizing sales and profit.

Shifting from the personal and organizational mindset of the old retail days to the new mindset of a customer-centric organization also requires the proper use of technology to expedite actions and help maintain a laser-focus on the end goal: satisfying the customer. At the end of the day, being a customer-centric retailer means providing an environment where your organization is able to connect, understand and take action on the massive amount of data the customer provides you. Retailers who can see the benefits of this new customer-driven era and swiftly join the revolution will drive change across the retail industry to not only produce sales and profit growth, but also happy and loyal customers.



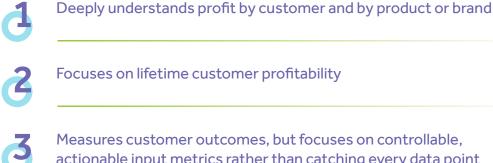
"To be successful, retailers need to be harnessing their data to take informed and prioritized actions, focus on profitability by customer and SKU and incorporate customer-centric metrics. All of this needs to be executed by coordinated and empowered teams that connect across the business. There is much to learn from Amazon, but the emphasis should be on improving rather than imitating."

MICHAEL ROSS,

Co-founder and chief scientist, DynamicAction



5 CHARACTERISTICS OF A CUSTOMER-CENTRIC RETAILER



Focuses on lifetime customer profitability

Measures customer outcomes, but focuses on controllable, actionable input metrics rather than catching every data point



Focuses on insight that recognizes the distribution of customer lifetime value



Takes more efficient, more frequent and more granular decisions

Steven Rendle, CEO of VF Corporation cited its Vans brand as the best example of its consumer-centric model, where the company can track the amount of time interacting with the consumer on the site, review data analytics for shopper insights, and study and analyze information on how shoppers interact with associates inside Vans stores. The data "helps to inform on the products we are offering. We know the nuances they are looking for, and are feeding that into our product offerings, as well as elevating those parts of the brand experience to make sure it is at the forefront of what they are consuming."

VF CEO STEVEN RENDLE



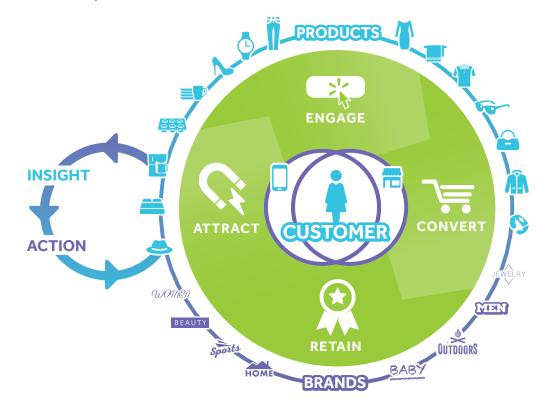
CUSTOMER CENTRICITY O

4 FOUNDATIONS OF CUSTOMER CENTRICITY

The data, metrics and insight enabling the action that A) match up customers with the products and brands at each touchpoint in their customer journey (new customer acquisition, engagement/experience, conversion and retention B) maximize profitability per customer within every channel and are the very foundation of customer centricity. Without the data and insight that enables action, the retailer simply has no way to deliver:

- 1 The most efficient and effective acquisition programs
 - The best engagement rates and optimal customer experiences
 - The highest conversion rates
 - The most profitable retention programs

Yet, to be customer centric, **every discipline and department** in retail organizations **must deliver all four.** A retailer does their customer a disservice if they can't deliver profitable customer experiences - you can't serve your customer when you're out of business.





CUSTOMER-CENTRIC STRATEGY FOR NEW CUSTOMER ACQUISITION

Leveraging the products and brands that most efficiently attract new customers through acquisition campaigns and marketing vehicles depends on **business-user access to the metrics and KPIs that support insight and control of acquisition programs**. But information and knowledge are not enough. Informed action must be taken quickly for the retail organization to reap the benefits of a customer-centric focus. When a retailer shifts to customer-centric acquisition programs and has a system that points to the strategies to employ and the actions to take, a retailer sees gains in acquisition programs efficiency.



Cost to the worldwide retail industry of improper markeing.

IHL REPORT Retailers and the Ghost Economy "Prior to using DynamicAction, we would rely on one or two staff members to collate data from various pools and then have to wait on analysis to identify new customer acquisition opportunities or concerns. Using **DynamicAction** ensures our whole team understands our performance and what new customers are actually buying."

SENIOR DIGITAL TRADING MANAGER U.K.-based Luxury Brand

CUSTOMER-CENTRICITY: ESSENTIAL **ACQUISITION** METRICS



New Customer Trendline and Prediction

Know how many new customers to expect to gain during a time period, know the sales and profit to expect and know when you're trending outside that expectation.



Order % Using Promo

Know the percentage of new customers' orders to which a promotion was applied, the products and brands that lead to profit gains and losses, and what to expect from that group of customers in the future.



Marketing Cost/New Customer Order

Know the total spend associated with marketing activities in relation to the total number of orders placed by new customers and the products and promotions included in those orders.

CLIENT STORY

"I especially find value in being able to see how new customers are reacting to a product. I use DynamicAction to select products specifically tailored for the specific marketing vehicle or for the specific marketing program."

DIRECTOR OF INTERNET MERCHANDISING,

U.S.-Dased Women's Fashion Retailer



"Because of DynamicAction, we are now looking at **new customer acquisition metrics from different perspectives.** And **the time savings have been huge**. I can quickly roll-up data from Merchandising and Customer Acquisition."

WEB ANALYTICS MANAGER,

Leading Footwear and Accessories Brand



4 **ACQUISITION** OPTIMIZING ACTIONS

Expand low-cost new customer acquisition programs – for example, if paid search for "women's swim" is showing low spend and excellent product margin, consider adding budget.

Reconfigure or pause high cost customer acquisition programs – for example, if a promotion is acquiring new customers that don't meet longer term minimum profit requirements, make a change.



Expand paid search terms with insights from onsite search terms used by new customers.

Increase the use of products and brands that best attract new customers in marketing campaigns.

CLIENT STORY

DynamicAction surfaced that 1,100 views of a single product from a social media campaign resulted in only 6 conversions because of fragmented stock.



CUSTOMER-CENTRICITY:

WHEN ANALYZING **MARKETING SPEND**, IT IS IMPORTANT TO ASK AND QUICKLY ANSWER:

- How much money are we spending on marketing campaigns sending our new customers to products that are sold out or highly fragmented?
- For which products should we curtail marketing spend because our customers will buy up the inventory without the paid exposure?
- Which are the most profitable customer acquisition marketing initiatives?

continuously synced across search, display and retargeting to ensure that products the site in multiple sizes, colors and options. DynamicAction and alerts you to live ad campaigns that promote limited-stock merchandise. It then recommends actions you can take to generate more customer purchases from your ad, while fulfilling demand. **Customers get the products** they want, and retailers sell more in-stock merchandise at full price.





Using DynamicAction, a retailer identified \$300,000 in lost opportunity on traffic from paid search keywords that were sending customers to items that were out of stock.



A retailer achieved a 24% increase in online profit in the first two months of using DynamicAction by reducing PPC spend on underperforming keywords and making merchandising improvementsall actions taken from opportunities surfaced in DynamicAction.



Using DynamicAction, a major retailer found \$425,000 in potential revenue for products with keywords that had low position or low quality score.



DYNAMIC ACTION

CUSTOMER-CENTRIC ENGAGEMENT & EXPERIENCE

Vital to producing the greatest levels of customer engagement and optimal customer experiences are the metrics that help retailers understand the **customers' exposure to and interaction with their products and brands,** then quickly taking the right action to produce the desired outcome. When a retailer shifts to customer-centric strategies and has a system that prescribes the actions to take, a retailer sees gains in AOV, Lifetime Value, and Customer Satisfaction.



It is worth more than \$800 billion annually to global retailers to solve the issues that detract from a frictionless experience for their customers.

*Big Data In Retail Report by Industry Research Firm Frost & Sullivan



A DynamicAction client achieved a 21% reduction in markdowns while increasing the number of orders year-over-year.



Using DynamicAction, a retailer achieved a **65% improvement in inventory sell-through** of products that were in stock, but not converting due to insufficient product views on the website, no visibility on the site or competitive pricing discrepancies.

"Customer centricity is a strategy to fundamentally align a company's products and services with the wants and needs of its most valuable customers. That strategy has a specific aim: more profits for the long term. Not all customers are created equal. Not all customers deserve your company's best efforts. Because in the world of customer centricity, there are good customers... and then there is everybody else. "

DR. PETER FADER

Marketing Professor at Wharton School of Business, University of Pennsylvania Customer Centricity: Focus on the Right Customers for Strategic Advantage

CUSTOMER-CENTRICITY: ESSENTIAL **CUSTOMER** EXPERIENCE METRICS



Website Visits and Store Traffic Trendline and Prediction

promotion and markdown strategy for maximum return.

Know how many visits to expect to receive during a time period, know the sales and profit to expect and know when you're trending outside that expectation so proactive measures can be taken when needed.

Know the profit associated with units sold broken down my physical store, web, marketplaces and all combined to determine where action is needed to tailor





VIP Customer Top Products

Product Profit/Channel

The products most frequently purchased by the most profitable customers broken down by channel, promotion, and brands support strategies to turn 2+ purchase customers into VIPs.



Views Availability

The percentage of in-stock product views per product view. Views Availability shows your customers' experience of product availability and shows you where to focus to minimize negative customer experiences.



Full Price Product Views/Website Visit

The percentage of full-price product views per visit metric supports efforts to maximize product profit margin and develop strategies to sell at full price.



Addictive Product Views/Website Visit

The percentage of views to addictive products per visit metric allow you to see how well your plans to develop repeat buyers are being executed.



CUSTOMER-CENTRICITY:

6 ACTIONS FOR OPTIMAL **CUSTOMER EXPERIENCE**



Increase traffic from campaigns that drive engaged customers.

 Marketing campaigns are not often measured by the level of engagement of the customers they drive, but doing so results in increased customer engagement.



Re-direct customers from viewing out-of-stock and fragmented products.

• Decrease the friction caused by showing customers products that are not available or do not have good coverage in popular sizes and colors.



Fix low-conversion products that get a high proportion of views.

- Look at customer reviews to detect issues like fit (add description to size up/down) or quality issues (work with vendor for buy back.)
- Check for quality and accuracy of product imagery and test alternative hero and supporting imagery.
- Ensure product description is accurate and compelling.

A positive custome

satisfaction rating is essential for not only retaining existing customers, but also securing new ones who study reviews before making purchases. Surveys show that 84% of people trust online reviews as much as personal recommendations

CHANNEL ADVISOR





Strategically control views to addictive products.

- Use product recommendation engine to expose appropriate addictive products to 2x+ buyers.
- Promote addictive products at introductory prices via email to customers not already addicted.
- Use addictive products in gift-with-purchase, sampling programs, or in a bundle.



Control view full-price products.

• Show high margin products to customers who have shown propensity to buy at full price.

6

Strategically increase views to highly rated, products with a minimum count of reviews.

• A quorum of customers who leave positive reviews encourages shoppers to engage with your brand.



A US fashion brand planned emails many weeks in advance, but had not checked for appropriate product availability. They found that a typical email had a views availability experience of less than 50% and better aligned products and campaigns going forward to make the most of customers' attention.

• A large UK department store was **about to take a 50% markdown** on some products that weren't selling. It transpired that **they had been miscoded and simply weren't appearing in the site search results.**

• A beauty retailer was about to **discontinue a niche brand**, but it was discovered that **VIP customers were addicted to it** (40% bought the same product again within 8 weeks). The range was subsequently increased.



CUSTOMER-CENTRIC CONVERSION TO PURCHASE

Efficiently converting **shoppers into profitable buyers** depends on easy and fast access to the data and metrics that are essential for optimizing the customers' interaction with products and brands. When a retailer shifts to customer-centric conversion tactics and has a system that points to the strategies to employ and the actions to take, a retailer sees **gains in conversion efficiency while maintaining profitability.**



A DynamicAction client achieved a 42% increase year-over-year in conversion rate while maintaining profitability.

CLIENT STORY

"We use DynamicAction to evaluate sales performance, SKU count, the number of products in range, SKU profitability and more. We look at all profit contributors such as margin, shipping, marketing cost, etc. We can see where to grow range or cut range, and can now look much more at conversion as it can easily be reviewed for each product."

BUYER,

World-wide sportswear brand

"Retail leaders fret about marking down surplus inventory and about the industry's estimated 8% to 10% out-of-stock incidence. But to understand the scale of lost opportunities, they need external benchmarks...Retailers run hundreds of algorithms against their data on DynamicAction's platform to tune assortment and allocation for superior customer service."

BY GEORGE LAWRIE

Vice President, Forrester "Retail Moves From Seasonal To Continuous Planning"



PRODUCT CONVERSION

A retailer achieved a 46% increase in average Product Conversion after re-merchandising a product according to DynamicAction's recommendation.

CUSTOMER-CENTRICITY: METRICS NEEDED FOR OPTIMAL CONTROL OF **CONVERSION**



Sales Trendline and Prediction

Know the sales and the resulting profit and exactly where it came from. Know when you're trending outside that expectation so proactive measures can be taken when needed.



Marketing Cost/Order

Total spend associated with marketing activities and its relationship to the total number of orders placed. See how efficiently your marketing investment is returning actual placed orders.



Order Conversion

The average number of orders per visit. This metric is often referred to as 'Conversion Rate.' Know the marketing channel, selling location, exposure, and stock issues that are driving increased conversion rates as well as what's driving downturns.



"In DynamicAction, I can see views and conversion by product...I can drill into more detail. Season is important- for example "linen" as a product attribute to see seasonal trends."

SR. MERCHANDISER, U.K. -based leading retailer



DYNAMIC ACTION

CUSTOMER-CENTRICITY:

THE TOP 8 PROFIT-PRODUCING CONVERSION ACTIONS BY LEADING RETAILERS

Identify and resolve issues with checkout.

Ensure marketing channels drive to products with sufficient stock, high conversion and a high product profit-per-view.

Find products with poor reviews and high inventory and correct problem areas such as size/fit details, product descriptions and imagery, shipping problems, etc.



5

3

Increase exposure for high converting products with low source rates in on-site search and product recommendation engines.

Export high inventory, high review ratings and a high product profit-per-view to systems managing search ranking, product recommendations and affiliate marketing.

6

Reorder product/SKUs for highly viewed and recently sold items that are highly fragmented.



Increase or reduce price to stay competitive.



MILLION IN FOUND REVENUE

Using DynamicAction, a retailer found \$1.3M in revenue for failed orders, due to a flaw in the checkout process.

3D

DYNAMIC ACTION

CUSTOMER-CENTRIC RETENTION

Retailers need metrics that support fostering **optimal repeat purchase patterns** leading to intelligent difference-making action. When a retailer shifts to customer-centric retention tactics and has a system that points to the strategies to employ and the actions to take, a retailer sees gains in retention and **increase in customer lifetime value.**

5X MORE

It costs 5x more to attract a new customer than it does to retain an existing customer. CMO.COM



"Amazon takes a holistic view of their data, noting each customer's buying habits, purchase history, frequency and quantity of spend and many more variables. By doing so, it can identify, acquire and retain profitable customers while minimizing the impact of detrimental ones. Each customer is considered on a whole-life basis, from the development of initial loyalties to the emerging needs that come with new life stage—such as a home purchase, parenthood or retirement."

MICHAEL ROSS, co-founder and chief scientist, DvnamicAction Rather than investing in initiatives aimed at directly increasing the wallet share of loyal customers, companies can benefit from placing greater investment emphasis on leveraging the goodwill and word-of-mouth generated by the loyal base as a source of "warm" acquisitions. That means recalibrating investments to focus on retaining customers with highly satisfying experiences and leveraging their connections to acquire new customers. That's where the hidden pools of loyalty returns lie.

ACCENTURE, See Beyond the Customer Loyalty Illusion

"We have passionate customers who use our site to research prior to purchasing in-store, to curate and share product collections, as well as for ultimately purchasing. DynamicAction enables us to most clearly view our website, social media and offline channels as a holistic customer experience, and understand how to inspire our customers' passions, aid their purchase processes and create seamless brand interactions."

VICE PRESIDENT,

eCommerce, Leading U.S. Lifestyle Brand

1E CUSTOMER CENTRICITY `

CUSTOMER-CENTRICTY METRICS NEEDED FOR OPTIMAL CONTROL OF **RETENTION**



Existing Customer Order %

The percentage of orders completed during the analysis period by Existing Customers.



Returned Order Value % The value of orders previously shipped, but returned by customers.



Initial Purchase to Repeat Rate The percentage of first-time buyers that returned to buy again on a later date.



Most Valuable Customer Lifetime Profit, Order Count and Return Rate per Customer

are vital to identifying your most valuable customers.

CLIENT STORY

A luxury retailer determined that a dress priced at more than \$2,000 was wildly popular and close to selling out. Naturally, they began to order more stock. When they implemented DynamicAction and synced their inventory, returns, and customer review data, they quickly realized that the sales spike was followed by an almost 70% return rate. The customer review data identified the problem. The iridescent fabric appeared a silken blue in the product image. Yet, in person, it was an almost neon green color. By looking at all their data cohesively, the luxury retailer was not only able to determine that a problem existed, but was able to put a hold on additional orders; communicate with their dissatisfied retail customers; and reshoot the dress images to give women a more accurate view of the product they would receive.



2E CUSTOMER CENTRICITY 🖒

CUSTOMER-CENTRICITY:

THE 5 TOP ACTIONS TAKEN TO OPTIMIZE **RETENTION**

Mitigate sales to high return rate products.



Manage sales to low-rated products.

Replicate strategies that resulted in sales to previously lapsed customers.

Leverage products and brands that convert 1x buyers into repeat buyers.

"With DynamicAction's solution, DXL gains the ability to unify our organization by analyzing all data points across channels to deliver a personalized brand experience. By understanding and leveraging our customer's connected behavior, DXL will be able to continue building customer loyalty by ensuring every touchpoint delivers an enhanced experience for our customer."

SAHAL LAHER, Chief Digital Officer and ClO, Destination XL Group, Inc.

5

Replicate strategies that influenced cross channel sales.

^{50UND} \$75,000

OF "HELD ORDERS"

CLIENT STORY

Using DynamicAction, a retailer found \$75,000 worth of orders for VIP customers (frequent purchasers) sitting in "held order" status and were going to miss the delivery promise.

3E CUSTOMER CENTRICITY 🏷

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**



Include the product and promotion combinations that best attract the right new customers in marketing campaigns.



Promote first-purchase brands that lead to High Value/High Lifetime Profit customers.



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.



Restrict promotions to unprofitable customers (those who have high return rates and/or negative net profit).

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.



Adjust site search and sort order for high converting, high profit-per-view products that aren't getting enough exposure to provide additional views.

DYNAMIC ACTION

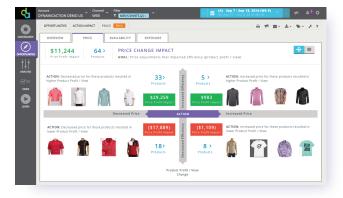
4 WAYS DYNAMICACTION HELPS YOU ACHIEVE **CUSTOMER CENTRICITY, PROFITABLY**

To utilize information and prescribed actions for maximum effectiveness, a retailer needs a system that delivers them directly to the employees and platforms responsible for the customer experience, and this is exactly what DynamicAction does.



Self Service Analytics Discover the answers to your specific questions.

- During this promotion, which channel/brand combination was most efficient in winning new customers?
- Which products are best in developing 11+ repeat buyers?
- How many VIP customers should we expect to purchase in the Men's Shirts category within 12 weeks?

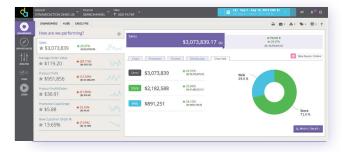




Dashboards and Reports

Pre-defined and customized dashboards that help you manage your retail business are at your fingertips and in your email inbox.

 Have the information you need to communicate results and next steps for your initiatives waiting for you instead of you waiting for it.





4 WAYS DYNAMICACTION HELPS YOU ACHIEVE CUSTOMER CENTRICITY **PROFITABLY**



Alerts

Know faster, act faster when there's a problem or an opportunity.

- **Example1 INVENTORY PROBLEM!** Send me an email that lists products with a SKU Availability that is <30 for Men's Shirts
- Example 2 EXPOSURE OPPORTUNITY! Send me an email when Product Profit/View >\$1.50, Weeks of Cover >3, SKU availability7 >50% and Return Rate is <20%

For account .you have received this automated email because you enabled metric alerts.

Manage Metric Alerts

METRIC ALERTS

Product Profit % > 56.62 % Expected Range 57.28 % to 68.76 % Pause | Disable | Unsubscribe Prediction Feedback &

Average Selling Price >



4

Automated Action

Programmatically optimize partner-integrated solutions. Paid search, promotions, digital content, display, email, affiliate programs, pricing, inventory and many other retailing platforms will simply perform better, faster and without additional effort from your teams.



- When a product is low in stock, automatically suppress it from PPC, PLA, display, etc.
- Automatically test new products in marketing campaigns for acquisition and retention.
- Expose established customers to addictive, highly-rated products via product recommendation engines, email and social campaigns.

CLIENT STORY

"DynamicAction eliminated the need for a lot of the steps that we were taking and made sure we are actually thinking about the most important data, driving the most important insights, and then prioritizing the most powerful profit actions as a result of it. It makes it almost idiot proof for us to be successful with data."

KEN SEIFF,

Former EVP, Direct and Omnichannel Brooks Brothers



Consumers' demands for a channel-agnostic shopping journey is growing as the days pass. Today's consumers expect it to be easy to browse, search, shop, research, try products without risk, and choose from several different ways to get their products in-hand quickly. Certainly, Amazon led consumers down this path of expectations, but Walmart, Target and countless other forward-thinking retailers have also made strides over the past year to offer customer-centric initiatives and remove friction at each stage of their customers' interaction. To be successful, they must know who their customers are and have fast access to insights on every single action they take.

"Companies can benefit from prescriptive analytics firms like DynamicAction, which runs a set of proprietary algorithms to find mistakes among retailers' myriad and disparate data sets (e.g., site analytics, merchandising systems, content management systems) to provide recommendations on what the retailer specifically must address."

FORRESTER RESERCH

2018 RETAIL GUIDANCE: Prescriptive Analytics Will Overtake Predictive Analytics





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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