

Shopper Intimacy A Practical Guide To Leveraging Marketing Intelligence To Drive Retail Success

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Our shopper intimacy program promises to bring together the worlds of retailers and marketers in the place where they meet with the shopper. Intimacy drives consistent retail results, and to achieve intimacy, we take a journey in five phases: Market intelligence on shopper behavior at retail; Behavioral research to unlock the foundational precepts driving shopping behavior in store; A process for integrating this data to achieve intimacy with the shopper

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"Intimacy is the only sustainable path to consistent results" and this comes "from knowing how shoppers actually behave at retail as revealed in the extensive in-store research, applying psychology and cognitive behavior studies to these observations to understand the motivation for these behaviors and then rigorously applying these learnings throughout the organization in a formal program we call the Retail Ecosystem Analytics Process (REAP)."

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