

Finding the whitespace:

# Identifying growth opportunities using omnichannel insights



Following your shoppers across online and offline channels gives you a complete view of evolving omnichannel behaviors. As habits have changed, shoppers have started incorporating every channel into their shopping journey, going from brick-and-mortar browsing to online purchasing and back to stores for curbside pickup.

By closely tracking this path to purchase from start to finish, businesses can learn more about their customers and the effectiveness of sales and marketing strategies. A total omni view allows brands to develop data-backed plans and tailor-made strategies unique to their customers. True growth requires full visibility of sales and share covering both online and offline channels.



## Do you have strong data-backed strategies?

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A brand should make decisions for marketing its products based on the channel they're sold in. Different tactics should be used for targeting curbside pickup shoppers than those used to reach people browsing the aisles, for example. When brands implement omnichannel sales measurement tools, it's possible get to know their buyers on a deeper level and reflect that information in everything from new product development, retail partnerships, and more.

This worksheet will help you evaluate your organization's current strategies in omnichannel data management by asking you to dig deep and review your current processes. It offers tips and recommendations for what you may be able to improve upon to personalize your offerings and boost sales.



Utilizing this worksheet with your team members, you can discuss how well your strategies are working. Together you may find ways to make them better, or decide whether you need to change them entirely. Start with the bolded questions in the first column and work your way across the table row by row, answering each question until you reach the "suggestions for improvement" column.

Omnichannel: Current strategy	Evaluation	Resources	Suggestions for improvement
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<b>What is our current strategy for collecting sales and shopper data?</b>	Do our sales-tracking tools provide the numbers we need to track progress toward sales goals?	What external and internal tools are we using to gather data across channels? Are they easy to use and comprehensive?	Can we allocate more energy toward data collection and management? Or explore using an all-in-one tool?
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<b>Do we know the paths to purchase that drive most of our sales?</b>	Are we tracking our shoppers individually, across channels and over time?	Do we have a strong panel managing our data?	Is it possible to expand our coverage to find blind spots and reveal trends?
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<b>Is our omnichannel strategy yielding the outcomes we expect?</b>	Have we maintained, gained or lost market share in the last 12 months?	What are our processes for reviewing goals, expectations and results? Do we have a set schedule?	Would we consider using one efficient data source, rather than multiple sources?
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<b>How do our omnichannel strategies stack up against our competitors?</b>	Do our methods give us an accurate measurement of the total market?	Do our data sources give us a clear multi-channel view with deduplicated data?	Can we better track our competitors and learn from their wins and losses?
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## Get started in omni today

Think of these questions as a jumping off point for taking your business to the next level. While every business needs to determine the best approach to omnichannel measurement for itself, companies that are able to get a holistic view of comprehensive data are best able to see and capitalize on new opportunities for growth.

NielsenIQ products can help you stay up-to-date on shopping behaviors, track data in one spot and uncover blind spots in your strategies. Individually they are a great investment for tackling your everyday business challenges, and collectively they can find solutions to your organization's most important omnichannel questions.

**NielsenIQ Omnisales** captures fully integrated online and offline sales data to unlock the value of true omnichannel measurement.

Through **NielsenIQ Omnishopper**, your business can follow shopper behavior and understand evolving consumer habits.

Together they complement other NielsenIQ tools, like **retail measurement services**, which collects sales data from grocery, drug, convenience, discount, traditional trade and e-commerce retailers.



## About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success.

For more information, visit: [nielseniq.com](https://nielseniq.com)