

A Reference Guide For

Retail Marketers

A Customer Guide For Retail Marketers

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Advancements in technology are driving consumers to think, behave, and purchase in ways unthought of even five years ago. And in this era of drastic change, retailers struggle to stay current about industry marketing trends and how modern technologies can help marketers leverage insights to better interact with consumers on their terms and capture more customers and revenue.

Retail marketers have typically been on the leading edge when it comes to embracing modern technologies. But now, consumers are embracing these technologies and “going digital” faster than ever. If you expect to create a stand-out customer experience, you must be an innovator that leads the marketplace, not follows it.

As a leading provider of next-generation marketing measurement models, Marketing Evolution has developed this reference guide for retail marketers. Here we explain how key industry challenges and trends are driving retailers to develop new marketing attribution models and provide recommendations on how your firm can address these trends to outmaneuver your competition, grow your business, and delight your customers.

To receive the full guide, submit the form to the right.

Forward-looking brands rely on Marketing Evolution to deliver accurate person-centric unified marketing measurement across both online and offline channels to maximize their media spend, creative rotation, brand impact, and, ultimately, their marketing ROI.

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