

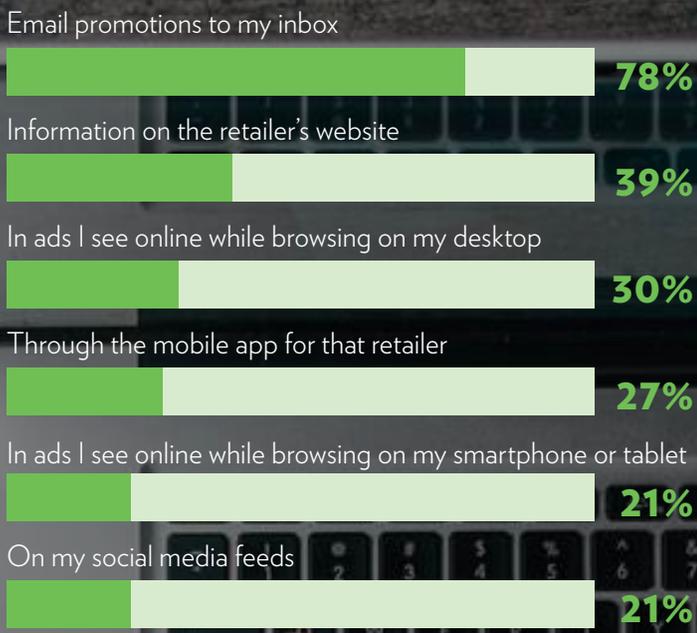
THE DIGITAL DIVIDE

As consumers become more digitally connected and empowered, they expect a higher level of service and relevancy from brands and retailers. And while retailers say they use a variety of channels to deliver tailored messages, there is a clear divide between consumer expectations and the retail realities. To successfully reach new people, keep current customers and bring back past shoppers, retailers need to prioritize data and information to better understand what individuals want across their own unique buying journeys.

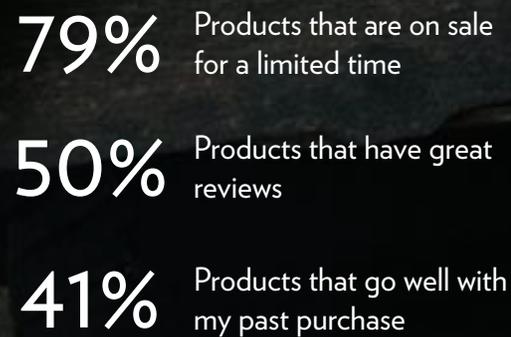
WHAT PEOPLE WANT

WE ASKED SHOPPERS...

“WHERE DO YOU EXPECT RETAILERS TO PERSONALIZE THEIR MARKETING COMMUNICATIONS TO YOU?”



“WHAT INFORMATION WOULD BE HELPFUL DURING YOUR NEXT SHOPPING EXPERIENCE?”



RETAIL REALITIES



HOW FREQUENTLY DO YOU...
(RESULTS REFLECT CONSUMER RESPONDENTS WHO SELECTED “OFTEN” AND “ALWAYS”)



Source: Closing The Gap Between People's Expectations and Retail Realities
Download the complete report here: magnetic.com/ClosingtheGap