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A Look Down the Aisle with Sue Sentell: How Key Innovations are Driving Retail Forward

Gladson is pleased to introduce a new blog series called “A Look Down the Aisle with Susan Sentell.” In this monthly post, our CEO will share her point of view on some of the latest headlines and trends garnering attention and impacting the retail industry.

How are Retail Innovations Driving the Industry Ahead?

Innovation is heavily impacting today’s shopper experience from both the consumer and retailer/manufacturer point of view. As the path to purchase continues to evolve and shopper channels and choices expand, retailers of all shapes and sizes are launching new store formats, services and apps to better satisfy shopper demands and drive sales. What’s driving this sea of change in retail? Data...

The rise of data analytics and the integration of data points allows retailers to better understand what shoppers are buying, but even more importantly, data is helping retailers better understand how and why shoppers browse and purchase items. With the integration of data points such as loyalty data, point of sale data (POS) and online browsing trends, retailers can move toward making more personalized offers and uncover the best ways to interact and engage with shoppers.

As mentioned in the first article below, retailers use data to develop a variety of in-store formats as well as store layouts and assortments, which are personalized down to a neighborhood and specific demographics level. By taking a closer look at loyalty data, online browsing/purchase habits and knowing exactly what customers are purchasing in each store,



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retailers are creating customized store layouts that vary from neighborhood to neighborhood, yet are fully tailored to shopper purchases.

Taking a closer look at beacon technology, this growing innovation is helping retailers to deliver on-the-spot promotions to incentivize shoppers to come into the store. Once a shopper gets inside, retailers can test and deliver different kinds of offers right then and there to see if it changes behavior. Again, by better understanding the why behind the buy, retailers are able to deliver more customized offers to shoppers to bolster loyalty and lifetime value of a customer.

How Retailers Can Leverage E-Commerce for Greater Success

Even though e-commerce sales aren't very significant percentage of sales today, online shopping plays an important role for CPG retailers. And they should make efforts to ensure in-store and online work together harmoniously to create a very rich, personalized shopping experience for consumers everywhere, at all times. Successful retailers are leveraging digital strategies to support in-store and online shopping activities.

A good digital strategy allows shoppers a wide choice of what, when and how they get the product(s) they want to purchase. Beyond making a purchase, strong e-commerce platforms are offering everything from expanded product content to help from a personal shopper or the ability to build shopping lists. Retailers also offer shoppers expanded pick-up options such as pick-up in store, pick up at curbside and pick up several days in the future after placing an order. Shoppers want flexibility and a good e-commerce strategy should support that.

As a retailer builds a strong e-commerce site, they must consider the important role product content plays in ensuring success. Shoppers are more connected than ever before and they demand consistent, accurate and rich content—instantly— and across channels to help make better decisions.

For additional insight on the topics I mentioned above, see a few of the top news articles we curated focused on retail innovations that are driving the industry ahead.

[How Beacon Technology Helps Retailers Connect with Tech-Savvy Consumers](#)

[Innovation in Consumer and Retail: What Drives Disruption](#)

[10 Things You Need to Know About the Changing US Grocery Shopping Landscape](#)

[The Real Threat Online Grocery Basket Bandits Pose to Supermarkets](#)

Want to learn more about other retail innovations shaping the retail industry? Read Gladson's latest [whitepaper](#) or follow us on [Twitter](#) or [LinkedIn](#).



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These trends are top of mind for Gladson and we partner with our customers to ensure retailers and brands continue serving up the personalized content today's shoppers are demanding.

How are retail innovations shaping the industry and how are retailers and suppliers collaborating? This retail paper from Kantar Retail sheds some light [Kantar Retail Breakthrough Insights First Half 2016](#).