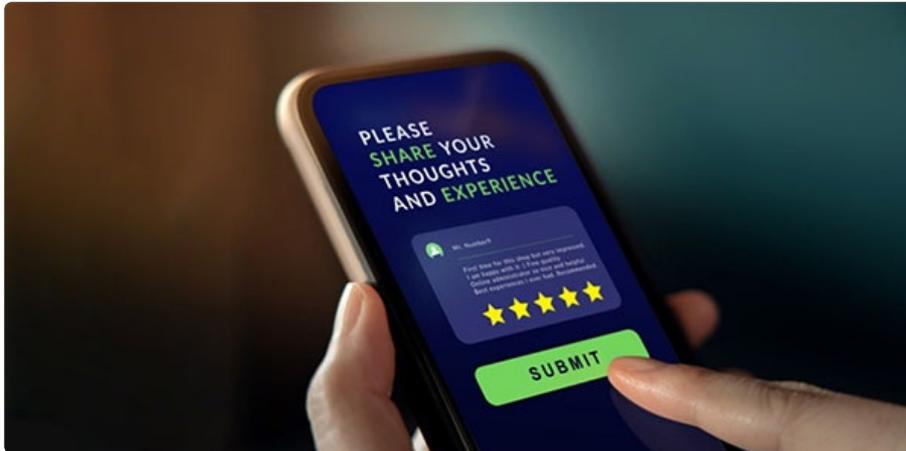


THE VIEW

Consumer Insights | April 2021



As business models adapt to digital realities, understanding new, digital customer experiences has become critical for success. A close understanding of consumer needs at each step of the digital journey is key to delivering the experiences that customers expect. This month's newsletter explores the role of consumer insights in facilitating successful digital transformation for businesses.

B2B | Netscribes

[UX research is critical to digital transformation, here's why](#)

Successful consumer-facing companies are repurposing physical locations, exploring new business models, and rapidly adopting advanced analytics and other disruptive technologies to find new sources of growth.

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[Applying customer behavior analytics to increase product usage](#)

As more tech companies seek to increase market share by introducing innovative software products, tracking and analyzing product usage behavior has become critical for an enduring competitive advantage. It helps you understand the underlying customer-product relationships that influence product choice and purchase behavior.

[Read more](#)

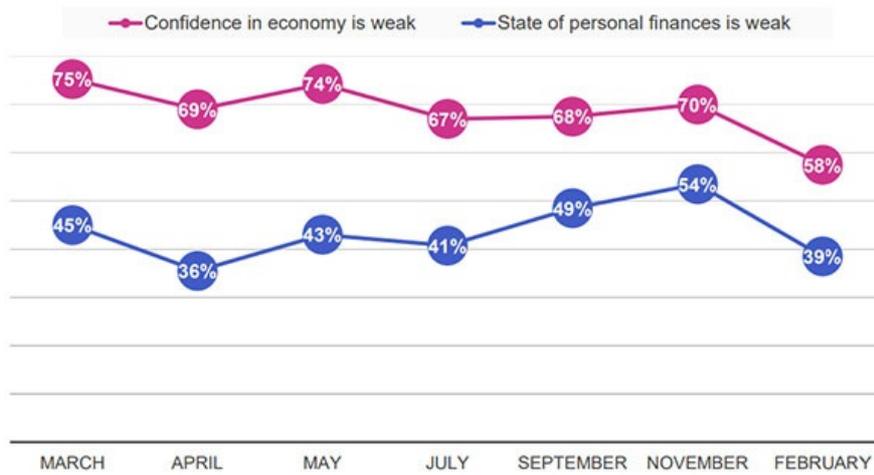
B2C | Dunhumby

[US grocery consumers' confidence beginning to rebound, even as they continue to seek value](#)

80 percent of US consumers are seeking value and 52% are shopping at everyday low-price stores. Walmart, Aldi, Kroger, and Amazon named top retailers for value.

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Customer Confidence



Results by country are in the Appendix.

B2C & B2C | Accenture

[COVID-19 has sparked a new wave of innovation across the consumer retail sector, a new study shows](#)

Successful consumer-facing companies are repurposing physical locations, exploring new business models, and rapidly adopting advanced analytics and other disruptive technologies to find new sources of growth.

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[Collectively conscious and value-driven consumers to dominate 2021?](#)

The post-pandemic consumer is more locally minded, value-driven, and collectively conscious. Even as phygital retail gains traction, consumers are now exercising a great deal of thought into their expenditure- prompting brands to re-evaluate their products accordingly.

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[B2B marketing trends to watch out for in 2021](#)

Building long-term customer relationships with a 'serve, not sell' approach, 40% of B2B firms aim to utilize their data-driven marketing budgets for customer journey mapping. From conversational marketing to low code platforms, here are 6 emerging trends to watch out for.

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Netscribes help firms stay ahead of the curve by providing actionable data, timely, and holistic [consumer insights](#). [Contact us](#) to know more

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