Consumer Insights | July 2021

The secret to more sales is understanding consumer behavior and learning what your shoppers want from your business. Understanding, analyzing, and keeping an eye on consumer behavior is crucial to deliver exceptional marketing.

In this month's newsletter, we highlight how leading organizations use consumer behavior insights to drive business growth.

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How understanding consumer behavior can help increase conversion

Analyzing consumer behavior helps organizations increase sales conversions by meeting the following objectives: optimize sales and marketing costs, increase the efficiency of marketing campaigns, increase cross-selling to existing customers, and determine the right distribution and promotional channels. Here's how.

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Four ways to measure brand awareness

When consumers are presented with many products of the same kind, they are more likely to purchase a product from a brand they already trust, rather than one they have never heard of. Here are four ways to measure your brand's awareness levels.
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Pandemic-driven behavioral shifts to watch for

The COVID-19 pandemic has dramatically shifted consumer sentiment and behavioral trends. With the massive shift to digital channels here to stay, consumer brand loyalty has also seen a decline. While online shopping is here to stay, today's consumer is driven by healthy, sustainable, and hygienic habits, with a surge in demand for medicinal and grocery goods.

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Thinking of the last 6 months, please indicate from the list of attributes below how, if at all, you have evolved as a consumer

■ (Respondents answering "I am more like this") (Global)

I am price oriented.

56%

I am focussed on saving.

54%

I am 'digital'.

51%

I am eco-friendly.

50%

I am healthy.

49%

I am data conscious.

46%

I am 'local'.

43%

I am optimistic about the economy.

36%

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Conducting a sentiment analysis to deliver improved customer experiences

89% of companies across industries compete primarily on customer experience. Here's how sentiment analysis can help companies evaluate and improve customer experiences.

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The role of UX research in digital transformation

The lack of customer-centricity in digital transformation initiatives causes 84% of digital transformation projects to fail. As businesses strive to create value in the digital world, the demand for customer-focused digital transformation has escalated.

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How real-time social listening helps gauge consumer behavior

Consumers today expect more from brands than ever before. In a world that's fighting for consumers' limited attention, being proactive and relevant in our communications is paramount. Here's how real-time social listening can help.

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The latest e-commerce trends are largely shaped by consumer behavioral shifts

E-commerce is driving nearly 1 in every 5 dollars spent on retail purchases. The pandemic-driven boost has given rise to new and emerging e-commerce trends post-COVID-19, as this monumental shift shows no signs of slowing down. Here are seven e-commerce trends that brands and retailers must know to succeed in the post-COVID-19 world.

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Case study: Managing brand compliance on the digital shelf

Explore how a global FMCG brand was able to monitor and enforce its brand standards across online marketplaces through digital shelf analytics.
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