

10 Stats Every Retail Marketer Needs To Know

Global Guest Attitudes and Trends in Personalization, Privacy, Messaging, Advertising and Brand Loyalty

In conjunction with **Econsultancy**

Today the purchasing path is anything but straight-forward. Consumers browse in-store only to purchase cheaper from their smartphone. They expect consistent experiences whatever channel they engage on and rewards for their loyalty that goes beyond points-win-prizes.

The exclusive data in this infographic has the ability to significantly impact your revenue goals in both the short and long term, but it may require a willingness to adopt a new marketing mentality that empowers retail marketers to deliver consumers' growing demand for more personalization, more privacy and a deeper relationship with the retail brands they know and trust.



RETAIL

93%

A huge 93% of consumers will share personal and preference data with your retail brand if you offer the right value exchange

108%

When it comes to driving sales, email outperforms SMS, banner ads, paid and organic social advertising by up to 108%

74%

Personalization is the cornerstone of loyalty, with 74% of consumers citing a favorite brand as it treats them like an individual

62%

Yet it should only be from data the consumer proactively shared with you. Almost two thirds of consumers think retargeting ads derived from cookie tracking are creepy, not cool

57%

The overwhelming majority of consumers are prepared to pay more to purchase from a preferred retail brand

49%

49% of consumers have made an online purchase from a retail brand in the last six months

47%

47% of shoppers have browsed for products in a physical store but purchased later online

38%

But there's work to do. Only 38% of consumers trust retail brands to use their data to provide personalized marketing and services

24%

However a staggering 24% of consumers are not loyal to a given retail brand because it did nothing to encourage their loyalty even though they are a frequent shopper

13%

And only 13% of consumers will miss cookies and think they make for a better online experience