

CONVERTING BROWSERS TO BUYERS IS ALWAYS IN FASHION



The biggest challenge facing fashion and non-food retailing today is conversion. If you understand your shoppers' path to purchase, you can increase your opportunities to convert browsers to buyers. Here's how:

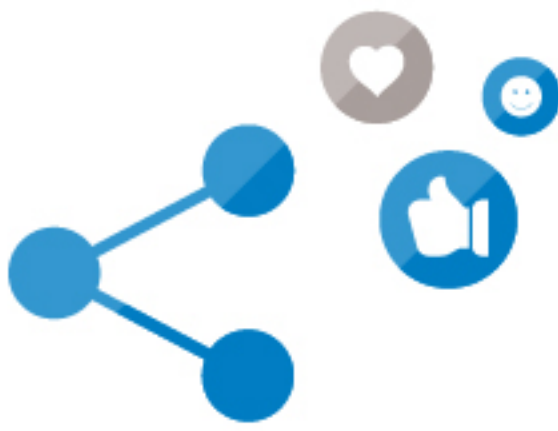
- 1

Optimize the in-store environment
Maximize the physical store in order to prep for the future.



- 2

Deliver a positive, memorable brand experience



- 3

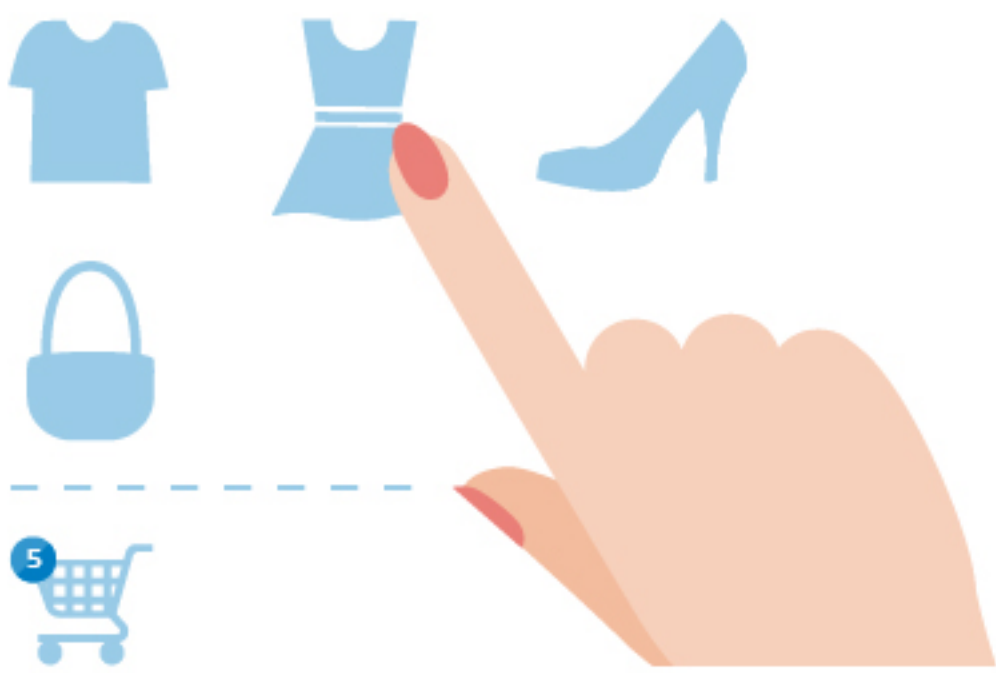
Maximize the mobile channel
Unleash the potential of mobile.



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Embrace innovative technology for real-time personalization

Complete the look!



- 5

Use omnichannel to create life-time value and increase loyalty

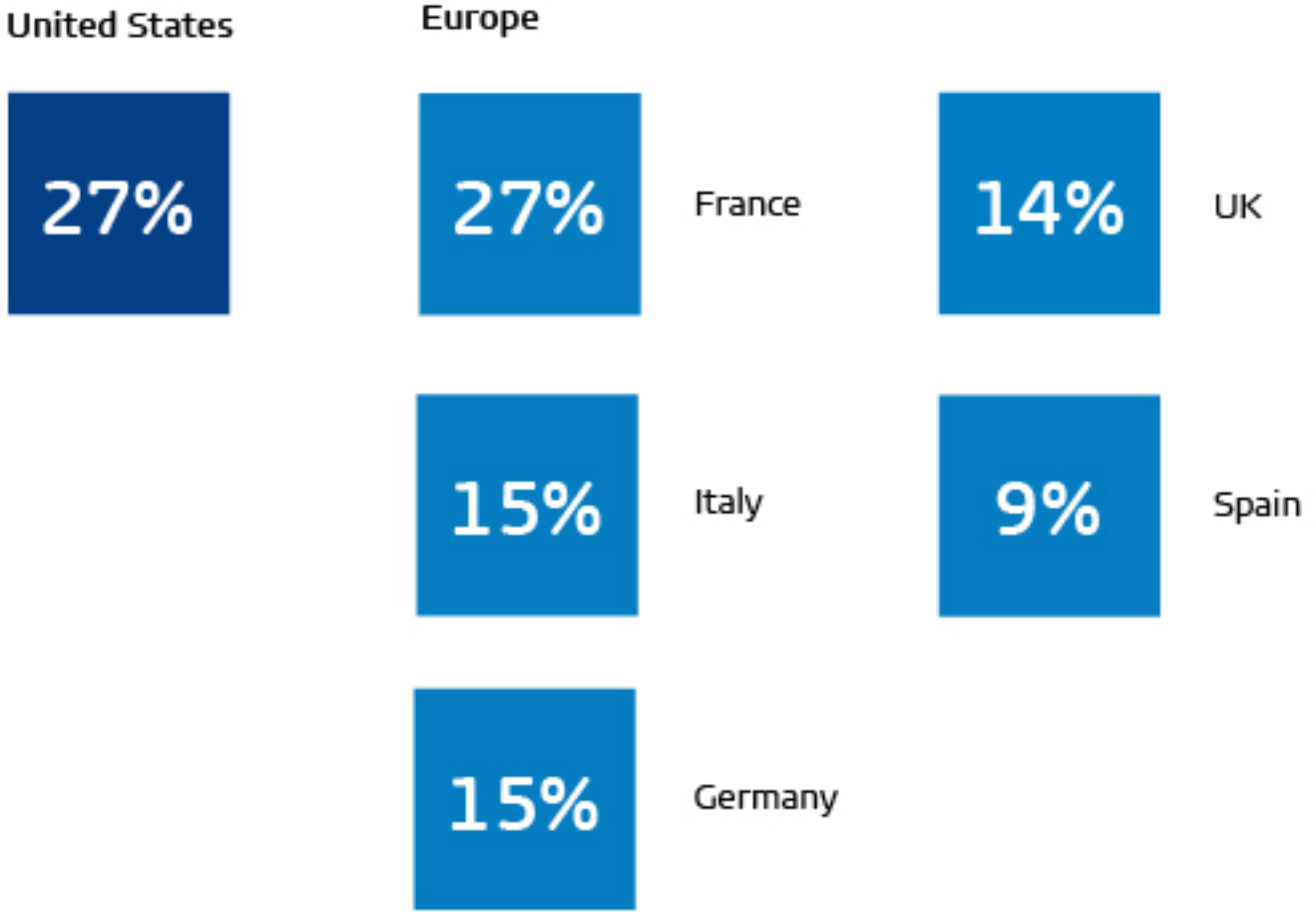
Marco Wolters says:
"To ensure your brand is present in "the moment of truth" you must get your omnichannel strategy right. It's not enough to just be on all channels, you need to understand the impact of all relevant touchpoints on consumer behavior and flex the strengths of each to support your specific conversion patterns for your specific shopper types."

- 6

Go global
Embrace international shoppers and use cross border market places to grow.



40% of chinese consumers shopping for fashion abroad (2015).



Our verdict:

We use behavioral data from the passive measurement of different channels to understand purchase journeys in order to maximize the omnichannel environment.

Each brand journey is different. We'll help you understand the path to purchase to convert browsers into buyers.

Find out more:
<http://connected-consumer.gfk.com/browsers-2-buyers>