WHAT ARE DIGITAL LEADERS SAYING ABOUT HOT TOPICS?

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Interested in hearing what digital leaders have to say about digital trends?

Wiser & DSI will share some of the feedback we are hearing from digital leaders in the space.

Want to share your thoughts?
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What are the significant shifts in the metrics used to measure performance of online and in-store shopping?

✓ Enhanced focus on in-stock status and void reduction as key performance indicators, driven by the absence of Direct Store Delivery (DSD) representatives to address these issues, underscores the critical nature of these metrics in measuring business performance.

✓ A notable shift in metric priority from dollar growth to unit sales, especially in the beverage industry, reflects changes in consumer purchasing behavior post-COVID, with a heightened emphasis on strategies that drive unit sales in the face of declining volumes, indicating a reevaluation of success metrics towards unit movement.

✓ The significance of verifying distribution effectiveness and promotional compliance has grown, as investments in shelf space and promotions demand accountability to ensure expected sales outcomes, emphasizing the need for accurate tracking of distribution and promotional execution.

✓ Structural enhancements in sales organizations and significant investments in data collection and analysis tools (e.g., IRI, VIP, and specialized POS systems) have improved visibility into product distribution and sales trends, facilitating more strategic discussions with distributors and retail partners, leading to improved performance.

How are you adjusting your online and in-store sales strategies to align with current shopper trends?

✓ Adopted customer segmentation to distinguish between full-price buyers and those seeking discounts, using data analysis and marketing insights to selectively target promotions. This strategy helps avoid devaluing the brand by conditioning customers to expect constant discounts, which is crucial for maintaining pricing strategy and brand integrity.

✓ Utilized targeted marketing to appeal to different economic segments, leveraging first party data for accurate segmentation. This allows the brand to serve varied consumer needs without universal discounts, ensuring the brand's appeal across a wide range of price points while preserving its premium image.

✓ Prioritized data-driven marketing and segmentation to adapt sales strategies to current retail trends, focusing on preserving brand value and customer loyalty. This approach addresses the challenge of appealing to diverse consumer groups with tailored promotions and products, aligning with both online and physical retail environments.

How are you ensuring consistent customer interactions across retail channels given the importance of multi-channel engagement?

✓ A clear and necessary establishment of dedicated teams to ensure brand consistency across digital and physical shelves, highlighting the importance of presenting up-to date brand imagery and information to avoid customer confusion caused by outdated branding materials. This effort is crucial for maintaining a unified brand appearance and experience across channels.

✓ The significant impact of label refreshes and branding updates on product sales, as demonstrated by a case study involving a label update that resulted in a 25% increase in sales. This underscores the critical role of consistent, appealing visual branding in enhancing product visibility and attractiveness, both in physical stores and online, and the importance of aligning these elements across all channels to support sales growth.

✓ Greater necessity for consistent customer engagement strategies, particularly in light of reduced in-store staffing that forces consumers to seek product information online. This gap emphasizes the need for unification with retail partners, aiming to ensure that instore displays and online content are harmoniously synchronized to offer a seamless brand experience.

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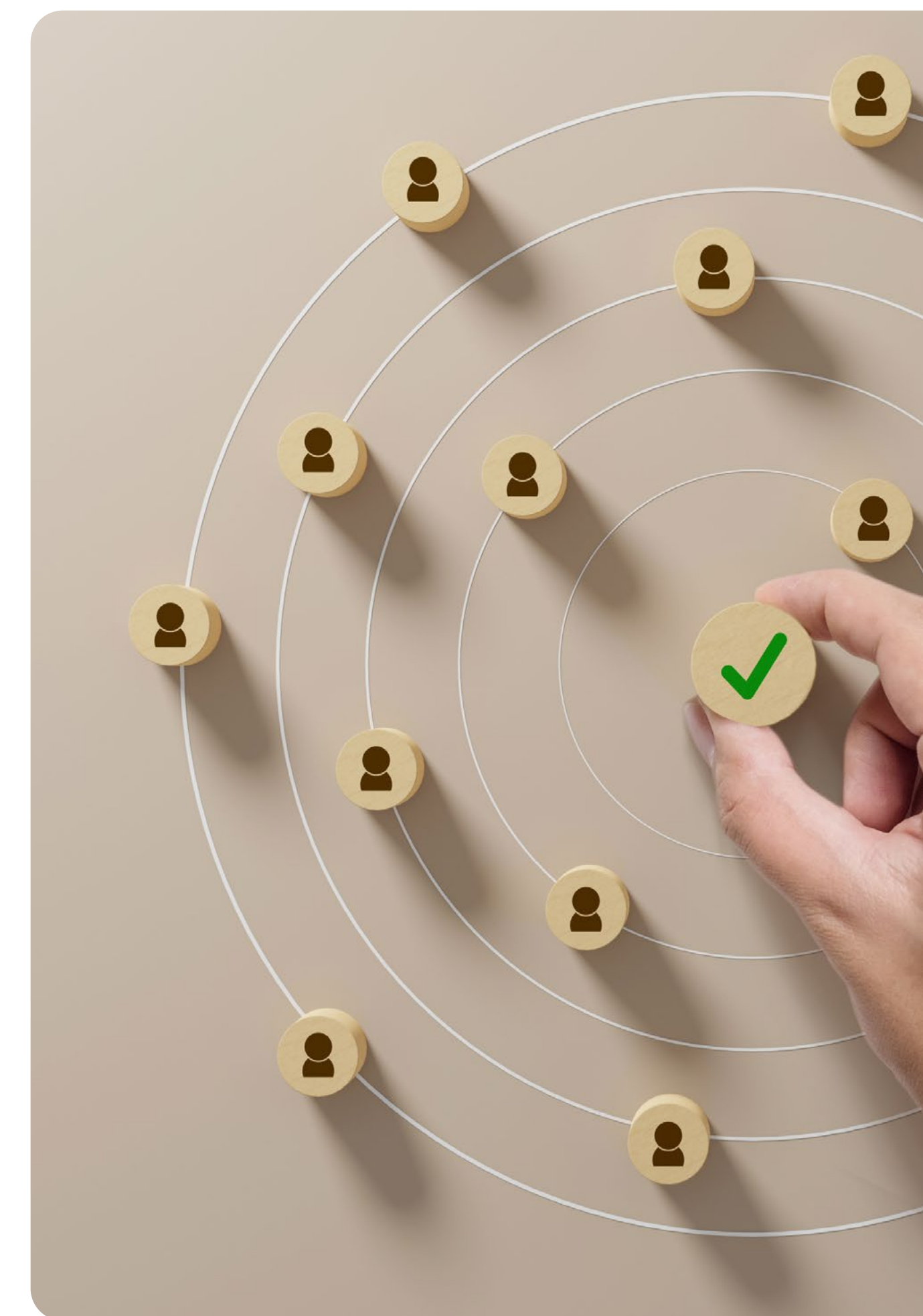
How are you balancing in-store and online shopping experiences and whether one channel is prioritized over another?

✓ Identifying the difference in consumer behavior between in-store and online shoppers is crucial, especially for premium brands facing challenges in conveying their value proposition online. Initiatives like embedding quality videos and imagery on product detail pages (PDPs) have proven effective in engaging online consumers longer, leading to increased sales and addressing the issue of lower online attention spans.

✓ Understanding the "hybrid consumer" who shops both online and in-store necessitates strategic resource allocation to meet demands in key geographies. By forecasting needs 12-18 months in advance based on customer segmentation and shopping behaviors, companies can better manage inventory and meet customer expectations across channels.

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What is regarded as the single most significant industry trend that could pose a threat to your brand?

✓ **Shrinkage:** To mitigate shrinkage, brands are evolving their display strategies, such as investing in locking cases with premium features to secure products without detracting from their appeal. This approach, along with adopting technologies like QR codes, mirrors tactics from sectors like DIY and home improvement, aiming to balance security with customer experience.

✓ **Category Squeezing:** Squeezing of certain categories in terms of share of consumer spend over time, with some sectors like fashion facing consolidation pressures. This trend underscores the importance for brands to clearly define their market position and value proposition, as failure to resonate with specific customer segments could lead to obsolescence in an increasingly competitive market.

✓ **Inventory:** Brands are redeploying retail broker partners to ensure accurate inventory levels and address auto-replenishment failures that contribute to increased out-of-stocks and voids. The slow feedback loop from retailer inventories complicates this issue, highlighting the need for timely data to manage stock levels effectively.

✓ **Private Labels:** The rise of private labels as a significant trend, with retailers allocating premium shelf space to private label products to offer consumers more affordable options. This poses a particular threat to "better for you" brands, as it challenges their market share and visibility in retail environments, emphasizing the need for brands to differentiate and solidify their value to consumers.