

# Unifying Experience- Impact of Data Integration in Omnichannel Retail



## Introduction

Every day, retailers create and access customer and operations data that can be harnessed to power marketing efforts, improve customer experience, and streamline operations. Yet this treasure trove of 'data' all too frequently stays siloed across channels, making it difficult to activate and leverage – significantly reducing its potential value.

60% of an organisation's data is unknown or inaccessible to those who need it

In a survey of 200 omnichannel retailers worldwide, 96% indicated that breaking down data silos is a very significant challenge

## Challenges of data silos

When information is stuck in one part of a company and not shared with other teams or systems, it can lead to key issues like:

- Lack of collaboration leading to duplicated efforts, missed opportunities and a lack of unified strategy
- Disparate data sets lead to fragmented views of target buyer personas resulting in predicting customer behaviour and crafting personalised experiences
- Slower response time and reduced ability to adapt to market changes, new challenges and opportunities
- Inefficient operations leading to higher operational cost
- Managing multiple data silos can lead to data security challenges as it is difficult to enforce consistent security and access policies across disparate systems

Effective data integration is crucial for retailers to create a unified view of the customer in both online and offline environments. This enables personalised experiences, accurate targeting, measurement, and precise attribution modelling. It eliminates data silos, ensuring consistency and agility in responding to market changes, ultimately driving customer satisfaction and business success in a competitive landscape.



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## The price of keeping data in silos

**35%** of marketers say poor data quality impacts their ability to target consumers with the right digital ads

**40%** of consumers purchase more from retailers that provide a personalised shopping experience across channels

Retailers who invest in personalisation can realise upward of **\$20** in return for every dollar invested

This means that when data is not integrated, the brand will not be able to effectively gauge customer behaviour and preferences across channels, resulting in inconsistent targeting, poor customer service, and lost sales opportunities due to incorrect product recommendations and missed upsell or cross-sell opportunities.

## Data integration and why it matters in omnichannel retail

Data integration allows retailers to understand their customers better and recommend products or speak to them in a way that they love and at a time that they want. Some of the other tangible benefits are:

- Consistent shopping experience: Customers get a seamless experience whether they shop online, in-store, or through an app. This keeps them happy and engaged. For example, the Epsilon Digital platform allows brands and retailers to engage customers and prospects across display, online video, and connected TV with aligned creatives. Integrated data shared with trusted partners ensures that personalised messaging is aligned to specific business goals and KPIs.
- Efficient marketing and reduced waste: A unified customer profile helps identify customers accurately, so the brand can send personalised messages and product recommendations. Epsilon Digital allows retailers to map data with existing records and recognize a unique customer through his/her communication across e-mail, social media, and other channels. This single view enables appropriate message targeting and relevant product recommendations aligned with changing consumer preferences and historical behaviour of the customer. Therefore, retailers can optimise ad spends on responsive customers with the relevant messages, reducing irrelevant or repeated ads.

## Conclusion

Effective data integration improves retail operations, marketing strategies, and customer engagement—all of which are fundamental to long-term retail success in a very competitive market.