▶INSIGHTS

CONNECTING WITH SHOPPERS

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Market from the opposite end of the funnel, with everything starting at the store shelf. Study shopper actions and decisions instead of intentions.

Identify the opportunity. Start with the shopper, not the situation.

Create reward systems that deliver the "consumer win" by tailoring deals to their expressed interests and needs.

Make shopping more fun and engaging by facilitating the sharing of consumer expertise and experiences through social networks and user reviews.

Leverage the right media to aid consumers, such as expert reviews.

Have your brand integrated into the online experience, as online sources influence purchases as much as offline ones.

Check out the latest ANA Insight Brief on shopper marketing, featuring case studies on PepsiCo, Gap, and Heinz. Visit www.ana.net/shoppermarketing.

Did You Know?

60% of brand selection happens at the point of purchase.

20% of store traffic comes from shoppers who don't visit the physical store.

SOURCE: HTTP://WWW.ANA.NET/MICCONTENT/SHOWID/IB-SHOPPER-MARKETING