Retail online business is growing at a rapid rate, but it’s no longer simply an either/or scenario of shoppers purchasing online or offline. In 87% of cases they are doing both. In a recent survey on holiday season shopping, 61% of consumers said that buying from brands that also have physical locations was paramount.

While it appears to be contradictory to e-commerce statistics that show exponential growth over the past decade, this trend of on- and offline shopping highlights a shift in overall consumer buying behavior. Mobile devices have made it much easier for consumers to research, locate, and discover products online. In addition, many are now validating, testing, and looking at customer reviews to make their purchase decision. But when it comes to actually completing a transaction, many still prefer to make the connection at a local store.

Having visibility into the online and e-social portion of consumer buying behavior is easy to see, as most of the data and location-based data can be captured, but what happens when they enter the store and complete a transaction? Matching online to offline attribution is critical for any retailer who is trying to understand their customer’s journey in order to optimize customer acquisition and retention.

Getting started can be complex, as much of the data is scattered throughout a variety of locations and in various formats. Having the ability to join this data and analyze the data is key to understanding how to take advantage of the insights into your consumers’ behavior.
Get Started With Four Quick Wins

Here are four data attributions and customer journeys that you can start with to get quick wins from your online and offline data.

1. Offline pickup with online ordering

Offering consumers the ability to order online and pick up in store (ROPIS) is a great way to begin understanding the customer journey. Online ordering can be tracked through the e-commerce portal into your ERP system, since that data is most likely already combined and resides in your ERP database. Adding a bar code checkout kiosk, for example, enables the inventory in/out process and allows the customer to officially close the transaction. This will help define beginning and end transaction markers. By having a clear beginning and end marker, you can bracket the journey clearly and start understanding certain key attributes that you want to monitor and capture along the journey.

For example, additional attributes that you may want to track along the journey may be the product name, product category, pricing (promotional or not), coupon and time to pick up. These attributes can help identify process improvements and pricing optimizations that would lead a consumer to favor picking up the product over an online-only competitor. In other words, are there certain product categories for which in store locations are favored? Adding location-based analytics to understand how far the consumer is traveling to pick up the item is also important. You can use that information to enhance the customer experience and satisfaction by offering a special delivery offer to customers in certain distances, therefore further segmenting that population for more customer in-store acquisitions.

2. Targeted online-to-offline coupons

As an added attribute, based on the order online pick up in store analysis above (ROPIS), you can also enhance this dependence by offering a redeemable in-store coupon to those consumers who are visiting the store for the first time, incenting them to try your in-store pick up services versus making the purchase online.

3. Mobile to omnichannel tracking

Once your user is signed in on your mobile application, using cookies to track consumer behavior and conversions to e-commerce transactions will allow you to access credit card data in order to glean household intelligence. This can help you understand socioeconomic attributes that may influence customer acquisitions; for example, based again on the first ROPIS analysis described above, you could add household information and understand your consumers’ disposable income and language preferences. This further segmentation allows you to identify consumers with the most propensity to travel the ideal customer journey and maximize buying behavior.

4. Using cookies to match third-party post transaction identifiers

Using a third-party identity resolution service can help retailers track customers’ post-transaction online activities to add more context to consumer behavior. When a consumer uses a mobile application, consumers are served a cookie and are tracked through other anonymized consumer identifiers at that location. Multiple sources of data from each tracking channel such as online browsing, mobile apps, and their phone’s location-based data can be wrangled to find one unique identifier or attribute, enabling retailers to use offline data to find consumers online. Again, leveraging the first ROPIS analysis and now tying in additional data from an identity resolution service, you can find your customers when they are near your store location and offer them valuable coupons or promote in-store events to drive customer acquisition.
Analyze, Visualize, and Build the Right Consumer Attributes With Alteryx

With Alteryx, you can access and blend all of your structured and unstructured data from internal and external sources — across all channels — and then enrich this data with third-party demographic, socio-economic, and third-party DMP data, so you quickly and easily gain the deep customer attributes you need to track your customer throughout their journey.

Armed with a single, consolidated view of each customer, you can better segment and profile consumers behaviors to drive profitability, channel preferences, and social demographics. What’s more, you can discover the attributes of your most profitable customers, determine like groups to target, and target these customers with the right promotions and messages — helping to improve revenue and customer loyalty.

Optimize omnichannel performance by understanding how customers interact with your brand across channels. Customer loyalty is built through effectively meeting your consumers’ desires and needs across all channels — brick-and-mortar, online, and mobile. But getting a unified view of customer preferences and appropriately aligning your inventory across multiple channels is complicated.

With Alteryx, you can easily analyze your customers’ browsing history, spend patterns, and shopping behavior across channels, enabling you to align product mix, promotions, messaging, and media choices with customer preferences. And when you use Alteryx to help you track and measure spend levels and purchase history by channel, you can better optimize channel performance and investment plans.

Alteryx makes it easy to create a differentiated experience for customers and gain critical insight into customer purchase behavior so you can drive customer acquisitions and increase retention. Use what-if analysis and scenario modeling to quickly determine the impact of a promotion or marketing event on your demand, revenue, and margin — and adjust on the fly. Compare the effectiveness of alternate ad campaigns using A/B test analysis. Track actuals against target to optimize media mix, adjust plans mid-course, and determine which competing campaigns or promotions to fund. And even perform drive-time analysis and sister store cannibalization impact to maximize promotion response rates.

Matching online and offline data to get a 360-degree view of your consumers’ buying behavior can start with mapping a simple ROPIS customer journey. By analyzing data from various sources, one can discover, test and identify the right attributes to measure throughout the journey. Once you have arrived at the right attributes, you can track and start measuring these attributes to understand the success of your local marketing. Determining which KPIs to measure up front is important to focus your analysis efforts and your measuring efforts. Too much data is simply noise; analyze only attributes that matter. For example, if Consumer Conversion is an important KPI, you will be interested to know if a prospect entered your store.

With Alteryx, you can put the power of data directly in your hands to understand your customer’s journey and buying behavior to optimize marketing — and improve your competitive advantage. Find out more today at www.alteryx.com.

“Too much data is simply noise; analyze only attributes that matter.”
Case Study

Wolseley is the UK operating company of Ferguson plc, the world’s leading specialist distributor of plumbing and heating products. A critical daily process, identifying new ecommerce customers, was challenging and time-consuming because the team had to manually pull data from disparate systems, including SAP BusinessObjects, Salesforce, and Google Analytics.

Using Alteryx, the Multichannel Analyst team automated the process, taking it from a two hour per day data churn exercise to a magic “pressing of a button.” With that 20-25 hours per month saved on this single process, the team has launched new value-add projects including customer segmentation that’s allowed them to add personalization to the website.

Additionally, they’re using automatic email notifications so eBusiness Development Managers are notified when a potential new customer registers with the site. That notification includes the customer account number, projected sales spend, and product split, making insights truly actionable and driving further ecommerce growth.