Marketing is breaking new boundaries as data continues to grow at remarkable paces and technology is changing faster than we can keep up. Marketing executives are now spending approximately one-third of their budgets on channels they didn’t even know existed 5 years ago. They expect that average to reach 40% in just a couple of years. (Salesforce State of Marketing)

The digital revolution has completely altered the way consumers interact with brands. Consumers now shop across any number of channels and devices, often beginning on one channel and device for research and using another for purchase. A consumer may receive an email and read it on their phone, later research the product on their tablet, and then possibly purchase the product on their laptop or head to a physical store. Hundreds of variations exist, making it difficult for brands to keep up with omnichannel shoppers who are demanding personalized experiences, both offline and online.
Online shopping has become a lifestyle – and it's growing at exponential rates. The ease of researching, buying, shipping and the huge availability of options from small retailers to large brands is driving more consumers online than ever before.

57% of consumers prefer to shop online and 31% of consumers prefer visiting the physical store. 12% of consumers said they have no preference one way or the other. (Bizfeel)

About one-third of consumers said the top reason to shop online is the ability to shop 24/7 (32%), followed by lower price (29%), convenience (22%), and saving time (17%). (Bizfeel)

Over half of the consumers said the biggest drawback of online shopping is not able to touch, feel, and try a product (51%), followed by lack of physical shopping experience (24%), possibility of damage for fragile item (11%), lack of interactivity (5%), scam & fraud issues (5%), and delay in delivery (4%). (Bizfeel)

81% of retail shoppers conduct online research before buying. The overwhelming majority of retail consumers start their journey with online research. (GE Capital Retail Bank).

Each year online sales continue to increase and 64% of buyers state that they prefer to make purchases online versus going into a store.

With online shopping so convenient, how often do buyers shop online for products or services? (Shopify)
- 15% of consumers will shop online weekly.
- 28% of consumers will shop online a few times a month.
- 37% will shop online less often than a few times a month.
- 20% say they never shop online.
Despite the rapid growth of ecommerce, more brands are looking to establish a physical presence in 2019 and beyond. Brands with a strong online presence can gain additional benefits by establishing physical stores. Benefits include the ability to better engage with their customers, the ability to provide better experiences, and more flexible purchasing options for customers.

The top reason consumers prefer to shop in-store versus online is to see, feel and experience the product in person. (KPMG)

Physical stores account for roughly 90% of all retail sales (at least in North America). Five years from now, by most estimates, that number is still likely to be well over 80%. (Forbes)

According to Google, 61% of consumers would rather shop with brands that have a physical location than with brands that are online only. Also, nearly 80% of shoppers go in-store when there is an item they need or want immediately. (Google)

57% of consumers say that the closing of many department stores has negatively impacted their perception of ecommerce. (Avionos)
Social shopping, or social commerce, is the coming together of online shopping and social media channels such as Facebook, Instagram, Twitter and Pinterest. Social channels have integrated seamless shopping and purchase functionality into their platforms, making it easier for brands to sell on social networks.

According to data compiled by Big Commerce, focusing on the US market, **30% of online shoppers would be likely to make a purchase through a social media network.** Among millennials, this proportion increases to 51%. (Big Commerce)

**Almost three out of ten consumers (29%) would be likely to follow a brand on Facebook,** while 20% would be likely to make a purchase from the social network. (Big Commerce)

According to statistics from Pinterest itself, **73% of users believe content from brands makes the platform more useful,** while 61% have made a purchase after seeing business content on the site. (Pinterest)

88% of online customers are less likely to buy from companies that leave their social media complaints unanswered.

Furthermore, nearly half (46%) of users expect brands to provide customer service on Facebook. (Neil Patel)
MOBILE COMMERCE CONSUMER SHOPPING TRENDS

With more than half of all internet traffic now coming from mobile devices, 62% of smartphone owners use a mobile device to shop. The mobile shopping industry generated $156 billion in 2017 alone and is expected to overtake traditional eCommerce in 2019. Brands need to make sure they have an mCommerce strategy in place to capitalize on the opportunities.

90% of consumers say they use multiple devices to complete everyday tasks, while 40% say they use their mobile device to conduct research prior to making a purchase. (Google)

Mcommerce sales on both Black Friday and Cyber Monday 2018 surpassed $2 billion, breaking the previous records set in 2017. **Mobile accounted for 66% of sales during BFCM 2018.** (Shopify)

By 2021, mobile is predicted to dominate online sales, driving 54% (or $659 billion) of total sales. (Big Commerce)

67% of consumers admit to “digital window shopping” on their smartphones, with 77% of those making impulse purchases when they do. (Paypal)

51% of smartphone users have purchased from a company other than the one they originally intended to because of information provided at the moment they needed it. (Google)

70% of mobile searches lead to action within an hour.

(For comparison, it takes desktop users a full month to reach the same percentage.) (Forbes)
CUSTOMER EXPERIENCE
CONSUMER SHOPPING TRENDS

Consumers have more options and will choose those brands that offer exceptional experiences across both online and offline channels. Brands can no longer afford to compete on price alone, making room for the customer experience to be a true competitive differentiator.

80% of customers say the experience a company provides is as important as its products and services. Expectations for the customer experience have never been higher — to acquire new customers, retailers need to meet those expectations. (Salesforce)

When Econsultancy conducted their survey for Digital Marketing Trends, they asked companies to state the single most exciting opportunity for 2019. Customer experience came in first. (Econsultancy)

67% of consumers and 74% of business buyers say they’ll pay more for a great experience. (Salesforce)

Organizations that lead in customer experience outperformed laggards on the S&P 500 index by nearly 80%. They retain a higher share of wallet and have customers that are seven times more likely to purchase more from the company, eight times more likely to try other products or services, and fifteen times more likely to spread positive word of mouth. (Qualtrics)

In a recent PwC study, about two-thirds (65%) of respondents in the US feel a positive experience with a brand is more influential than great advertising. Unfortunately, only half (49%) say that companies are providing a good customer experience today. (PwC)

A moderate improvement in customer experience would increase the revenue of a typical $1 billion company an average of $775 million over three years. (Temkin Group)
MARKETERS TODAY UNDERSTAND THAT A CONSISTENT CUSTOMER EXPERIENCE IS NOT JUST A LUXURY PROVIDED TO CONSUMERS BUT A NECESSITY TO STAY COMPETITIVE.

However, marketers continue to be challenged with coordinating messaging and experiences as consumers move from channel to channel. Only about one-quarter are able to evolve their messaging across channels based on customer actions.

Personalizing to this level takes data. The good news is that more consumer data is available than ever before and oftentimes, consumers are willing to provide their personal data for a better experience. Among millennial consumers for example, 58% will share personal data in exchange for product recommendations that meet their needs (as will 52% of Gen X consumers).

However, the data management space can be confusing as marketers grapple with making sense of it all. Insufficient data analysis, poor integration capabilities and the ability to access the right customer data are often cited as major barriers to developing a cohesive customer view.
Customer data platforms (CDPs) have recently gained massive interest due to their agile nature and quick integration of numerous data points to create a unified and persistent customer ID. Data management systems are not new; however, previous solutions were cumbersome and often required a massive undertaking of IT’s time and resources. On the other hand, a customer data platform offers speed, nimbleness and is owned and operated by marketers.

CDPs are still an emerging category, and vendors have built different capabilities into their platforms. **At their core, all CDPs offer a way to integrate data into a persistent consumer ID.** Beyond this, only some customer data platforms offer a way to manage customer experiences through journey management. Others only offer analytic capabilities and machine learning processes to optimize marketing messaging and prioritize high performing customer segments.

A customer data platform should do all three: **customer journey management, optimize marketing messaging, and prioritize high performing customer segments.**
The V12 Customer Data Platform, V12 Velocity, offers each of these capabilities in addition to the ability to integrate V12’s broad range of third-party data sets directly into the system for deeper customer insights and more personalized customer experiences.
Armed with a completely integrated customer view supplemented with additional third-party data insights, brands can create highly personalized messages and experiences. Customers who feel like they are treated as individuals are more satisfied and in turn, more loyal.

**V12’S FULL LIBRARY OF DATA ASSETS INCLUDES:**

**V12 AutoId:** Industry leading VIN with data on over 215+ million consumers and 186+ million VINS with linkage at the household and garage level.

**V12 Business:** Proprietary business database of over 37 million contacts and over 20 selects (specific data fields) that can be used for targeting.

**V12 ConsumerLink:** Proprietary consumer data source on 215+ million consumer contacts with full address and demographics, including 16 PYCO personality segments, and Consumer Packaged Goods (CPG) data.

**V12 Email:** Largest email database in the industry with over 200 million emails.

**V12 Mover:** Comprehensive mover database enhanced with demographics to target consumers at all stages of the move including pre-movers, pre-movers with a home under contract, and new movers.

**V12 Signals:** Target and acquire in-market consumers with V12’s proprietary intender data solution.

**V12 Telematch:** Industry leader for new telephone connects, forward, and reverse phone append with over 280 million records.
Ecommerce spend is skyrocketing and will continue to do so for some time. Simply having an online presence with content and promotions scattered across popular digital channels is no longer enough to engage omnichannel consumers with memorable experiences.

Consumers research, look for recommendations, and compare prices on different channels depending on where they are in the purchase cycle. They may start with a Google search to find brands that offer the products they are interested in purchasing, check out a brand’s social media sites to look at customer reviews, visit a website to check out product inventory, and perhaps save some items to a cart while they continue to other sites looking at online reviews again. Every path to purchase is different, but each one plays an important role in the overall journey with the brand.

A brand’s online presence must be super-focused and highly visible across multiple digital channels. 70% of consumers research online before purchasing in-store, and the average shopper uses approximately 10.4 sources of information to make a purchase decision (bazaarvoice).

With consumers fragmented across channels, brands must focus on areas such as SEO, social media channel diversification, active encouragement of online reviews on multiple sites, and sharing of plenty of content such as videos, pictures, contests, and promotions. As consumers are researching and discovering products, services, and brands, a strong and diverse online presence has never been more crucial.
More than half of consumers (54%) report using social media as part of their path to purchase in some capacity, whether it’s to browse, research, gain inspiration or purchase. According to recent data by Avionos, 40% of consumers have made a purchase via Facebook, 13% have made a purchase through Instagram and 12% have made Pinterest purchases. In another survey from Curalate, 52% of respondents discovered a new retail product on Facebook that they were interested in buying. Among 18- to 34-year-olds, that number rises to 78%.

Research from Mintel found that in the US, for instance, social media ranks as the number one influencer of fashion shopping amongst women 18-24, and nearly 32% of women aged 18-34 are open to buying clothing directly from a social media platform.

Many brands use Facebook advertising as a way to reach prospective customers. However, brands are oftentimes unsure how to target audiences in light of recent changes at Facebook. Facebook removed its Partner Category targeting options, which previously allowed third-party data providers to offer their targeting segments directly on Facebook.

Given the importance of prospecting and the shortcomings of most advertisers’ first-party data assets, third-party data is still a must-have for the modern marketer. Although Partner Category targeting is no longer an option through Facebook, a brand can source third-party audiences directly through a data provider.
V12 will work with you to understand your campaign objectives and help you determine the best strategy to meet your needs.

Based on your campaign goals, you may choose to reach your current customers using your internal customer data or create an acquisition campaign using V12’s third-party data assets.

Once we build your custom audiences, you may distribute to Facebook through your client account or approved Facebook integration partners.

V12 offers a custom audience solution for Facebook called V12 AudienceLink, an industry-leading third-party data set with 100% opt-in emails.

How the Process Works:
THE ROLE OF BRICK-AND-MORTAR

While many consumers feel comfortable purchasing online, there are several categories in which the brick-and-mortar experience still dominates. For example, 73% of consumers prefer to purchase clothes and apparel in a physical store and 50% of millennials prefer going to a physical store at some point in their buying journey.

Brands will have to master both showrooming and webrooming for those consumers who start online and then visit a store to purchase or vice versa. The path to purchase is not linear, so to provide the most optimal experiences and fuel conversions, companies must take better control of all channels in the customer journey.
Email marketing has been around for some time and by now, it's common knowledge that mass spray and pray email blasts do not work. However, segmenting your lists and using personalization are much more effective than you may realize. For example, something as simple as a personalized greeting can offer a six-fold increase in transaction rate, but 70% of brands still fail to personalize their emails.

Take a look at some of these compelling statistics:

- 74% of marketers say targeted personalization increases customer engagement. (eConsultancy)
- Only 39% of online retailers send personalized product recommendations via email. (Certona)
- Emails with personalized subject lines are 26% more likely to be opened. (Campaign Monitor)
- 53% of marketers say ongoing, personalized communication with existing customers results in moderate to significant revenue impact. (DemandGen)
- Marketers have noted a 760% increase in revenue from segmented campaigns. (Campaign Monitor)
To personalize your email campaigns, you need to understand your customers, which requires clean, accurate customer data. However, according to research by Janrain and Blue Research, **96% of consumers say they receive mistargeted information or promotions.** The repercussions can be costly, resulting in lost customers and a big hit to the bottom line.

**According to the research, consumers stated that types of mistargeting include:**
- 71% have received "An offer that clearly shows they do not know who I am."
- 51% have received "Mixed info across different methods of communication."
- 41% have seen "Mistakes made about basic information about me."

Consumers expect brands to know them and are quick to act when they receive mistargeted and inconsistent communications. **94% of consumers have taken one or more of these actions:**
- 68%: Automatically delete emails
- 54%: Unsubscribe from emails
- 45%: Categorize emails as 'junk' or 'spam'
- 29%: Are less likely to buy products
- 13%: Visit website less frequently
- 10%: Never visit website again

**Brands must collect data at every touchpoint, including loyalty clubs, transaction history, web forms, social channels, etc.** Most brands have basic data such as full name, phone number, address and purchase history on file.
Triggered emails are a key component in communicating relevant messages at the right time with a brand’s customer base. Sending triggered emails based on a consumer’s behavior is effective for both acquisition and transforming customers into loyal brand advocates.

**Check out these stats on the effectiveness of email marketing automation:**
- Automated emails get 119% higher click rates than broadcast emails. (Epsilon)
- B2C marketers who connect with customers through automated emails see conversion rates as high as 50%. (eMarketer)
- Relevant emails drive 18x more revenue than broadcast emails. (Jupiter Research)
- Retailers who send a series of welcome emails see 13% more revenue than those who send just one. (Internet Retailer 500)
- Birthday emails can lift conversion rates by 60% over non-birthday emails with the same offer. (ClickZ)

While many brands are very familiar with welcome emails or order confirmations, **email automation must be holistically integrated throughout the journey to increase conversions and boost retention.**
AUTOMATED EMAIL JOURNEYS CONT.

Consider these examples of customer journeys to engage with consumers at different points across the path to purchase:

**Engagement/Brand Awareness**
- Welcome
- Birthday
- Re-Engagement
- Engaged Non-Buyers
- Profile Updates
- Reactivation

**Cross-sell/Upsell**
- Abandoned Cart
- Abandoned Browser
- Next Best Offer
- First Order

**Acquisition**
- Purchase Intenders
- Competition Conquests
- Top Tier Look-alikes
- Life Event ACQ

**Nurture/Purchase Oriented**
- Nurture
- First Purchase Anniversary
- Repurchase
- Renewal Reminder
- Loyalty
- VIP
- Thanks for Purchase

More than half (52.7%) of consumers surveyed in research by Campaign Monitor check their personal email account more than 10 times a day, and it is by far their favorite way to receive communication from brands.
THE ROLE OF PURCHASE INTENT

Brands understand the importance of understanding customer purchase intent to deliver the most relevant experiences. Through V12’s purchase intent solution, V12 Signals, V12 captures data on in-market consumers along the entire path to purchase.

The three pillars of V12 Signals include:

1) Mobile Location
Brands can reach shoppers who have recently visited their store or a competitor’s location. Each lead includes name and address and is often enhanced with additional demographic, lifestyle and contact data.

2) Browsing behavior
V12 provide massive visibility into behavioral data and searches occurring on over 90% of internet-connected devices every month.

3) Consumer Trigger Data
Market based on lifestyle changes and trigger data such as new movers, new children and economic changes. Nearly three-quarters of new movers make major move related-purchases (furniture, electronics, and appliances). The target window to influence these decisions is 2 months BEFORE the move and 2 months AFTER.

The key to mover marketing is delivering the right message, at the right time and through the right channel, which is why V12 provides mover solutions spanning the entire move cycle.
Below is an example of monthly Signals traffic volume for automotive.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total Visits</th>
<th>Unique Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acura</td>
<td>38,775</td>
<td>21,953</td>
</tr>
<tr>
<td>Alfa Romeo</td>
<td>11,705</td>
<td>3,788</td>
</tr>
<tr>
<td>Aston Martin</td>
<td>2,743</td>
<td>747</td>
</tr>
<tr>
<td>Audi</td>
<td>36,831</td>
<td>23,407</td>
</tr>
<tr>
<td>AutoNation</td>
<td>28</td>
<td>11</td>
</tr>
<tr>
<td>Bentley</td>
<td>2,984</td>
<td>1,168</td>
</tr>
<tr>
<td>BMW</td>
<td>63,283</td>
<td>32,636</td>
</tr>
<tr>
<td>Bugatti</td>
<td>827</td>
<td>113</td>
</tr>
<tr>
<td>Buic</td>
<td>113,557</td>
<td>98,746</td>
</tr>
<tr>
<td>Cadillac</td>
<td>81,973</td>
<td>29,952</td>
</tr>
<tr>
<td>Carmax</td>
<td>32,898</td>
<td>1,503</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>299,009</td>
<td>161,251</td>
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<tr>
<td>Chrysler</td>
<td>116,002</td>
<td>68,474</td>
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<tr>
<td>Dodge</td>
<td>120,799</td>
<td>66,076</td>
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<tr>
<td>Ferrari</td>
<td>2,946</td>
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<td>Fiat</td>
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<tr>
<td>Ford</td>
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<td>GMC</td>
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<td>Honda</td>
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<td>3,645,983</td>
<td>1,657,137</td>
</tr>
</tbody>
</table>
Today’s consumers are empowered through access to numerous choices and channels on which to research. Marketers can no longer compete on price or quality alone to meet the expectations of omnichannel consumers. Experience plays a vital role and brands must adopt a customer-first mentality across both offline and online channels.
For today’s omnichannel consumers, customer experiences are quickly outweighing the “best value for the buck” mentality. Consumers are willing to pay more for positive and consistent experiences as they move from channel to channel, and for those companies who are delivering, research shows they typically grow at double the rate of their competitors.

Contact us to learn how we can help you target and convert today’s omnichannel consumers.

Contact us today to see how V12 Signals can amplify your conversions.
(800) 523-7346 // info@v12data.com // www.v12data.com