

eTail 

TRENDS in SPEND

Building a More Seamless
Customer Journey



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Methodology

As part of the eTail UK 2022 Connect event, WBR Insights profiled attendees to discover the key investment areas for their companies. Using this unique insight, we then surveyed a further 100 Heads of eCommerce from the United Kingdom's largest brands to see why these key trends in spend are so important and to which business goals they are contributing.

The survey was conducted by appointment over the telephone. The results were compiled and anonymised by WBR Insights and are presented here with analysis and commentary by Bloomreach, Narvar, RTB House and the eTail UK community.

The WBR Insights topics detailed in this report will also be covered in the eTail Connect Spring event:

[download the agenda.](#)

What is your job title?



◆ VP/Director/Head of eCommerce	20%
◆ VP/Director/Head of Omnichannel	20%
◆ VP/Director/Head of Digital/Digital Transformation	20%
◆ VP/Director/Head of Marketing	10%
◆ VP/Director/Head of Multichannel	10%
◆ VP/Director/Head of Mobile	10%
◆ VP/Director/Head of Online Trading	10%

What type of organisation do you work for?

	Fashion and jewellery	25%		Food and beverage (incl. supermarkets)	10%
	Consumer electronics	20%		Travel	5%
	Health and beauty	20%		Fast-moving consumer goods (FMCG)	5%
	DIY and home	10%		Luxury	5%

Key Findings

1

Building an incredible omnichannel experience across the whole customer journey is a key priority for heads of eCommerce in 2023. With acquisition costs rising, 53% of our respondents revealed they view investing in customer retention and the post-purchase journey as 'very important'. By working towards retaining customers before gaining new ones, retailers are more likely to increase repeat purchases and drive forward customer referrals.

2

Retailers are prioritising personalised customer experiences in the next 12 months. Over three-quarters of our respondents (77%) will be increasing their investment in data management platforms to interpret customer data. By having an efficient data management platform, heads of eCommerce are improving demand forecasting and building more accurate customer profiles.

3

As the eCommerce industry continues to prioritise personalisation, many retailers are investing in new technologies to ensure privacy in personalised ad campaigns. Our respondents revealed they are increasing spending on 'AI to more seamlessly protect customer data' and 'digitised data-security infrastructure'. By utilising these tools, retailers are transforming how they interact with customers and setting up a more profitable customer journey.

4

A majority of respondents (67%) are looking to invest in new apps and mobile technology in the next 12 months. Apps and mobile innovations offer a simplified and assessable customer experience. Retailers can reap the benefits of improved marketing opportunities and higher conversion rates.

Our survey revealed that 63% of respondents' view enabling a variety of payment options for in-app shopping as the main driver for investing in apps. Offering a variety of payment methods makes brands' online stores more appealing to customers, increases exposure to content and builds greater revenue.

5



The Future of Data and Personalisation

By Simon Trewavas, Country Manager UK, RTB House

Few things are more discouraging to online shoppers than being unable to find what they're looking for. Shopping experiences—in traditional retail and e-commerce—play a role in how people perceive brands and how they spend. More personalised shopping experiences produce better outcomes such as higher conversion rates, return customers, and higher revenue.

Online shoppers have come to expect an individual approach from brands. They value relevant product recommendations, tailored messaging, and simple navigation.

At the same time, concerns about privacy and trends in data protection have started to limit what data brands can use to personalise those experiences. As we face the end of cookies, brands will need to adopt new strategies—and harness new data sources—to keep shoppers happy while respecting user privacy.

The value of personalisation

Personalisation enhances the buyer journey at all stages. Recent research from *McKinsey* and *Business of Fashion* found that shoppers are more likely to buy from brands that offer custom experiences. It also found that companies that incorporate personalisation can generate up to 40% more revenue.

Retailers that tailor offers increase click-through rates and dwell time and can reduce the cost of handling returns, all while building lasting brand relationships. It's not surprising that personalisation is currently a major focus for brands. A majority of retailers surveyed in this research are making it a priority in their organisations.

How to personalise to win and retain customers

Part of personalising offers is about showing a compelling advert to the right person at the right time. In this approach, recommendation engines adjust adverts to individual tastes and adapt the offer to unique users. Different product offers, copy or calls to action resonate with different audiences, leading to higher engagement.

Of course, a lot of unstructured data is necessary to do this. Currently, that comes from cookie data, but zero-party and first-party data are promising alternatives. Being able to analyse the data is vital to effective retail campaigns.

RTB House uses an advanced subset of artificial intelligence—Deep Learning—to power its ad campaigns. Deep Learning algorithms can analyse complex datasets to determine user intent. Unlike machine learning, campaigns powered by Deep Learning improve over time without human input. For retailers, that means better product recommendations and less ad budget waste. At RTB House, we've seen up to 41% more efficient product recommendations in our campaigns.

The Future of Personalisation

Advertising campaigns can achieve strong results without relying on third-party cookies for behavioural retargeting. Zero-party and first-party data are often enough and there is no need to cross any privacy boundaries. The promise of a better shopping experience or exclusive deals can often persuade customers to allow brands to use their zero-party data. Surveys, forms, and discount codes are some of the ways to gather data from willing customers to create personalised recommendations.

While it will be more complex for brands to personalise advertising without cookies, several alternatives exist. RTB House has developed two concepts within Google's Privacy Sandbox FLEDGE. The first allows advertisers to continue to show users personalised product recommendations, just as they do today. The second allows highly accurate budget optimisation within this new cookie-free environment.

Cookies may be on their way out, but personalisation is here to stay, so it's as important as ever to work with technology that pulls data from disconnected sources to run campaigns that personalise with precision.



Simon Trewavas
Country Manager UK,
RTB House

Part One

Building Incredible Omnichannel Experiences Across the Customer Journey

“A majority of respondents (78%) are looking to increase spending on solutions that provide a data-driven view of customers and the customer journey.”

Improving omnichannel customer experiences is a key investment priority for retailers as they adapt to changing customer expectations. With regards to increasing acquisition costs, 53% of respondents view investing in customer retention and the post-purchase journey as ‘very important’.

Heads of eCommerce are looking to strengthen their relationships with existing customers through leveraging data. By utilising customer relationship management (CRM) platforms and cloud technology, organisations can better tailor marketing to deliver relevant messages and drive repeat purchases.

A majority of respondents (78%) are looking to increase spending on solutions that provide a data-driven view of customers and the customer journey. However, 22% have yet to do so. By using data management platforms, heads of eCommerce can analyse customer interactions across the whole customer journey while also delivering automated personalised content.

Our respondents revealed which technologies they consider an investment priority to improve their omnichannel customer experience. They mentioned ‘digital communication for seamless customer communication’, ‘in-store personalisation technology’ and ‘AI capabilities’. The integration of AI technology provides in-app support options, providing greater insight into the changing needs and preferences of customers.

We asked our respondents what technologies they are considering as a priority investment to improve omnichannel customer experience. Here is what they told us:

“Digital technologies that promote good communication and interactive capabilities.”

“Customers want visibility and AI is the best technology that can provide various forms of visibility to customers even in the omnichannel.”

“Augmented reality (AR) is something we know, that will change customer experiences in the omnichannel environment.”

“Cross-channel digitalisation is the ideal technology umbrella we are targeting.”

“In-store personalisation technologies because we want more customers to participate in the in-store purchases in the omnichannel environment.”

“Realtime dashboards are being identified as the next most important solution for personalised customer experience in the omnichannel environment.”



Raj De Datta

Co-founder and CEO, Bloomreach

“AI has taken on an increasingly critical role in businesses’ digital strategies over the past few years, particularly as personalisation has grown in importance. With AI, businesses have the ability to scale personalisation efforts across channels, ensuring the omnichannel experience is seamless for every customer as they move across touchpoints.

Consider how customers shop today, across devices, channels and platforms; that seamlessness is often what creates the distinction between an enjoyable shopping experience and a frustrating one.”



Hannah Davis

Conference Producer, eTail Connect Spring 2023

“Greater visibility gives retailers the ability to provide more accurate forecasting which is crucial for better resource allocation and improved efficiency. This will allow retailers to better meet customer demand and improve customer satisfaction.

Personalisation has been gaining momentum for a while now. Retailers are prioritising providing meaningful and relevant customer experiences to increase sales, customer loyalty and retention. Retailers are looking for ways to get more and more available data from their customers so that they can provide exactly what they are looking for and enhance their shopping experience.”

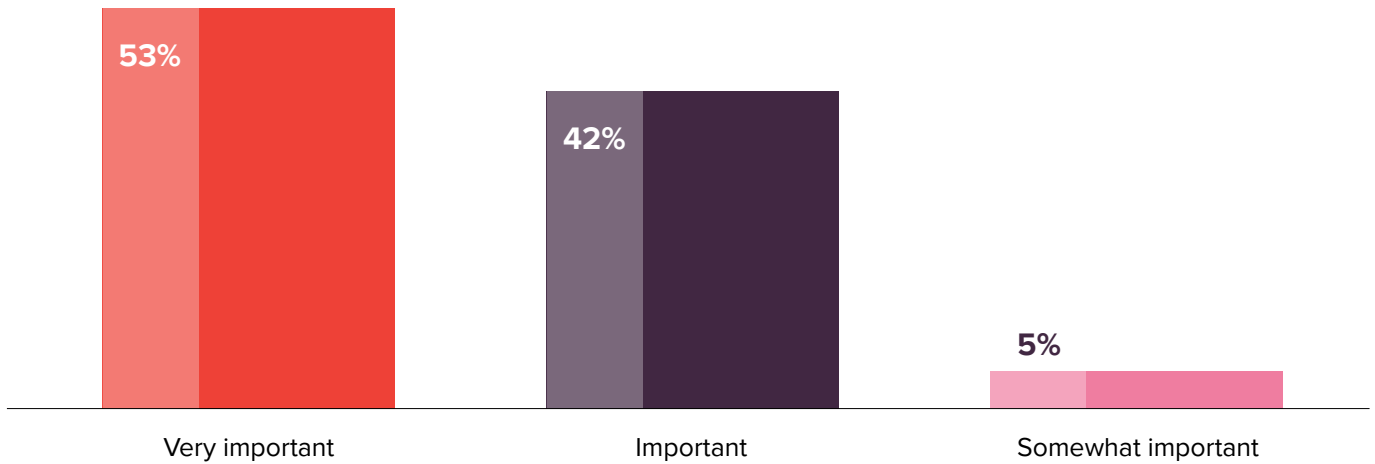


Holly Steele

Head of Technology, Sweaty Betty

“At Sweaty Betty we are placing a focus on cross-channel digitalisation, specifically investing in tools and processes that are scalable and supportable. We are considering how to both achieve an excellent customer experience and improve the experience for our colleagues who use systems day-to-day to respond to customer needs. Cross-channel digitalisation is about providing a seamless customer experience using tools that are simple for the Sweaty Betty teams.”

With increasing acquisition costs, how important is it for your organisation to invest in customer retention and post-purchase experiences?



Raj De Datta

Co-founder and CEO, Bloomreach

“With customer acquisition costs rising, it is no surprise that the majority of businesses are focused on customer retention. Prioritising customers who already know, understand, and trust your brand can be a highly efficient way to drive results.

After all, established customers have already made their preferences clear. Businesses can leverage that information — the products they shop for, the channels they shop in — to re-engage consumers with an even more tailored shopping experience.”



Emilie Mouquot

VP of Marketing, notonthehighstreet

“There is a lot of pressure on acquisition cost in this current market and privacy has changed in recent years has played an increasing role in that trend.

To manage costs, brands are shifting their focus further onto customer retention. This is a much cheaper way to continue a profitable growth path because you already have an established relationship with those customers.

When it comes to retention, the key drivers to succeed are based on a brand's understanding of its customer and how it uses it to customise the customers' experience and interactions. Therefore, we are seeing more brands focusing on first-party data strategy, ourselves included and how to deliver that personalised service.”



Holly Steele

Head of Technology, Sweaty Betty

“Customer retention and the post-purchase experience is always something Sweaty Betty has prided itself on. We genuinely care about our customers and want them to love our product as much as we do. At that initial acquisition point, the goal for any retailer is to have the customer try your products and really get behind them. You want customers to keep coming back because they believe in your brand. They are not just repeat customers but brand ambassadors on your behalf.

For Sweaty Betty, we are focusing in 2023 on retaining customers and giving them the best experience, just as we do every year. We care about our customer experience and it is important we have the technology to support us to constantly improve this area.”

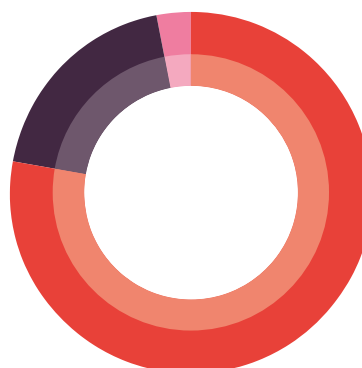
Are you investing in solutions that provide a more data-driven view of your customer and the customer journey?



Raj De Datta
Co-founder and CEO, Bloomreach

“Personalisation is at the heart of every incredible digital experience. It is what allows businesses to meet customers where they are - to show them exactly what they want, exactly when they want it, exactly where they want to see it. Yet this is impossible without a data-driven view of the customer and the customer journey.

While customer data is certainly not a new area of investment for businesses, today, we are seeing many businesses recognise that simply gathering that data is not enough. They need to be able to gather it in real-time, unify it on a centralised platform, and above all, actually be able to use it. Businesses will now turn their focus toward investing in solutions that not only offer a data-driven understanding of the customer, but also allow them to turn that understanding into action.”



- ◆ Yes 78%
- ◆ No 19%
- ◆ We have yet to decide 3%



Hannah Davis
Conference Producer, eTail Connect Spring 2023

“I agree with these results. I think investing in more data-driven solutions is the way forward and helps heads of eCommerce grow their confidence in their present decision-making. Retailers can have greater insight into their customers’ behaviours and thus have a better understanding of exactly what they want.”



Holly Steele
Head of Technology, Sweaty Betty

“I think every retailer is looking to data in some way to inform decision-making and improve their businesses. The data-driven view of customers is about understanding customer preferences so you can be as effective as possible in your interactions – from the products you offer to the sales experience and beyond.

The key is using data and insight to enable meaningful, consistent storytelling across channels and meeting customers where they are. Then, having data and insight to measure our success in connecting with the customer and to inform ways to continually improve and maximise the customer experience.”



Part Two

Utilising Personalisation to Gain and Retain Frequent Shoppers

“By investing in personalised content alongside increasing personalised ad campaigns, retailers are creating better experiences for customers and increasing repeat purchase numbers.”

Heads of eCommerce are factoring personalisation into their budgets in 2023. Our survey revealed that 61% of respondents are investing in personalised advertising campaigns to improve customer loyalty. This is closely followed by 59% who are increasing spending on producing more content for personalised ad campaigns. By looking to personalised content alongside increasing personalised ad campaigns, retailers are creating better experiences for customers and increasing repeat purchase numbers.

We asked our respondents what role personalisation plays in gaining and retaining customers. Our survey revealed that 51% see personalisation as a driver for sales and consider it to have a major impact. This is followed by 37% who see personalisation as having an influence and have experienced a limited uplift in sales. By increasing purchases with robust AI, heads of eCommerce can gain greater transparency across multi-channel campaigns.

Respondents are investing in innovative technology to ensure customer privacy within ad campaigns. Several respondents mentioned ‘the power of Artificial Intelligence’ and investing in ‘technology that provides customers control over their data’. By investing in privacy-enhancing technology, retailers can access new and smarter data algorithms to ensure campaign performance and brand outcomes through personalisation.

Retailers can expect a move towards gaining better insights into their personalisation strategies. Our survey revealed only 12% of respondents are unsure how to measure the impact of personalisation. Heads of eCommerce are seeing the benefit of utilising personalisation and are further connecting shoppers to their brand as a result.

How is your organisation investing in personalised customer experiences in the next 12 months?

Respondents were asked to select all answers that applied.



- ◆ Investing in data management platforms to interpret customer data to aid decision-making 77%
- ◆ Investing in personalised advertising campaigns to improve customer loyalty 61%
- ◆ Producing more content for paid personalised ad campaigns 59%
- ◆ Increasing paid personalised ad campaigns to create better online experiences 59%
- ◆ Increasing spending on AI technology to identify customer behaviour patterns 58%
- ◆ Increasing investment in AI models for more relevant search recommendations 54%
- ◆ Investing in loyalty schemes to create greater brand interaction 45%



Emilie Mouquot

VP of Marketing, notonthehighstreet

"I think data management is always a challenge for businesses. A lot of brands have multiple systems that gather data. We combine data in one place, and this will help provide a better understanding of the customer but also by leveraging data, we make more effective decisions. If data is fragmented, this makes it very difficult to manage and becomes very costly.

As a marketer, we prioritise the entire customer experience and the technology functions available to create that experience. I think having the right data management platform would put this together and really allow all departments to work more seamlessly, beyond just marketing."



Holly Steele

Head of Technology, Sweaty Betty

"The results of this survey question reflect wide recognition across the industry of the importance of having clean, accurate and timely customer data to support all areas of the business. To get to a level of maturity in which the business can use insight from customer behaviour to drive decision-making across the business, the starting point must be an investment in leveraging existing data and building supporting data management platforms and practices. It is important to be smart with the data you already have and to build a culture of data informed decision-making."



Andrew Howe

VP of Operations UK, RTB House

"With the right data and the right technology, you can speak to customers at scale by showing them offers based on their preferences. But collecting and interpreting that data can pose a challenge to organisations. As a result, many firms are investing in tools and new solutions that handle this effectively. You now need to look at the available data, draw insights, and connect clues in user behaviour to then show relevant offers to individuals in real time. That's now possible with Deep Learning, the most advanced form of AI."

We asked the respondents what technology they are considering investing in to ensure customer privacy in their personalised ad campaigns. Here is what they told us:

“Data encryption will hold a higher importance here.”

“We will consider customised solutions to assist in customer privacy protection.”

“I believe AI and ML will help us seamlessly protect customer data through all our campaigns.”

“A digitally integrated framework that will provide insights and security to customer data.”

“Technology that would allow us to move data privacy closer to the source of data.”

“Real-time data monitoring and privacy technology is what we are considering adopting here.”



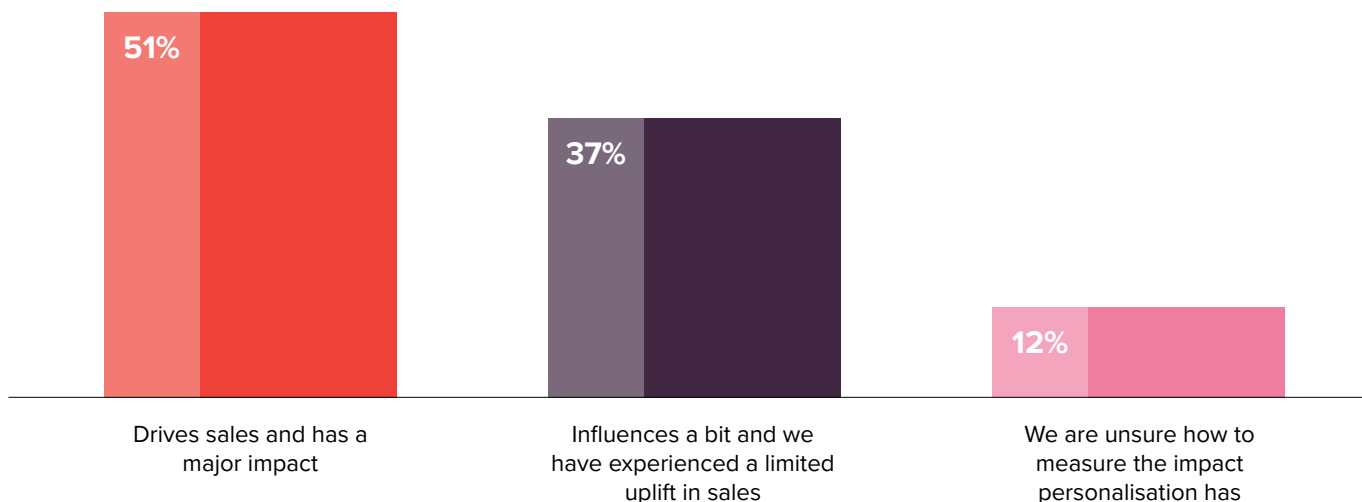
Simon Trewavas
Country Manager UK, RTB House

“With many of the upcoming privacy changes, personalising advertising without cookies will be much more complex for all brands. Of course, better privacy standards are good for consumers and brands alike. While many data sources we’ve used in the past won’t be available, new sources are emerging. Many of the techniques to replace cookies, however, will have to use vast amounts of data from several sources.

Being able to analyse that data effectively and apply it to ad campaigns requires technological capabilities and expertise in AI models like Deep Learning. Understanding the data and how to put it to use will be increasingly important as we phase out cookies.”



What role do you think personalisation plays in gaining and retaining customers in your industry?



Andrew Howe
VP of Operations UK, RTB House

“Personalisation and AI are massive opportunities for brands that are ready to incorporate them into their AI and data analysis strategies. Over half of the companies surveyed say it’s already driving major sales impacts.

With advances in AI, traditional ‘purchase funnels’ have shifted to infinite consumer journeys. Today, marketers can target precise product recommendations at specific moments by using personalised messaging and creatives, regardless of where that user is in their infinite journey.

Take location data from a fitness app, for example. If the app shows that a runner spends most of their time in the forest, then the algorithm would take that data and show ads for trail running shoes, not road shoes.”



Hannah Davis
Conference Producer, eTail Connect Spring 2023

“Driving sales is always what retailers are prioritising when investing in something new. They want to be able to make a major impact and this is what personalisation is all about. Heads of eCommerce are looking to give customers exactly what they want and not just gain but retain customers.”

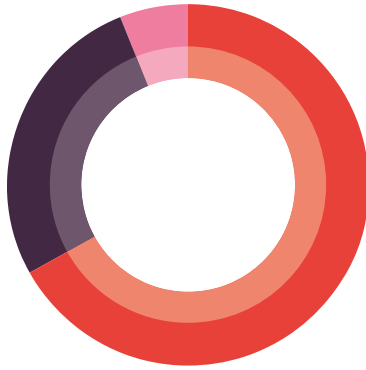


Emilie Mouquot
VP of Marketing, notonthehighstreet

“Although the industry has been looking to personalisation for some time, I think it has now become a key topic to tackle to win customers and drive retention. Customers are very aware of how brands are collecting their data and they are now expecting to be delivered a personalised experienced.

Personalisation is key to supporting the frequency of purchases and brand loyalty. It helps stand out from the crowd and supports improved customer satisfaction.”

Is your organisation planning to invest in new apps and mobile technology in the next 12 months?



- ◆ Yes 67%
- ◆ No 27%
- ◆ We have yet to decide 6%



Holly Steele
Head of Technology, Sweaty Betty

"Sweaty Betty has just implemented a mobile point of sale for our stores. This is a big leap forward for us and we are excited about the opportunities we now have for bringing additional mobile-based solutions to our store teams.

We see an opportunity to integrate mobile technology that will help our colleagues working in-store. With more seamless tools to manage the store operations, the teams in store can spend more time getting to know and working with our customers."



Hannah Davis
Conference Producer, eTail Connect Spring 2023

"Technology is constantly changing and evolving. Retailers will continue to invest in new apps and mobile technology to keep up with their peers. If they do not continue investing and looking forward, heads of eCommerce risk being left behind.

Especially in terms of apps, these are always being developed. New ways of reaching customers faster and allowing shoppers the opportunity to shop for anything, anywhere are made possible through apps. Therefore, retailers need to remain on top of the latest apps used by their peers."

Part Three

The Opportunities of Mobile and Apps for a Seamless Customer Journey

“Our respondents revealed how they are overcoming challenges when investing in mobile to better connect with customers.”

Investing further in apps and mobile technology is a key trend for heads of eCommerce. Over two-thirds of respondents (67%) revealed they are planning to invest in new apps and mobile technology in the next 12 months.

However, 50% of our respondents shared that their budgets have stayed the same regarding investing in apps. With the need to invest in new platforms increasing but budgets staying the same, retailers are turning to AI to provide better recommendations and search optimisation in real-time.

Our respondents revealed how they are overcoming challenges when investing in mobile to better connect with customers. A majority mentioned ‘using social media as an important source of information’ and highlighted ‘data-centric insights’ as crucial to overcoming mobile hurdles.

By utilising social media, retailers can recapture organic engagement and understand which platforms drive the largest volume of online traffic. Heads of eCommerce can more creatively build brand awareness and drive customer engagement.

Retailers are working hard to prioritise personalisation through apps and mobile. 63% of our respondents revealed they are driven to invest as a way of enabling a variety of payment options for in-app shopping. However, this is closely followed by 62% who wish to target a wider range of customers while they are on the go. By offering a larger range of in-app payments, heads of eCommerce will avoid abandonment of payments as checkout becomes simplified and instantaneous.

What is driving you to invest in apps and mobile technology?

Respondents were asked to select all answers that applied.



- ◆ Enabling a variety of payment options for in-app shopping 63%
- ◆ Targeting a wider range of customers while they are on the go 62%
- ◆ Personalised mobile marketing and advertising 58%
- ◆ Location-based offers, loyalty schemes, in-store experiences, and promotions 56%
- ◆ Location tracking to increase the capture of customer data 54%
- ◆ Increasing the omnichannel experience for more efficient hybrid shopping 46%
- ◆ Location tracking to provide more personalised content 46%
- ◆ Increasing mobile shopping to create growth 45%
- ◆ Simplifying in-app shopping for a frictionless post-purchase journey 40%



Hannah Davis

Conference Producer, eTail Connect Spring 2023

“When it comes to online payments, having a lack of options or a confusing payment process can be off-putting to customers. As a result, customers will become frustrated, give up on shopping there and not buy anything at all.

Investing in a wider range of options helps smooth out the whole journey. I think these results will remain the same for the time being as in the current climate, these are the top priorities for heads of eCommerce.”



Emilie Mouquot

VP of Marketing, notonthehighstreet

“I understand why a high number of respondents would have placed payment options as a top choice. However, when thinking of the benefits of investing in apps I see how they can deliver on first-party data strategy efforts and as great enabler for recognising customers faster and therefore delivering a personalised experience.

Brands have done very well in terms of leveraging app technology and thinking about the value exchange with customers which is key as part of an app strategy.”

We asked respondents how their organisation is overcoming challenges when investing in mobile to connect with customers. Here is what they told us:

“By using social media as an important source of information and insights to build solutions.”

“By investing in the right demographics and by choosing the right data to provide insights for our mobile strategies.”

“We are studying customer behaviour as they spend so much time on their mobile phones to help connect with them.”

“Higher focus on connecting with customers through social media and other mobile applications is fostering our investments.”

“Strong budgetary allocations are eliminating potential challenges involved here.”

“Increasing mobile subscribers across channels and applications is doing the job for us.”



Hannah Davis

Conference Producer, eTail Connect Spring 2023

“Social media is currently the best way retailers can connect with customers on a personal level. It provides a gateway to help customers buy into the brand and figure out which products work best for them. This is particularly useful to help understand the younger generation which can be done by using targeted ads.

Retailers are also looking to sell products directly through platforms such as Tik Tok and Instagram. This will help increase sales as customers do not have to go through their websites, they can purchase products right there and then.”



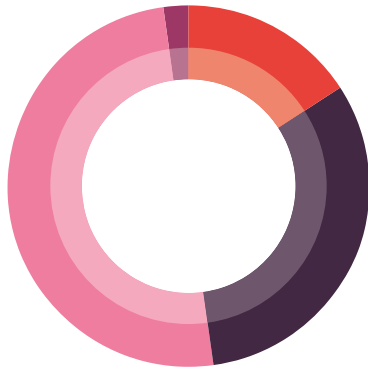
Emilie Mouquot

VP of Marketing, notonthehighstreet

“I think the crucial thing here is that most people spend about two and a half hours a day on social platforms and brands need to be where customers spend their time. Social media has become a shopfront for brands and a crucial place where deep connections can be created. It is an authentic opportunity for brands to showcase their creativity.

Tik Tok for example is an environment where brands are pushing forward their ability to make content that showcases their personality. Although this may be an initial struggle, once organisations' have mastered this, they will see a rise in online sales.”

How has your budget changed regarding investing in apps?



- ◆ Significantly increased 16%
- ◆ Increased 32%
- ◆ It has stayed the same 50%
- ◆ Decreased 2%



Hannah Davis

Conference Producer, eTail Connect Spring 2023

"This result makes sense to me as retailers have been investing in apps for years now. Budgets have increased a lot over time and now, they have reached a point where they are staying the same but what they are investing in is shifting. For example, they are looking towards different aspects of apps and redefining their own priorities."

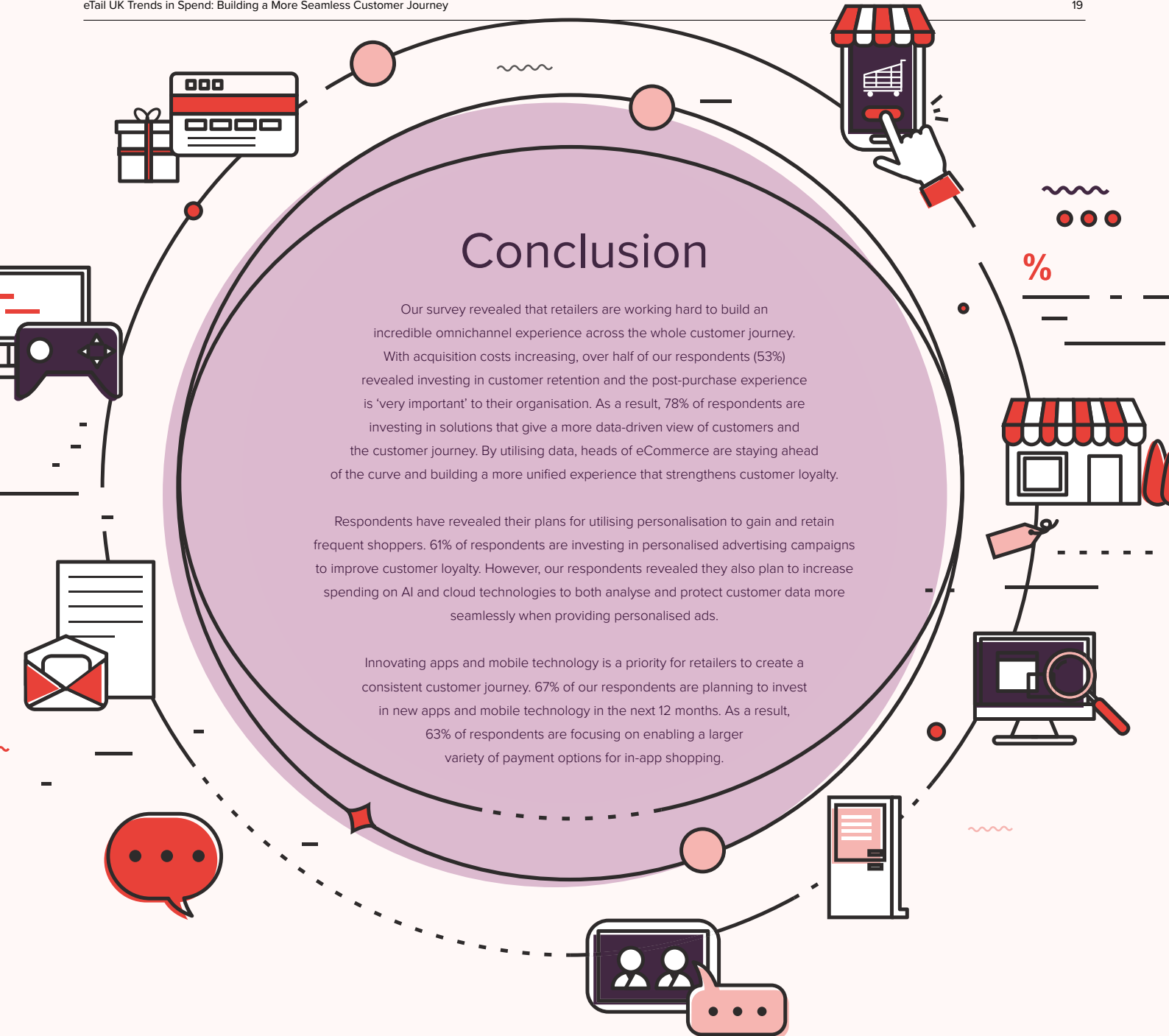


Emilie Mouquot

VP of Marketing, notonthehighstreet

"In terms of apps, there is some level of investment needed to see a benefit. However, some things can bring customers into the app without necessarily having to spend a huge amount of money. The main push is getting customers onto the app in the first place and finding the best way of shopping for them. Establishing a clear value exchange between a brand and their customers is probably the most important thing to tackle"





Key Suggestions

Adopting the right data management platform for your organisation:

Using data-driven solutions to achieve a full view of the customer journey comes with many benefits. However, there are steps retailers have to take to avoid common challenges, for instance having an appropriate data management platform in place to better understand customer behaviour and interconnect the rest of the technology stack to increase personalisation. This will increase efficiency and speed in decision-making.

The benefits of cross-channel digital solutions:

Balancing personalisation with privacy during ad campaigns is a goal for almost all retailers. However, when looking to invest in new technology, heads of eCommerce should look for cross-channel digital solutions. By doing so, retailers are creating a 360-degree overview of customers consolidated into a more secure data set. This allows for more meaningful connections with customers and increases uniformity across all platforms.

Knowing who your customers are and your choices:

Although respondents' apps and mobile technology budgets are staying the same, they are still looking to optimise their current platforms. To best capitalise on upcoming trends, heads of eCommerce should look to incorporate AR to improve customers' mobile experience. By doing so, retailers can give customers a more accurate representation of products, simplifying shopping and better-increasing personalisation.

RTBHOUSE =

RTB House delivers truly personalised marketing for top brands and agencies worldwide. As a leader in first-party data solutions, RTB House utilises Deep Learning-powered technology to create highly targeted ads that boost performance and optimise campaign budget. Advertisers can inspire internet users through personalised recommendations that generate outstanding conversion results.

The Deep Learning technology utilised by RTB House is able to assess user interest and serve ads that are most likely to be relevant to customers at a specific moment in time. It's proven that such technology can achieve up to 32% more traffic and 42% more sales than standard programmatic campaigns or even those powered by machine learning.

For more information, visit www.rtbhouse.com.

WBR INSIGHTS

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- | Lead generation campaigns that fit your priorities
- | Promoting your organisation as an authority in your industry

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