



ELEVATE THE STRATEGIC IMPACT *of your* SHOPPER MARKETING

Shopper marketing is undergoing an evolution because shoppers are taking control of the purchase journey, which has expanded outside of the store. This infographic shares key insights from new ANA research to assess the current state of shopper marketing and advise shopper marketers on how to demonstrate its strategic value to senior management.



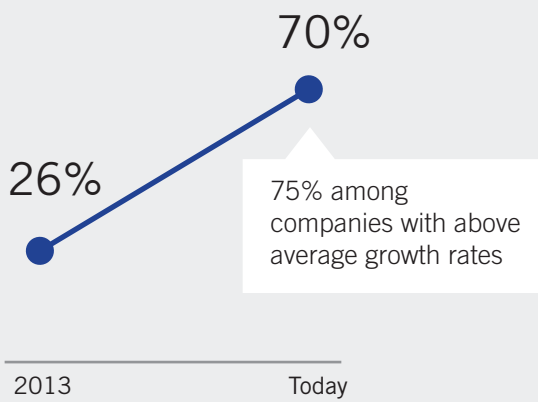
SHOPPER MARKETING LANDSCAPE

Shopper marketing is on a path to being perceived as highly strategic.

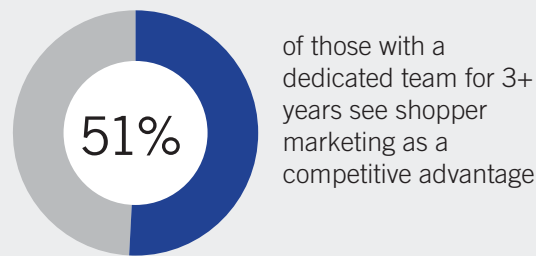
But first we must define shopper marketing and its role.

Perceived as highly strategic

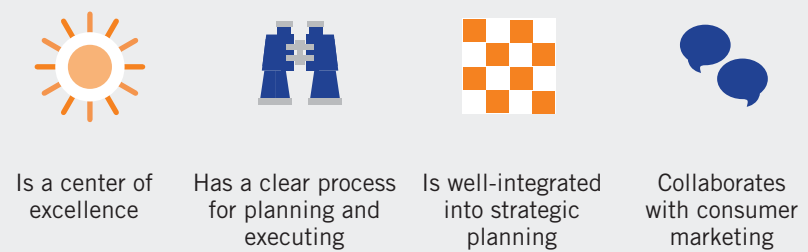
While conversion is still the primary role of shopper marketing, it is clear that perspectives are shifting.



A dedicated shopper marketing group is a competitive advantage and is viewed as more strategic when it reports to marketing.

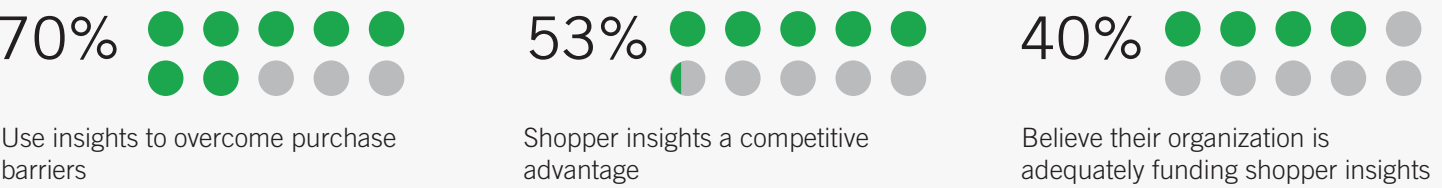


When shopper marketers report into marketing, they are more likely to agree that shopper marketing...



AREAS OF FOCUS FOR YOUR SHOPPER MARKETING TEAM

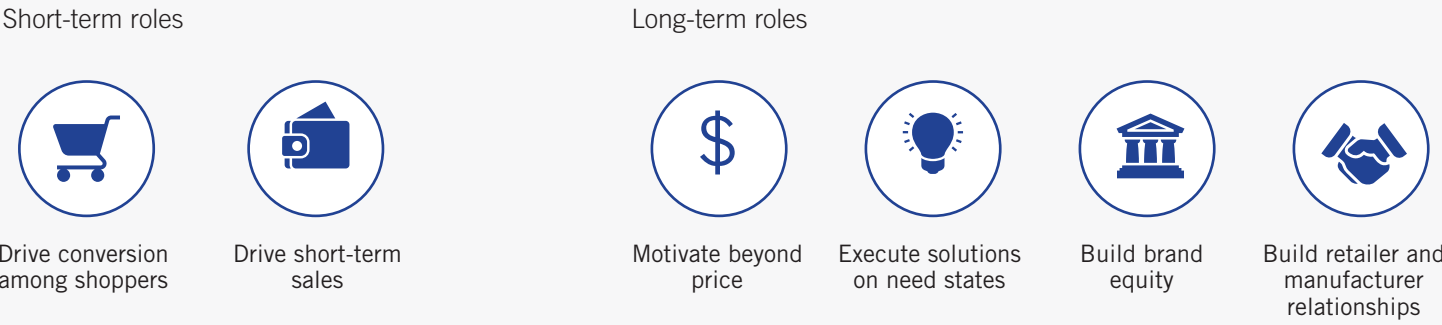
1 Adequately fund shopper insights to overcome purchase barriers



2 Integrate digital and mobile into your shopper marketing program



3 Change focus from short-term sales to long-term business building



PAIN POINTS TO OVERCOME

