

Consumer Insights | August 2021



It's no secret that to succeed in a post-pandemic world, you need to put your customers at the center of everything you do. As the economy bounces back, building resilience within your business is key. To achieve resilience, a customer-centric approach to business processes is essential as customer behaviors change by the second.

From smart supply chain, social intelligence, and content marketing, in this issue, we take you through customer-centric solutions to foster business growth and increase market share.

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[Best practices to retain your customers in today's digital age](#)

Did you know that mere a 5% increase in customer retention can increase company revenue by up to 95%? Customers who remain with a company are invaluable. Established trust from happy customers drives more sales, decreases advertising costs, and saves money. Here are some of the best digital tactics you can adopt to enhance your customer retention strategies.

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[Utilizing real-time social listening to gauge consumer behavior](#)

With consumers spending an average of 2.5 hours per day on social networking sites, utilizing real-time social listening empowers brands to stay proactive to consumer needs and engage with them more effectively. Here's how.

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B2B & B2C | Netscribes

[Increasing sales conversion by understanding consumer behavior](#)

Organizations need to understand consumer behavior to optimize sales and marketing costs, improve marketing campaign efficiency, increase cross-selling to existing customers, and determine the right distribution and promotional channels. Here's how to get started.

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[\(Video\) The latest e-commerce trends are largely shaped by consumer behavioral shifts](#)

Consumer behavior is playing a key role in reshaping the e-commerce sector today. Watch this video to learn the 7 key trends shaping e-commerce digital strategies today and what brands and retailers can do to adapt to them.

[Read more](#)

Does your holiday game plan include these top 7 trends shaping digital strategies post-COVID-19?

[Watch now](#)



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Case study: OTT music streaming provider tracks evolving consumer preferences to better social commerce strategies

Using market and competitive insight, tracking consumer preferences and app usage metrics, a leading OTT music streaming provider was able to improve their social commerce operations and grow their share of the Indian OTT music streaming market.

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41 East, 11th Street, New York
NY10003, USA
+1-877-777-6569
info@netscribes.com



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