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.

- **Perceived as highly strategic:**
  - 26% today
  - 70% among companies with above average growth rates

But first we must define shopper marketing and its role.

- While conversion is still the primary role of shopper marketing, it is clear that perspectives are shifting.
  - Drive conversion among shoppers: 41%
  - Motivate beyond price: 35%
  - Execute solutions on need states: 29%
  - Drive short-term sales: 26%

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

- 51% 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 excellence
  - Has a clear process for planning and executing
  - Is well-integrated into strategic planning
  - Collaborates with consumer marketing

AREAS OF FOCUS FOR YOUR SHOPPER MARKETING TEAM

1. **Adequately fund shopper insights to overcome purchase barriers**

- Adequately fund shopper insights to overcome purchase barriers: 70%

2. **Integrate digital and mobile into your shopper marketing program**

- Integrate digital and mobile into your shopper marketing program: 82%

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

- Change focus from short-term sales to long-term business building: 90%

PAIN POINTS TO OVERCOME

- 90% say measuring impact is vital to their success, but there is no simple solution
- 54% say measurement tools are lacking ability to show ROI

Source: ANA/GfK 2016 Research: The Future of Shopper Marketing