



2016 INMAR ANALYTICS FORUM

IN PARTNERSHIP WITH THE **WAKE FOREST UNIVERSITY** CENTER FOR RETAIL INNOVATION



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Innovative & Effective Digital Promotion Strategies for Driving Awareness, Engagement & Lift

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Our panel

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Senior Account Executive



Where to begin?

Print-at-Home **PPC** Gallery **Effective**
Branding Reach Purchase **KPI** Synergy Analytics
Organic Contextual **KPI** Efficient **Coupon**
ROI Loyalty **Shopper** Network
Sales Optimize Personalization
Marketing Influence Message Buzz **Load-to-Card**
Promotion Engagement **Digital** SEO **Consumer**
Microsite Impression **Advertising** Lift **Disrupter**
Hyperlocal Campaign **Facebook** Streamline Alignment



GOTTA HAVE GOALS!

- What are your key initiatives for digital this year?
- How do you structure your planning across brands and promotions?

Are you reaching your core shopper segments with digital?

On average, the following amount of time is spent looking for this information using online or mobile sources:

Millennials: 115 minutes

Gen Xers: 68 minutes

Baby Boomers: 30 minutes

Source: Inmar 2016 Five Category Study

BUILDING VISIBILITY

- How do I make consumers aware of my offer?

Only **15% of shoppers** went to a brand/mfg website and **16% sought information** from a retailer website. Multiple touch points are needed.

Source: Inmar 2016 Five Category Study

ACTIVATING BRAND LOYALTY

- What does loyalty mean to your brand?
- How can a brand activate loyalty using digital promotions?

39% of shoppers said they mentioned a purchase to friends & family; move those advocates to your brand digitally by providing them with ways to share their experience.

Source: Inmar 2016 Five Category Study

RIGHT PLACE, RIGHT TIME

- How can I get my offer to the right consumer at the right time?
- How should I engage with my retailers?

91% of coupon users say they brought at least one coupon with them to the store.

Source: 2015 Shopper Promotion Impact Report

34% of coupon users make a week-of purchase decision.

57% make a day-of purchase decision.

Source: Inmar 2016 Five Category Study

MEASURING SUCCESS

- How do you know your campaign was successful?

Among shoppers who tried a brand for the first time because of a coupon, **80%** said they would buy that brand again **without** a coupon.

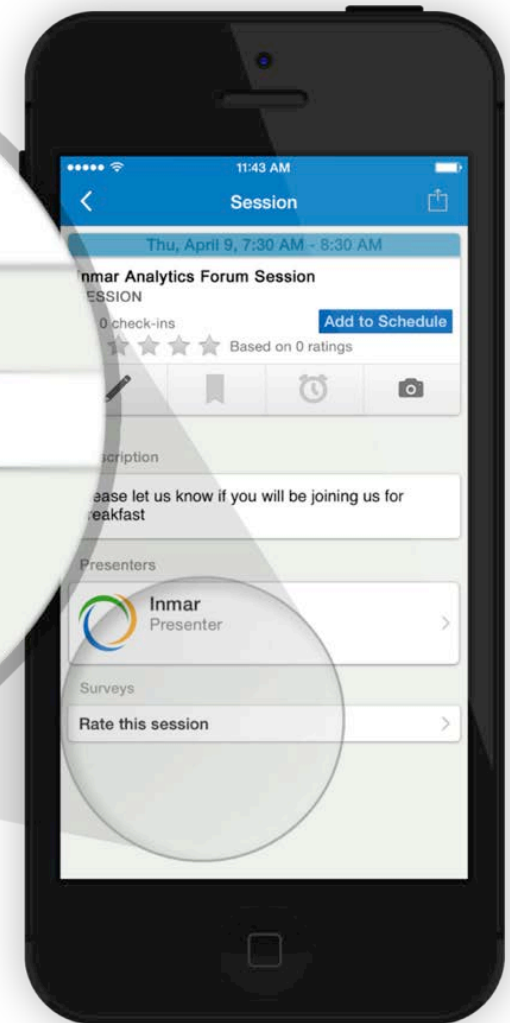
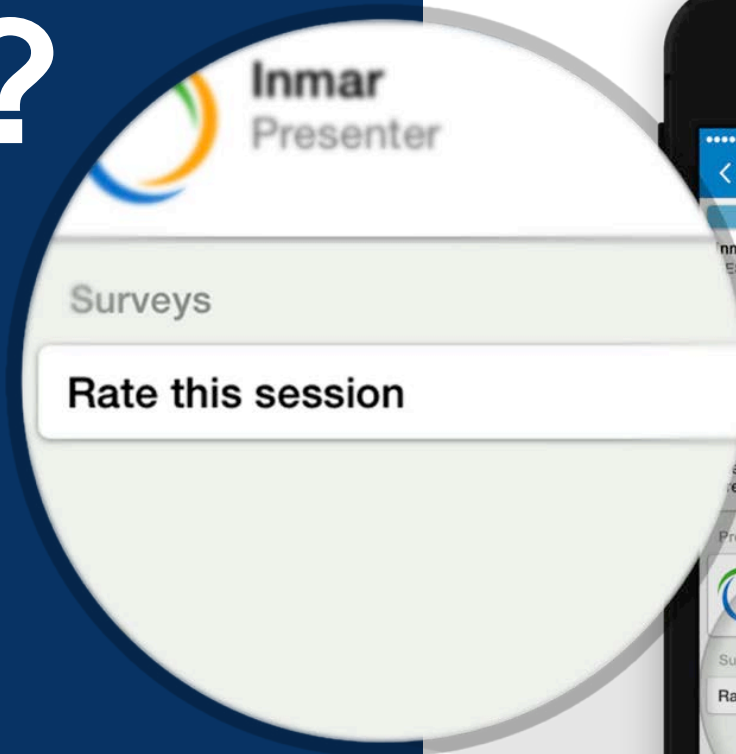
Source: 2015 Shopper Promotion Impact Report

Top takeaways

- **Identify**
 - Refine messaging to be attractive to audience and to be consistent with an overarching marketing campaign/initiative
- **Strategize**
 - Align digital methods with path to purchase stage to ensure promotional strategies are maximized
- **Timing**
 - Plan offer cadence and delivery in concert with other promotion tactics and life cycle of product
- **Standardize**
 - Setup clear data metrics prior to offer launch for readable results during post-event analysis for actionable insights



HOW DID WE DO?



CLICK THE SURVEY
BUTTON FOUND ON
THE **SESSION PAGE**



THANK YOU



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