

Experian's Retail Marketing Solutions

Revolutionizing the future of data for retailers to enhance the consumer journey

According to the National Retail Federation (NRF) in 2019, despite the narrative that retail is a dying industry, it's undergoing quite a transformation:

- Retail sales have grown almost **4%** annually since 2010
- Of the top 50 online retailers, nearly all operate stores
- Industry-wide, online sales make up **10%** of all retail sales
- Retail sales in 2019 will increase between **3.8%** and **4.4%** to more than **\$3.8 trillion**

In-store and online shopping, app-based purchases, e-mail marketing, loyalty programs and more offer retailers countless opportunities to connect with and engage consumers. But retailers can run into trouble if they have siloed, disparate or poor-quality data, the wrong message and/or channels, or aren't measuring or optimizing their campaigns.

Becoming customer centric requires a strategic, cultural shift in the way most traditional retail organizations operate, and many retailers don't have basic omnichannel capabilities in place. **A one-to-one customer relationship is key, which means it's important to resolve fragmented data and create a complete picture of the consumer to speak to them on every level.** The goal is to earn their loyalty through personalized, relevant and targeted communication, but you can't do that without quality data and a data-driven strategy.

Shift your retail business into a higher gear

As the single-solution provider for all your retail marketing needs, Experian Marketing Services is revolutionizing the future of data for retailers to enhance the consumer journey. Using data and analytics, we can help you initiate meaningful engagements to better understand existing customers and find new ones. We're ready to help you identify your best customers, create messaging that resonates, activate your message on the right channels, and measure the impact of your campaigns.

Experian's Retail Marketing Solutions

Experian's Retail Marketing Solutions team knows retail and we're ready to help you:

- **Link together disparate systems of audience insights and engagement both online and offline**, so you can foster a more seamless and personalized omnichannel customer experience and connect the dots of consumer identity.
- **Target consumers with messaging that resonates across multiple channels**, helping you identify your best customers and find new ones through true one-to-one campaigns based on your own first-party CRM data, Experian data, or a combination of the two.
- **View marketing campaign impact on your bottom line** and help you justify future marketing spend by understanding consumer visits and overall campaign insights.
- **Get access to the highest-quality business data, both current and archived**, for analytics and research to support your decisions, strategies, and future marketing plans.
- **Analyze your transaction data to identify strengths and weaknesses** so you can effectively build on both categories, ensuring your next campaign is even stronger and more effective than the last.
- **Obtain robust data and advanced analytics to profile and build personas** of current and potential customers.
- **Create solid customer models** and identify future consumer targets using our customer journey and lifestyle mapping capabilities.

Examples of how retailers have leveraged our solutions to help them grow

Women's Clothing Retailer

When looking for opportunities to reactivate lapsed customers, a women's clothing retailer reached out to us for support. We helped them segment consumer information based on how long they'd lapsed, then created response models to reach them based on demographics and behavioral attributes in conjunction with prior purchase history. By combining both models to create a Reactivation Matrix, we were able to gain a profile of lapsed consumers to ensure the client was targeting those most likely to reactivate and focusing content that appealed to each profile.

Major Discount Department Store

One major discount department store wanted to identify groupings of their loyalty customer base and profile those segments to guide their marketing strategy, differentiating between customers and their respective purchase patterns. We helped them identify eight distinct customer personas using transactional and Experian's ConsumerViewSM data. Using this information, we were able to focus prospect efforts on migrating customers into core segments.

Why Experian?

For over 50 years, we've built up expertise across multiple industries including retail—and we're ready to share our best practices with you to help you build long-lasting relationships with customers.

Contact us at experianmarketingsolutions@experian.com, or contact your Experian Marketing Services representative to get started.