

State of Consumer & Retailer Data Survey 2020

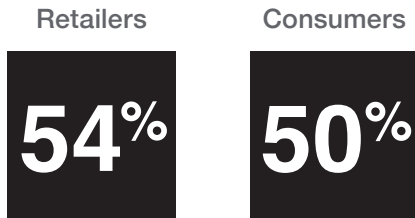
Stibo Systems surveyed more than 500 retailers and 500 consumers to find out how data is shaping the retailer environment as we enter a new decade. The results show some areas where data is helping retailers meet customer needs and preferences - and others where retailers are falling behind. But let's start with some good news:

Let's Get Personal

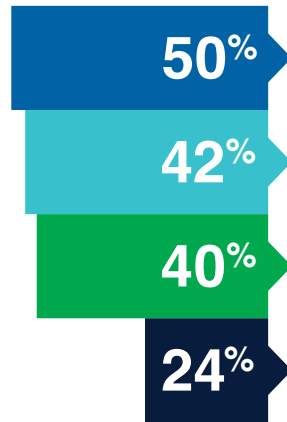
Retailers and consumers are, for the most part, aligned in defining what constitutes a personalization effort.

Their top pick:

Coupons designed based on items you've purchased



Consumers



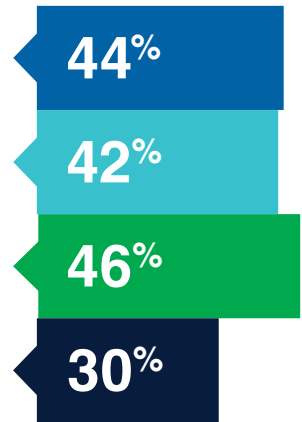
Advertising geared to your specific interests

Special offers based on items you scan in-store

"You may also like" recommendations at check-out/on product pages

Brand emails with your name in the subject line

Retailers



Bridging the Experience Gap

Retailers routinely struggle with data-driven initiatives. Among their greatest woes:



41%

Real-time consumer engagement



33%

Personalization



26%

Single view of all consumer product/data

Getting the Consumer Through the Door

Retailers say convenience (and a good deal) are key to driving in-store business.



Good Data Leads to Great Returns

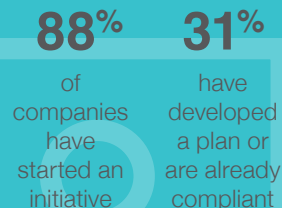
What kinds of data do retailers find most helpful for personalization?



Here comes CCPA

The California Consumer Privacy Act (CCPA) is a regulation that can impact the personalization efforts of any retailer doing business in California. When it comes to CCPA preparations, we have good news and bad news.

Good news:



Bad news:



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Better know your consumers

2/3 agree with the statement “The more personalized the experience a retailer offers, the more positive relationship I have with that retailer.”

Consumers with benefits

Consumers are open to sharing data - but they want perks in return.

49%

Loyalty Program Points

23%

Weekly Coupons

11%

Personalized product recommendations

11%

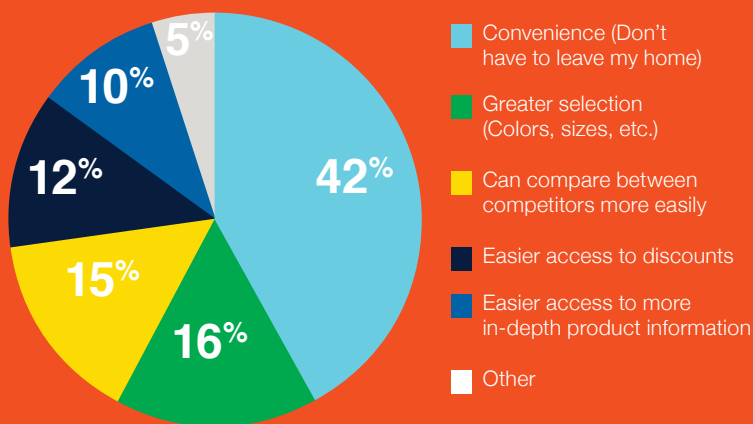
Location-based special offers

11%

Streamlined in-store consumer service

Shop online – or hit the store

When it comes to eCommerce, convenience is the top reason why many consumers shop online.



Why do you walk through the door?

When asked what is most likely to incentivize a trip to the store, they said...



Safe and Sound

Retailers have a few barriers to overcome when convincing consumers they'll keep personal information safe.



11%

are very confident retailers can safeguard their data



30%

have no confidence at all

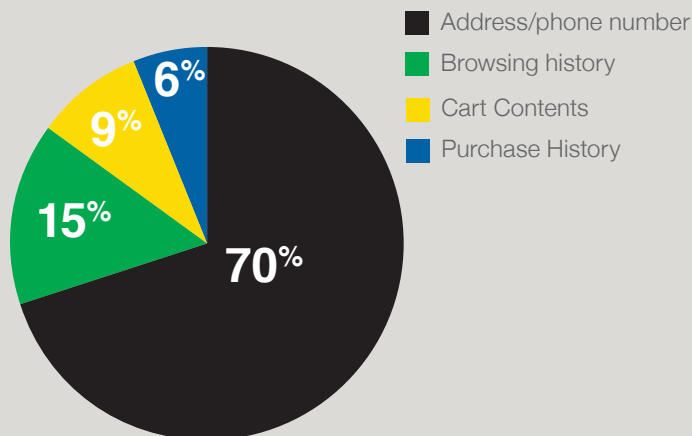


66%

say its “very important” for retailers to offer an option to opt-out of data collection

What data sharing should retailers limit?

Consumers say it's important for retailers to protect personally identified information:



About the 2019 State of Consumer/Retail Data Survey

Stibo Systems surveyed consumers and retailers in November 2019. Respondents to the survey included 510 consumers and 516 director/manager level-employees at retail/wholesale trade companies.