

How to Win in the Amazon Era

EPSILON

CONVERSANT

CPG brands can learn a thing or two from Amazon's consumer-first approach. The biggest lesson: once you see your shoppers clearly as individuals, you'll connect with each of them in the most meaningful ways when and where they want.

Amazon is massive—and continuing to grow as a dominant choice for consumers.

Why consumers choose Amazon:

64% price

52% convenience

41%

of Amazon's private-label sales in the first half of 2017 were CPG items*

40%

growth projected in the food & beverage category from CPG accounts on Amazon in 2018*

But consumers still like shopping at stores.

54% of people prefer shopping at stores.

69% say that touching a product is an important part of shopping.

73% trust stores more than online for safe, secure shopping.

2.2%

of U.S. CPG sales happen on digital channels†

When you know how each consumer likes to shop, you'll know exactly what to say to them to get them to buy.

Here's how:

Understand each person's online and offline behaviors using data about where and what they buy (even when it's not your brand), where they go and what they do.

Personalize your messaging using data-driven insights about the products they want and the offers that motivate them.

Maintain persistent conversations across all their channels and devices, driving them to purchase your products in whichever channel they prefer.

Optimize their experience to grow loyalty, drive sales (online and offline) and get the most out of your marketing investment.

*<https://www.emarketer.com/content/the-amazon-playbook-for-cpg-brands>

†<https://www.kantarworldpanel.com/global/News/global-online-fmcg-sales-grow-by-13>

We're here to help you win more revenue.

Get the full study: [Amazon doesn't mean the decline of your brand.](#)

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