

WE OPTIMIZE RETAIL BY KEEPING OUR HEAD IN THE CLOUD

A SPECIAL 4-PART SERIES FOR CPG BRANDS & RETAILERS



When it comes to retail, business is anything but usual

Retail has undoubtedly evolved. Or better yet, retail has become an endless evolution as brands and retailers continue to deal with unprecedented change — driven largely by dramatic shifts in shopper behaviors, blurred channel boundaries, omni-commerce, SKU proliferation and rapid technological advancements, just to name a few.

Separating the winners from the laggards

Capturing market share in retail's new world order requires new rules, and new tools, of engagement. Specifically, winning at retail requires heightened levels of agility, driven by comprehensive intelligence. Inmar's [ShopperSync™](#) cloud-based platform provides intelligence-oriented agility by aggregating and analyzing SKU-level transactional data, along with consumer decision trees and other data collected across the path-to-purchase. By doing so, brands and retailers benefit from predictive analytics, as well as by having the ability to rapidly course-correct in response to market dynamics.

Brands and retailers unite in the cloud

Inmar's [ShopperSync™](#) puts the heads of trading partners in the retail cloud. By doing so, brands and retailers gain the following advantages:

Retailers

DIGITAL INCENTIVES

Create and optimize targeted offers.

LOYALTY SOLUTIONS

Execute robust loyalty programs with real-time segmentation strategies.

RECEIPT REWARDS

Integrate targeted offers on the shopper's receipt.

E-COMMERCE

Engage shoppers in new, innovative and profitable ways through an effective and efficient omnichannel experience.

RETAIL MEDIA NETWORKS

Design and monetize unique advertising opportunities.

OWNED & OPERATED MEDIA

Integrate advertising opportunities into ecommerce with display ads, search, and paid product placements.

Brands

OFFSITE MEDIA

Programmatic ad stack is directly integrated with [ShopperSync™](#) to build and segment audience-based campaigns.

DIGITAL INCENTIVES

Integrate and target digital promotions.

INFLUENCER MARKETING

Access our brand-safe community of over 43,000 content creators.

CHAT-BASED MEDIA

Create personalized, one-to-one conversations with targeted consumers.

IN-STORE MEDIA

Uncover and deliver more informed in-store strategies with high quality impressions that drive share of category, share of wallet and brand loyalty, while amplifying promotions.

[CLICK HERE TO LEARN MORE ABOUT PUTTING YOUR HEAD IN THE INMAR RETAIL CLOUD](#)



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A SHORT MENU FOR BUILDING HOLIDAY FOOD AND BEVERAGE SUCCESS

As the 2020 holiday season swiftly approaches, all indications are that consumers are more-than-eager to deck the halls and serve up celebrations with family and friends that will satisfy their hunger for good times and good food.

THREE WAYS TO BETTER CONNECT WITH CONSUMERS THROUGH MESSAGING

Let's face it - customers expect personalization when they communicate with brands and retailers. In fact, 72% of consumers say they only engage with personalized messaging. Messaging channels like SMS, Facebook Messenger, and Twitter offer brands and retailers the perfect means to communicate and foster brand loyalty with their shoppers.



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