



## Alteryx for Retail Marketers

### Improving Marketing ROI with Retail Analytics

#### Key Challenges for Retailers

- **Data overload:** Getting a single, consistent view of the customer across multiple channels is critical to making the right marketing decisions, but collecting, blending, and analyzing the ever-increasing volume of data and disparate data types is time-consuming and expensive.
- **Limited analytical resources:** Keeping up with fast changing market trends and customer demands requires assimilating and analyzing customer information at lightning-fast speed, but IT resources to gain the required insights are often back-logged.
- **Budget constraints:** Micro-targeting customers with personalized messages to keep up with customer expectations can be expensive, yet marketing budgets are not increasing in lockstep.

Change is the only constant in the retail market—and the changes occurring right now are monumental. Together, the web, mobile technology, and social media have shifted the balance of power from the retailer to the customer. The result? Less loyal customers who are more likely to brand-hop than ever before. And the growing influence of peer groups and social media, whose endorsements and denouncements can impact buying decisions in the swipe of a page.

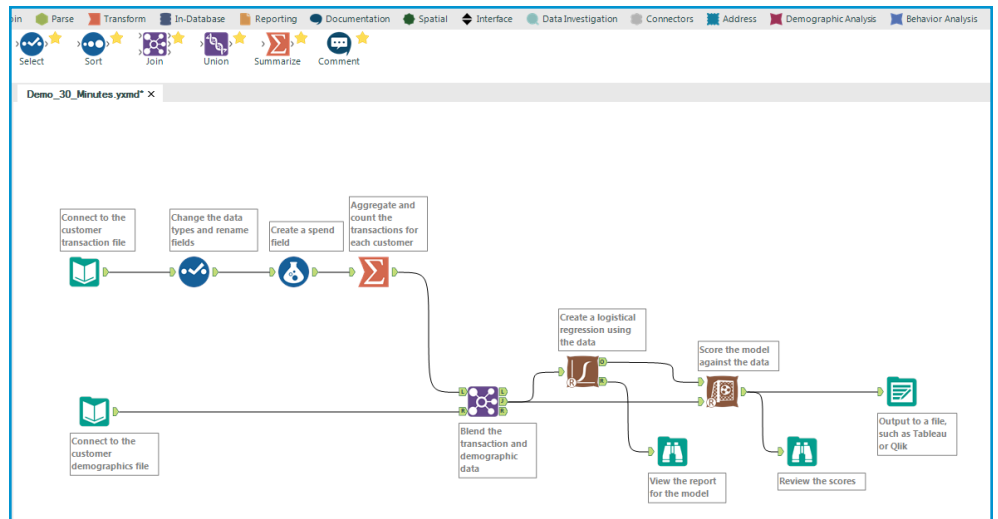
What's more, physical store location no longer limits where your customers shop. Every retail outlet today not only competes with other stores in its neighborhood, town, or city but also with physical and virtual entities around the globe. Consumers can purchase what they want, from whom they want, any time they want.

So what do these changes mean for retailers like you? It means that you must become increasingly savvy and agile with your marketing programs, touching your customers with personalized offers for relevant products and services—at exactly the right time and through the right channel—creating a highly differentiated experience to encourage greater loyalty.

But gaining the micro-level insights you need to effectively market to ever-more-demanding customers can be a daunting task. The overwhelming number of customer data sources available to you, the lightning-fast speed required to make retail decisions, and stagnant or even shrinking marketing budgets present significant obstacles, whether you are a local mom-and-pop shop or a large, multinational corporation.

What retailers like you need is a solution that enables you to collect the vast array of disparate customer, transactional and POS, weblog, shipment, and inventory data that already exists within your organization and combine it with third-party demographic, psychographic, and other market-specific data to drive faster and better decision-making. With the right data blending and advanced analytics tools, you can get the insight you need—when you need it—into your customers' product and channel preferences, purchasing history, social media influencers, and more, so you can attract and retain the most profitable customers, improve campaign responses, and increase revenue.

The Alteryx intuitive workflow for data blending and advanced analytics leads to deeper insights in hours instead of weeks



## Alteryx for Retailer Marketers

Alteryx uniquely enables you to bring together the data you need—from virtually any data source—without relying on expensive and time-constrained IT specialists or statistical experts. No more critical data locked away in separate silos, preventing you from accessing everything you need to gain a complete strategic picture of your business.

With Alteryx, you can gain deeper customer insights, optimize multi-channel performance, improve marketing effectiveness, and enhance your social media presence—all in a single, easy-to-use analytic solution.

## Deepen Customer Insight

To make the right marketing decisions, you need to get a single, consistent view of the customer across all channels, but the growing number of data sources and different data types makes this process daunting, not to mention time-consuming and expensive.

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, psychographic and other market-specific information, so you quickly and easily gain the deep customer insight you need, without depending on other departments in your organization.

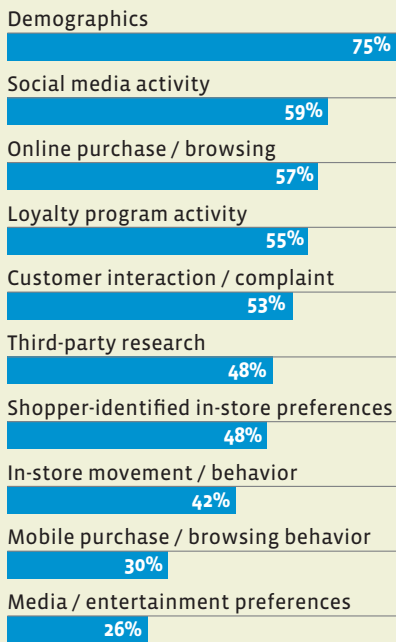
### CASE STUDY

*Southern States Cooperative, founded in 1923, is one of the largest farmer-owned cooperatives in the United States. Owned by more than 300,000 farmer-members, the company purchases, manufactures, and processes feed, seed, fertilizer, farm supplies, and fuel, serving more than 1,200 retail locations in 23 states.*

*Wanting to improve its promotional efficiency by reaching the right customers with the right message, Southern States Cooperative turned to analytics. Using Alteryx, the company segmented and profiled its customers based on their transactional history and purchase behavior, helping better identify which customers to target with which promotion. As a result, the company was able to reduce its catalog mailings by 63 percent while improving campaign response by 34 percent, leading to a 24 percent improvement in campaign margin. Southern States also leveraged these derived insights beyond marketing to improve placement of its retail stores and strengthen its competitive standing.*

## CASE STUDY

### Types of Data Being Collected by Retailers



Source: "How Shopper Insights are Fueling Retail Progress," a study by Alteryx and RetailWire, March 2014.

*A southern retail chain of over 300 department stores found itself struggling to leverage the vast amount of customer data collected across multiple channels. The challenge? Pull together data from 13 disparate databases and use the insight to improve its marketing reach and the customer experience.*

*Using Alteryx, the company quickly blended together the different data types and enriched them with third-party demographic, geospatial, and census data to get a single, unified view of the customer. By analyzing the attributes of customers shopping via multiple channels, the retailer targeted like customers and doubled the number of multiple-channel customers. What's more, after monitoring the customer path to purchase, the company adjusted its media mix to optimize marketing spend. Thanks to better targeting, the retailer increased net new customers by 20 percent and grew diverse spend by 10 percent.*

Armed with a single, consolidated view of each customer, you can better segment and profile consumers based on Recency/Frequency/Monetary value, profitability potential, channel preferences, and social affinities. 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 Multi-Channel Performance

Consumers no longer interact with your brand through one particular channel. Rather, 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.

### Improve Marketing Effectiveness

In this era of fast-changing marketing trends and ever-increasing customer demands, your marketing efforts need to be cutting edge and innovative, but with shrinking or stagnant marketing budgets, they are often anything but that. It is nearly impossible to profile and segment customers, model scenarios, forecast promotional lift, track actuals against target, and optimize your channel and media mix to improve campaign response rates and promotional performance. Or is it?

Alteryx makes it easy to create a differentiated experience for customers and gain critical insight into customer purchase behavior so you can stretch your marketing dollars. 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 make adjustments 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.

## CASE STUDY

*An apparel and footwear powerhouse, VF Corporation, is the company behind brands such as The North Face, Nautica, Lee, and Wrangler. Selling through multiple distribution channels including retailer partners, the company wanted to improve corporate profitability, support significant retail expansion, and maximize the performance of its more than 100,000 SKUs at over 10,000 retail partner locations.*

*Using Alteryx, VF Corporation was able to quickly blend and analyze POS data from all of its retail partners with more than 200 customer lifestyle variables to better match products to consumers and specific stores. As a result, the company improved its assortment mix by location, leading to increased sales and reduced merchandise markdown and return rates. What's more, better assortment planning helped the company reduce its spend on marketing programs with retail partners by nearly 50 percent.*

## About Alteryx

Alteryx is the leader in self-service data analytics. *Alteryx Analytics* provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the *Alteryx Analytics* platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources, easily join this data together, then perform analytics—predictive, statistical, and spatial—using the same intuitive user interface, without writing any code. Thousands of companies and data analysts worldwide rely on Alteryx daily. Visit [www.alteryx.com](http://www.alteryx.com) or call 1-888-836-4274.

## Enhance Social Media Presence

Social media has changed retail marketing. Marketers must not only focus on marketing to their direct customer base but also on influencing the “influencers.” But how do you know who are the real influencers and what impact they truly have on your brand? Whom do your customers follow on which social media networks? And which social media networks do you need to target?

Alteryx can help you understand customer sentiment toward your brand, product, or service, score the influence level of a customer based on the number of followers on social media sites, and keep up with competitive activities and market trends. By blending and analyzing social media data with product or service review data, you can better understand and respond to customer sentiments and brand perceptions, ultimately improving customer loyalty and long-term revenue.

## Why Alteryx

Alteryx lets you create one consistent view of your customer across all channels and systems. With a single, intuitive workflow for data blending and advanced analytics, you gain deeper customer insights in hours, not the weeks typical of traditional approaches, helping you keep up with the speed of retail.

By seamlessly blending internal, third-party, and cloud data, and then analyzing it using spatial and predictive drag-and-drop tools, you can quickly assimilate customer information and gain insights to avoid missed opportunities, all without depending on over-burdened IT staff or expensive statistical experts. And with its powerful, integrated visualization capabilities, Alteryx lets you see marketing trends and purchase preferences—so you can change course before you lose ground to your competition.

Plus, because Alteryx lets you create analytics independently, without relying on other departments in your organization, you can keep up with customer expectations and cost-effectively employ micro-targeting techniques, enabling you to make the most of your marketing budget.

## Conclusion

So what's stopping you from taking advantage of the power of retail analytics? Unchain yourself from legacy software systems that prevent you from getting the insight you need, when you need it. With Alteryx, you can put the power of data blending and advanced analytics in the hands of your marketing analysts, so you make the most of your customer data—and improve your competitive advantage. Find out more today at [www.alteryx.com](http://www.alteryx.com).

# alteryx

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