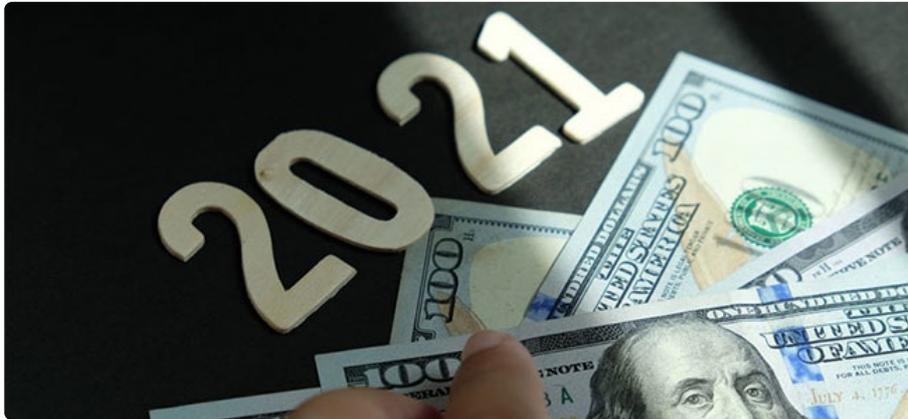


THE VIEW

Consumer Insights | January 2021



Hi there,

If 2020 has taught us anything, it's that change is inevitable. It has also shown that organizations that are quick to detect and act upon changing consumer signals are more likely to outperform their peers. Customer insights leaders need to constantly stay attuned to changing consumer needs and evolve their techniques to do so effectively.

In this edition, we focus on the new techniques and approaches organizations should consider improving their consumer insights in 2021 and beyond.

B2B & B2C | Netscribes

How an integrated insights solution can help firms realize their strategic transformation goals

Lack of collaboration between cross-functional teams, duplication of research effort, and stale or incomplete data can come in the way of achieving large-scale transformational goals. Here's how an integrated insights solution can help. [Read more](#)



B2C | Netscribes

How consumer electronics e-commerce is getting a technological makeover

A slew of consumer electronics brands have braced the challenge of delivering exceptional online customer experiences based on the new table stakes.

Here's a line-up of the seven most stunning consumer electronics websites and what makes them truly a notch above the rest.

[Read more](#)



B2B & B2C | Netscribes

US Market Trends and Forecasts for 2021

With the new political party assuming governance this year, the future of economic growth in the US is set to take a positive turn. The road to recovery in a post-pandemic market sees an upward growth trajectory across industries like automotive, e-commerce, healthcare, manufacturing, and real estate among others. [Read more](#)

B2C & B2B | McKinsey

Promoting growth and productivity, embracing structural changes- essential in the road to economic stability in 2021

As consumer confidence rebounds, McKinsey's survey indicates that countries with older demographics like France, Italy, and Japan are less optimistic than younger populated regions like India and Indonesia. While consumer spending is expected to escalate and leisure travel bounces back, how fast and how soon operations will reach full swing remains to be seen.

[Read more](#)

B2B & B2C | Deloitte

One in five consumers state increased brand loyalty to a quick, personalized and positive brand response to their needs

Deloitte's 2021 global marketing trends narrows down on 7 key trends based on surveys conducted on consumers and C-suite professionals. These trends elaborate on pivoting business models to better serve customer needs and foster absent human connection in light of the global pandemic.

[Read more](#)

B2B | Forbes

Using the power of data and analytics to strategize new consumer centric capabilities in 2021

Pioneering a plan that adapts to the current scenario is a challenge that businesses need to tackle head-on. Clearly defining business goals and long-term strategies early on, determining the right partner, outlining proof of concepts in the early stages, flexible top-down and bottom-up approaches, and recruiting and mobilizing agents of change are a few action points that businesses are following to stay ahead in the burgeoning digital economy.

[Read more](#)

CONSUMER RETAIL IN 2021

B2C | Martech Series

Positive and emotional ads, social media: Key factors playing influencing consumer purchasing behavior

With 2020 forcing marketers to rethink their budgets and strategies, consumer behavioral data has become crucial to provide quick actionable insights.

[Read more](#)

B2C | ClickZ

Automation technologies to shape retail experience in 2021

With nearly 86% of consumers intending to continue shopping online, automation will play a major role in shaping retail experiences in 2021 and beyond.

[Read more](#)

Netscribes helps global firms build a competitive advantage through reliable market data and insights. To schedule a consultation, [contact us](#)



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