



Omnichannel Intelligence For the Win

New Research Identifies Untapped Growth Opportunities

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NIQ

Today's Webinar Presenters



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Executive Summary



Focus

In June 2023, NIQ commissioned Forrester Consulting to evaluate how leaders are evolving their use of technology and insights to improve the consumer experience (CX) and business performance



Methodology

Forrester Consulting conducted an online survey

This study was conducted in a double-blind fashion



Demographics

202 omnichannel strategy decision-makers

Region: North America

Industries: retail, CPG, and financial services

Company size: \$1B+ annual revenue



Key Findings

Most companies lack a clear, complete picture of the consumer experience

Those with omnichannel intelligence solutions in place better understand the omnichannel experience and are much better equipped to empower change

99% of leaders plan to invest in omnichannel intelligence to drive business results

What Is An Omnichannel Intelligence Platform?

Omnichannel intelligence platform is a product that **integrates** cross-channel online and in-store **data** to understand market performance and inform **strategy**.

Struggle to keep pace with the changing market, consumer, and business needs.

57% indicated it's very challenging or extremely challenging to respond to market changes quickly

Lack of visibility of consumer behaviors and, therefore, data across online and in-store channels.

Use **6** or more data sources for omnichannel measurement

But only **24%** track behavior across e-commerce and brick-and-mortar channels today

Use disparate toolsets that **don't provide a complete picture** of the consumer experience.

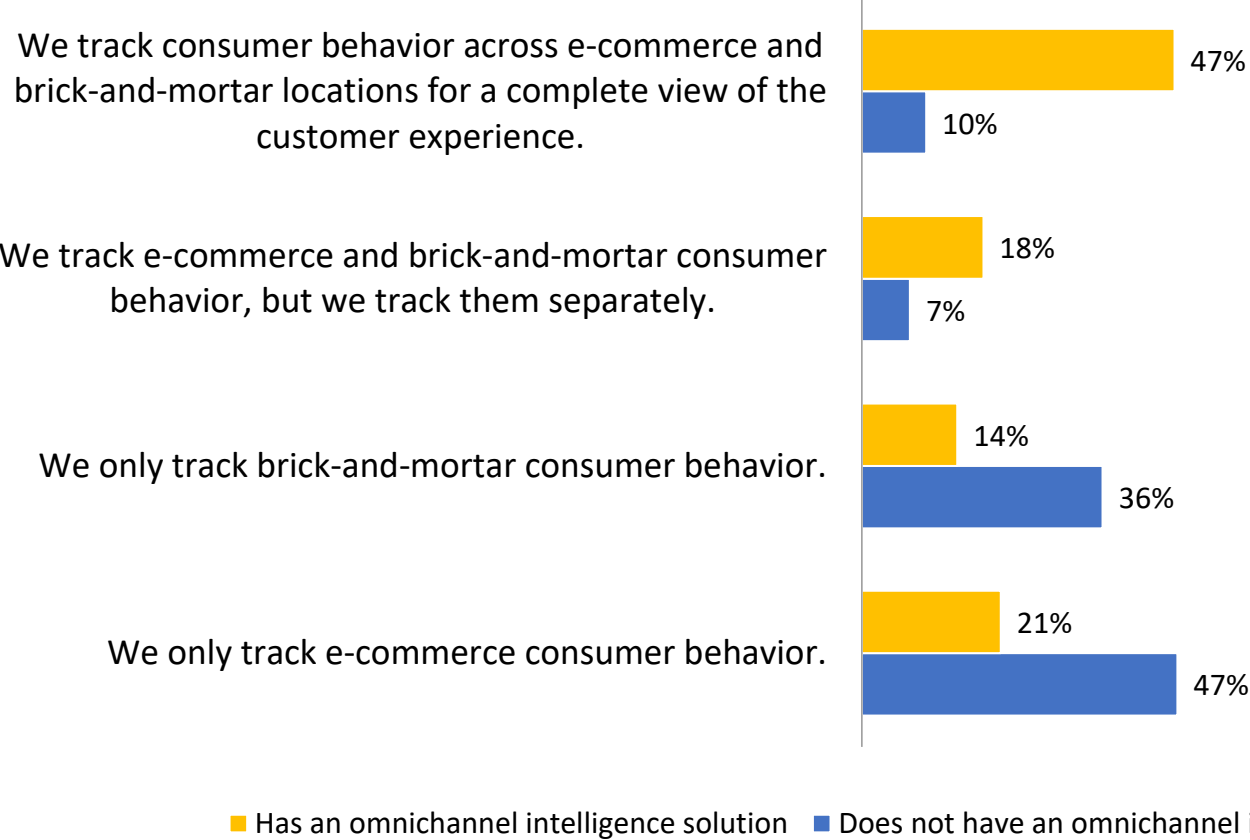
38% have adopted a purpose-built omnichannel intelligence platform

Take Away #1
Organizations Struggle To Implement Their Omnichannel Strategies

Base: 202 omnichannel measurement and strategy decision-makers.

Source: Omnichannel Intelligence Will Catapult Your Data Driven Business Strategy, a Forrester Consulting Thought Leadership Paper commissioned by NIQ

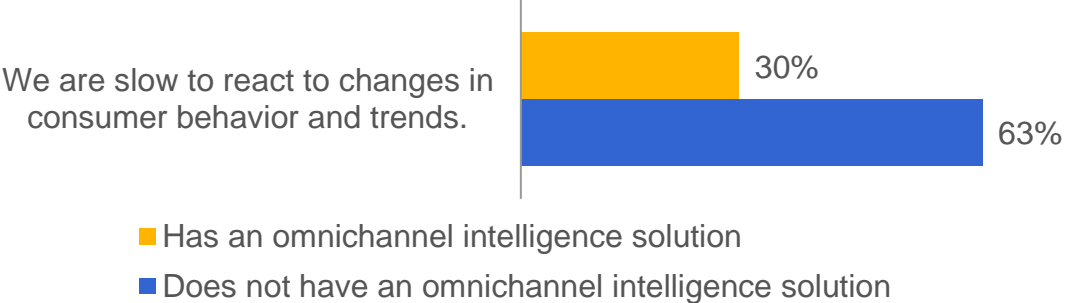
Organizations That Use Omnichannel Intelligence Platforms Can Better Track— *Holistically* — Customer Behaviors Across E-Commerce And Brick-And-Mortar.



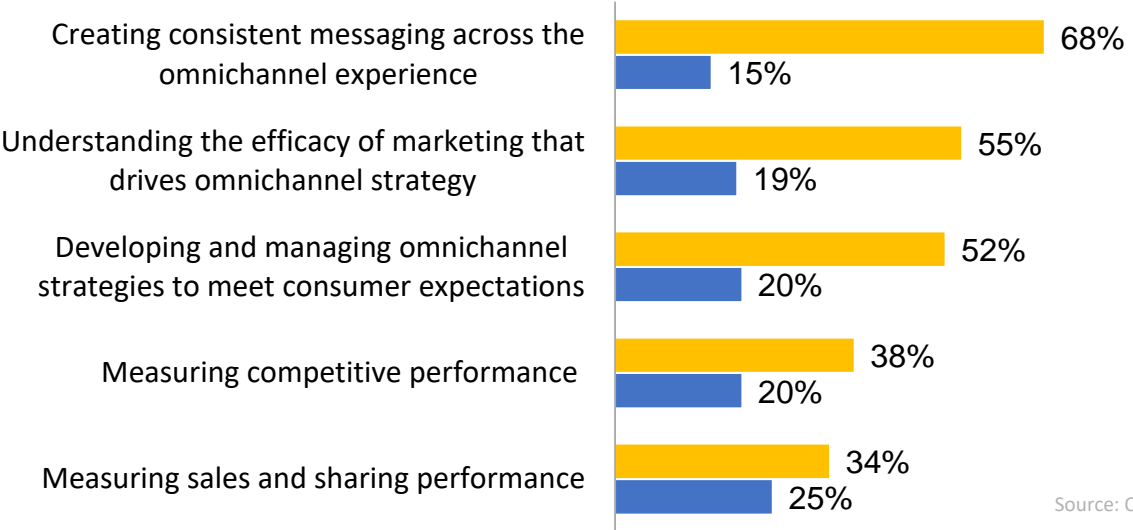
Take Away #2
Omnichannel Intelligence Platforms Enable Better Tracking Of Consumer Behaviors

Base: 202 omnichannel measurement and strategy decision-makers.
Source: Omnichannel Intelligence Will Catapult Your Data Driven Business Strategy, a Forrester Consulting Thought Leadership Paper commissioned by NIQ

Organizations With Omnichannel Intelligence Platforms Are Fast And Can Quickly Adapt Messages And Experiences Based On Changing Consumer Behaviors.



Organizations Use Omnichannel Data And Insights For Consistent Messaging And Experiences.

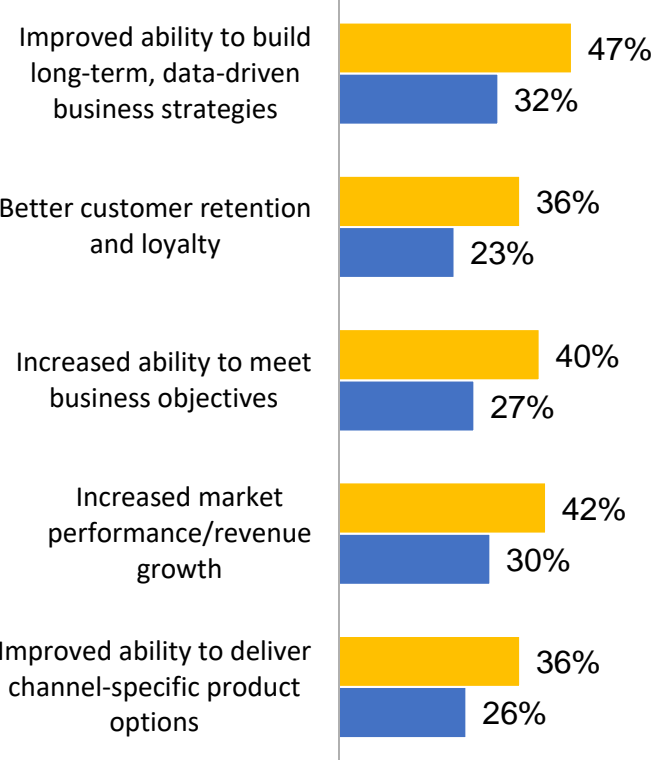


Take Away #3
Adopters Of Omnichannel Intelligence Platforms Are Smarter, Faster, And Drive Bigger Growth

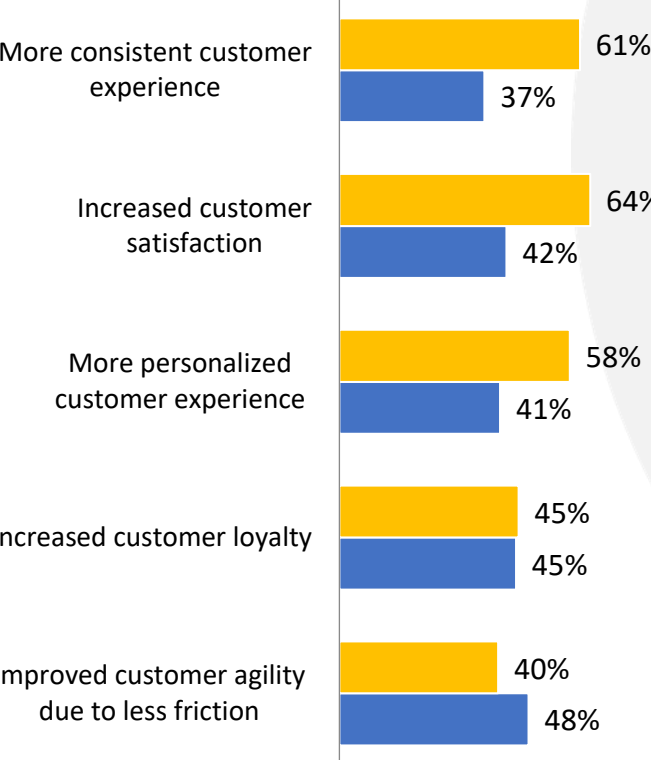
Base: 202 omnichannel measurement and strategy decision-makers. Source: Omnichannel Intelligence Will Catapult Your Data Driven Business Strategy, a Forrester Consulting Thought Leadership Paper commissioned by NIQ

Omnichannel Intelligence Platforms Provide Long-Term, Data-Driven Strategies While Creating A More Consistent Customer Experience.

Business Benefits



Customer Benefits



■ Has an omnichannel intelligence solution
■ Does not have an omnichannel intelligence solution

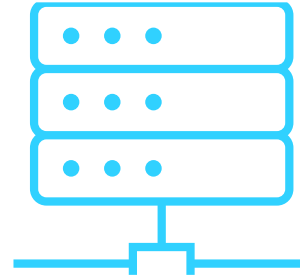
Take Away #4
99% Of Respondents Plan To Invest In Omnichannel Intelligence Platforms To Drive Customer Value and Business Impact

Base: 202 omnichannel measurement and strategy decision-makers. Source: Omnichannel Intelligence Will Catapult Your Data Driven Business Strategy, a Forrester Consulting Thought Leadership Paper commissioned by NIQ

Recommendations:

*Adopt Best Practices
Across People,
Technology, Data,
And Partnerships To
Build Your
Omnichannel
Strategy*

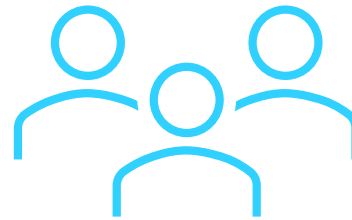
Build a sustainable omnichannel strategy that evaluates how the dynamics of markets, consumers, and competition will impact business growth.



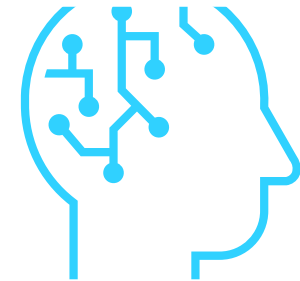
Build A Data Strategy To Gas Up The Omnichannel Intelligence Engine.



Invest In Technology That Will Span Across Your Omnichannel Touchpoints.



Build A Cross-Functional Analytics, Strategy, And Technology Team To Forge Your Omnichannel Efforts.



Take Stock Of Your Existing and Future Tech Stack Needs.

Base: 202 omnichannel measurement and strategy decision-makers.
Source: Omnichannel Intelligence Will Catalyze Your Data Driven Business Strategy, a Forrester Consulting Thought Leadership Paper commissioned by NIQ

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Thank You

