



Reinventing Retail Quick Guide

Vol. 1

IDENTIFY CUSTOMERS IN-STORE

to accelerate your omnichannel strategy in the next phase of retail



REISS



CUE

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ALLSAINTS

Identify customers in-store



CUE[®]

“Having a compelling rewards or loyalty program is a priority for the customer shopping both online and in-store... to achieve that, we turned off ‘guest checkout’ on our website, because as part of our unified platform, we needed a customer to ultimately be registered for us to achieve the strategy we were working on. So, whether a customer was signing in or signing up, the experience would be frictionless ... By removing guest checkout, we’re seeing 100% of those checkouts attributed to a known customer – at store level, we’re seeing upwards of 80-90% of transactions attributed to these customers.”

Shane Lenton, CIO, Cue Clothing Co.



"I think traditional retail suffers from problems that online pure-play guys don't. We don't have access to the consumer. So you walk into a store, and you can be almost completely anonymous, especially if you don't make a transaction ... And we're working with the Emarsys team to ... avail [information] for our store staff so they can take a journey with our customers in-store. So accessing the information that's online, and servicing that in-store."

Mike Doyle, Head of Marketing, City Beach
(2016 - 2019)

With sales in online shopping booming over the past several months, your customer database will be full of new customers. In some cases, *a lot* of new customers.

You'll want to retain these new customers, and continue to engage them through 1:1 personalization. The problem is, once they move offline, how will you know who they are?

To deliver the degree of personalized engagement that your new customers deserve, *and* continue to drive footfall, you'll need to be able to identify customers in-store and capture their marketing opt-in.

6

Why Identification Matters

Identifying customers in-store should be the first step in your omnichannel strategy. That's because converting new customers and driving them further into the customer engagement funnel requires you to know who they are, no matter *where* they are shopping.

Knowing your customer means more than getting their names — *you need to understand their product preferences, channel affinity, and other aspects of their behavior* so you can create true 1:1 personalized communications and digital experiences for them that will increase their engagement with your brand.

The Strategy Behind Identification

Identifying customers has tremendous benefits, one obvious benefit being the improvements you'll see in your 1:1 personalized communications.

But from a business perspective, there are **two other strategic reasons** related to cost and efficiency. This is particularly relevant now, as many brands are operating with reduced marketing teams and leaner budgets due to COVID-19 – and they may continue this way long after the pandemic has passed.

7

1 More Efficiency in Your Marketing Efforts

As you ID more customers, you can start to measure the percentage of identified and unidentified purchases. The higher the percentage of identified purchases, the more customers you can engage with personalized communications, and create offers that will drive conversion.

You can also use your customer data more effectively as your percentage of identified purchases grows.

Opportunities based on customer profile (i.e., birthday), customer behavior, or product preference become more apparent, enabling you to take action at the right time. This

also reduces your reliance on inefficient, non-personalized marketing efforts.

2 Improve Profitability and Optimize Marketing Budget

Customers don't announce when they're coming to shop in your store. Once they arrive, you don't know how long it's been since their last visit, and you don't have a guess as to whether they're coming back at all. In essence, unless you identify them, they remain anonymous, and you are constantly investing marketing dollars into acquiring them over and over again.

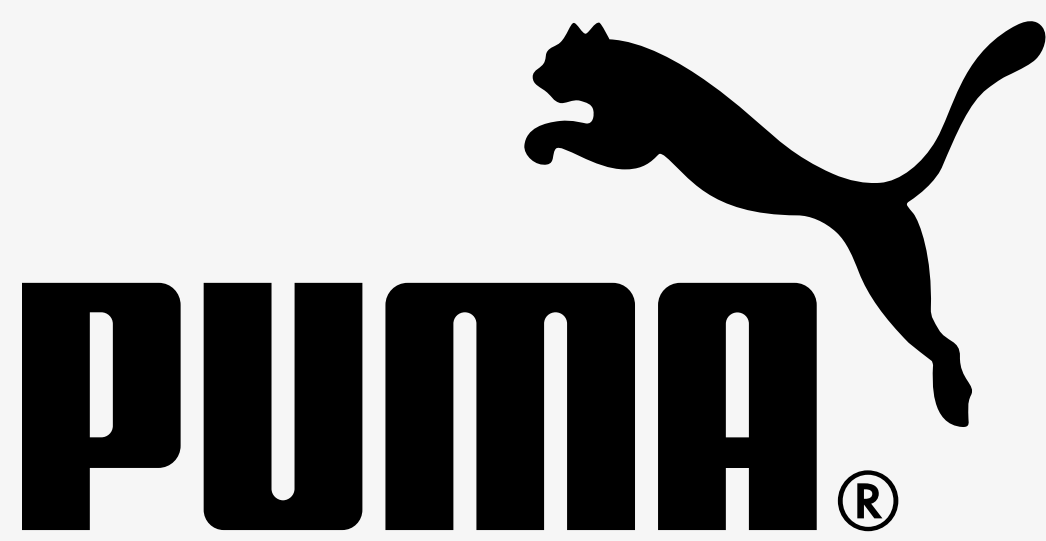
Identifying customers leads to more profit. Why? Because you'll no longer be spending as much of your marketing budget on acquiring customers you've already won. This helps keep your cost per acquisition low.

8

REISS

“Implementing Emarsys gives us more visibility of [our] customers, as well as their demographic and geolocation. We’re using the transaction feeds from in-store and online ... to analyze and market to individuals in a more direct manner, [beyond] just saying ‘here’s menswear’ and ‘here’s womenswear’ ... We can now use the digital channel in a much better way to extend our reach to customers. We’re looking to drive the growth of the business through digital, direct marketing and CRM techniques.”

Ian James, Chief Innovation Officer, Reiss



“Emarsys allows brands like ours to generate greater insights into consumer behaviors, create more consistent, personalized journeys, and deliver them across all our consumers’ different touchpoints, whether online or offline, within one single platform. Our partnership has not only transformed how we communicate with our customers, but also allowed our marketing team to spend more time creating better engagement for consumers wherever and whenever they engage with our brand.”

Rick Almeida, VP E-Commerce, Puma



Be Prepared for Anything in the Next Phase of Retail

To say COVID-19 was tough on retail is an understatement. Identifying customers now will prepare your brand for unexpected events *in the future*.

- Should there be a resurgence in cases of COVID-19, stores may be forced to close again. If you've already identified customers, you can seamlessly **move customers online** and continue engaging them digitally.
- Consider removing guest checkout options on your website in order to get more online shoppers to self-identify. If your online customers are identified, you can **drive them to your stores** easier.
- Identify your best customers (in terms of spend) and most loyal (in terms of purchase frequency), and manage those relationships accordingly. Having this degree of visibility of who your best customers are gives you **better control of which customers receive discounts** or other incentives (and how generous those incentives have to be to motivate a purchase).

Putting It All Together

Expect consumer behavior, along with the demands of the retail industry, to shift rapidly over the next several months. Your brand will have to be adaptive and responsive to their ever-changing needs. Now more than ever, you need an omnichannel retail strategy that allows you to do this quickly.

Your ability to **identify customers in-store** is one of the most critical factors in determining whether your brand can succeed in the next phase of retail. Identification is vital for nearly anything you want to do in terms of marketing tactics, particularly with personalization. It's essential to a successful omnichannel retail strategy that allows you to create seamless customer journeys and drive traffic from online to offline, and offline to online.

To help you identify more customers at the store level, you need a unified commerce solution — with your customer, product, and sales data united in a single customer engagement platform — so that you can have a single view of your customer, no matter where they are shopping.

As you look to build a complete omnichannel strategy that will enable your brand to achieve better business outcomes in the next phase of retail, make identifying customers in-store a priority.

Learn how Emarsys can
**accelerate your brand's
omnichannel retail strategy.**

Visit emarsys.com/demo



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“Agility has been key. For some brands, the tightening of resources and the turbulent macro environment could bring e-commerce strategies to a halt. But even with a leaner team, Frasers Group has seen digital growth mostly by leveraging automation and making real-time adjustments to best convert customers ... We are planning to use our omnichannel strategy to help stores recover and drive offline sales. Profitability, in-store average order value, purchase frequency, and loyalty will be driven by all channels.”

Thomas Tregelles,
Group Head of E-Commerce, Sports Direct

ALL SAINTS

“At All Saints we take great pride in doing everything we can to keep customers happy and engaged with our brand. In our digital marketplace, this means providing them with personalized shopping experiences across all our channels. We chose Emarsys to help us do this because its platform is more scalable, sophisticated, and easy to use than any other in the market ... [Now we can] understand our customers better than ever, while simultaneously increasing sales and enhancing brand loyalty.”

Mark Ford, Global CRM Manager, All Saints



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