

Boosting Omnichannel Strategies: A Roadmap

The Modern Customer Journey

- Shoppers research online, test in-store, and buy via mobile apps.
- Channels work together to create a smooth shopping experience.
- First-party data enhances shopping experiences by understanding consumer preferences.



Optimising First-Party Data with Epsilon Digital



Planning Stage

Website Analytics:

- Uses advanced analytics to assess user behavior.
- Metrics: Page views, time spent, visitor paths.
- Outcome: Detailed audience segments for targeted marketing.

CRM Integration:

- Integrates with existing CRM systems.
- Utilises historical customer data: purchase history, demographics.
- Outcome: Crafting personalised communications.

Engagement Stage

Enhancing Email Marketing:

- Analyses engagement metrics: Open rates, click-through rates.
- Outcome: Adjust strategies for resonating messages.



Conversion Stage

Data Capture at Conversion:

- Captures purchase-level data: Product IDs, amounts, quantities, discounts, currency, conversion values, delivery/pickup details.
- Outcome: Targeted strategies like specific deals for pickups or in-store offers.



Post-Conversion Stage

Post-Purchase Analysis:

- Uses machine learning to determine the right offer, time, and person. Analyses product data feeds and buying habits.
- Outcome: Highly personalised experiences and deeper loyalty.

Customer Feedback:

- Conducts satisfaction surveys for real-world product usage insights.
- Outcome: Identifies improvement areas for better future interactions



Unifying and Activating Your first-Party Data

Linking Digital Impressions to Real People:

- Provides a comprehensive customer understanding.
- Consolidates fragmented insights into an actionable profile.

Leveraging Real-Time Predictive AI:

- Delivers relevant messages across channels.
- Reduces unnecessary ad spend on irrelevant targeting.