



## **ELEVATE THE STRATEGIC IMPACT** of your **SHOPPER MARKETING**

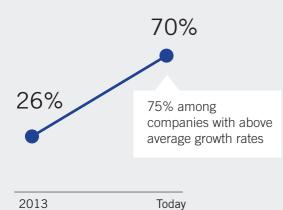
Shopper marketing is undergoing an evolution because shoppers are taking control of the purchase journey, which has expanded outside of the store. This infographic shares key insights from new ANA research to assess the current state of shopper marketing and advise shopper marketers on how demonstrate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



## SHOPPER MARKETING LANDSCAPE

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

Perceived as highly strategic



But first we must define shopper marketing

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



41% 35% Drive conversion Motivate beyond among shoppers

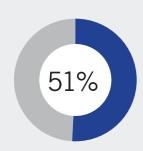




26%

Drive short-term sales

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



of those with a dedicated team for 3+ years see shopper marketing as a competitive advantage

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



Is a center of Has a clear process





excellence

for planning and executing

price

Is well-integrated into strategic planning

Collaborates with consumer marketing

## AREAS OF FOCUS FOR YOUR SHOPPER MARKETING TEAM

Adequately fund shopper insights to overcome purchase barriers

70%

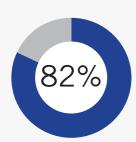
Use insights to overcome purchase barriers

Shopper insights a competitive

Believe their organization is adequately funding shopper insights

Integrate digital and mobile into your shopper marketing program

advantage



say shoppers are gaining control over the purchase occasion via mobile/digital



Do not have a dedicated group within shopper marketing

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

Short-term roles



Drive conversion among shoppers



Drive short-term sales

Long-term roles



Motivate beyond price



**Execute solutions** on need states



Build brand equity



Build retailer and manufacturer relationships

## PAIN POINTS TO OVERCOME

say measuring impact is ...... success, but there is no simple solution

say measurement tools are lacking ability to show ROI

