Personalization: What Best-in-Class Retailers Do Differently

Today's consumers simply expect a personal "touch" on every channel they use, to make their shopping journey more intuitive, more informed and more convenient. Personalization is no longer a "Nice to Have." It's a Must-Have!

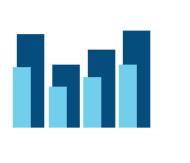
Key business indicators make it clear; personalization pays off:



It delivers **5x to 8x the ROI** on marketing spend.¹



Consumers are **40% more** likely to spend more than they planned.²



It lifts in-store revenue by up to **30%**.³

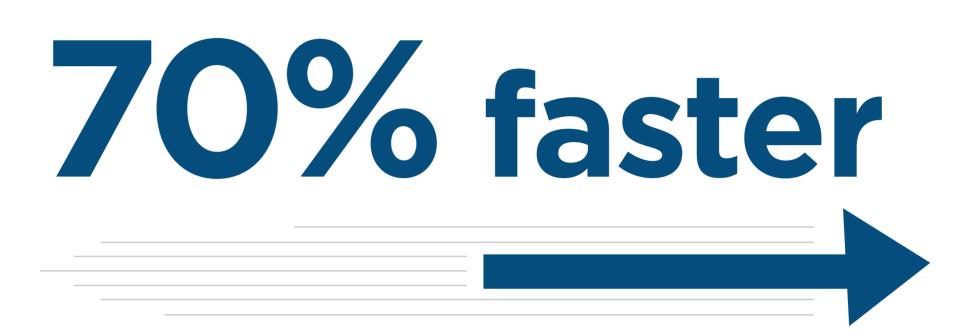


It raises Net Promotor **Scores** (NPS) by **20%**, increasing the likelihood of brand recommendation to others.⁴

Did you know...



...Best-in-class retailers **invest 30% more in their personalization efforts** compared to the industry as a whole.



...Best-in-class retailers are growing those investments 70% faster over the next three years compared to the industry as a whole.

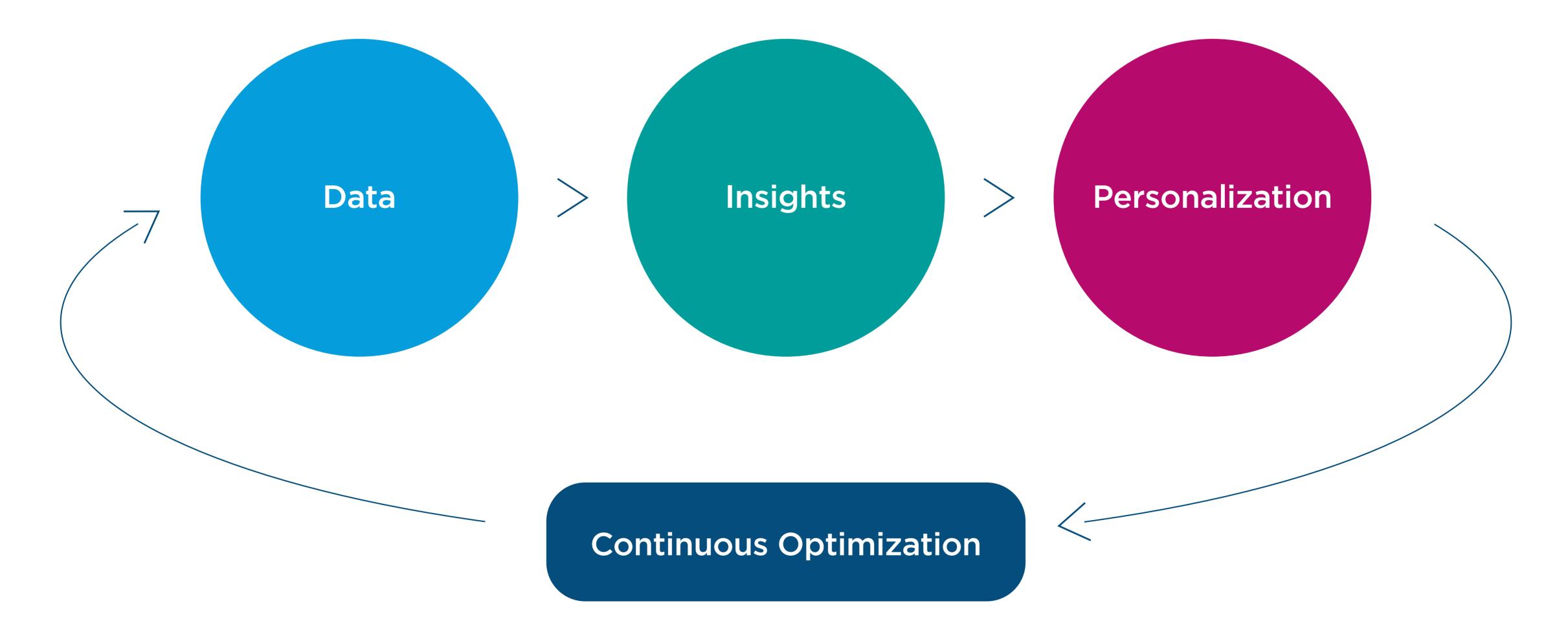
When retailers are benchmarked against their best-in-class competitors, the future is crystal clear!⁵

When consumers feel they're having a highly personalized retail experience, their spending and brand satisfaction goes up^{6} :



Data Powers Personalization & Consistency, But 'How' Remains a Struggle

Personalization starts with collecting relevant consumer data: Data enables insights, enabling personalization.



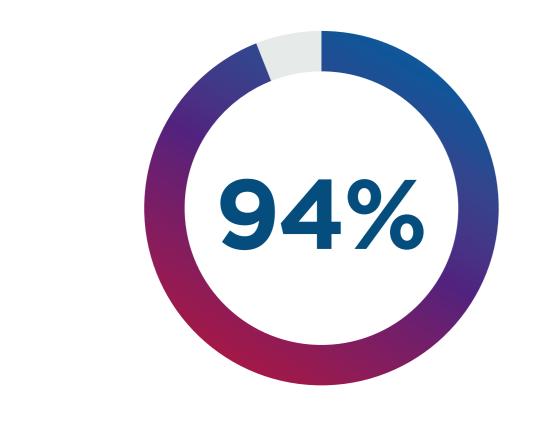
Some retailers want to focus on their top consumers, those who are responsible for delivering the majority of the revenues, by offering them personalized rewards and offers. Other retailers want to personalize offers based on a consumer's purchase history. Both require personalization, both require data. Yet most retailers are still struggling with how to effectively collect and manage consumer data.





Nearly 80% of retailers say their companies are NOT data-led.⁷

2/3rds of retailers can access pricing, promotions and analytics in real time, but admit the process still needs improvement.⁸

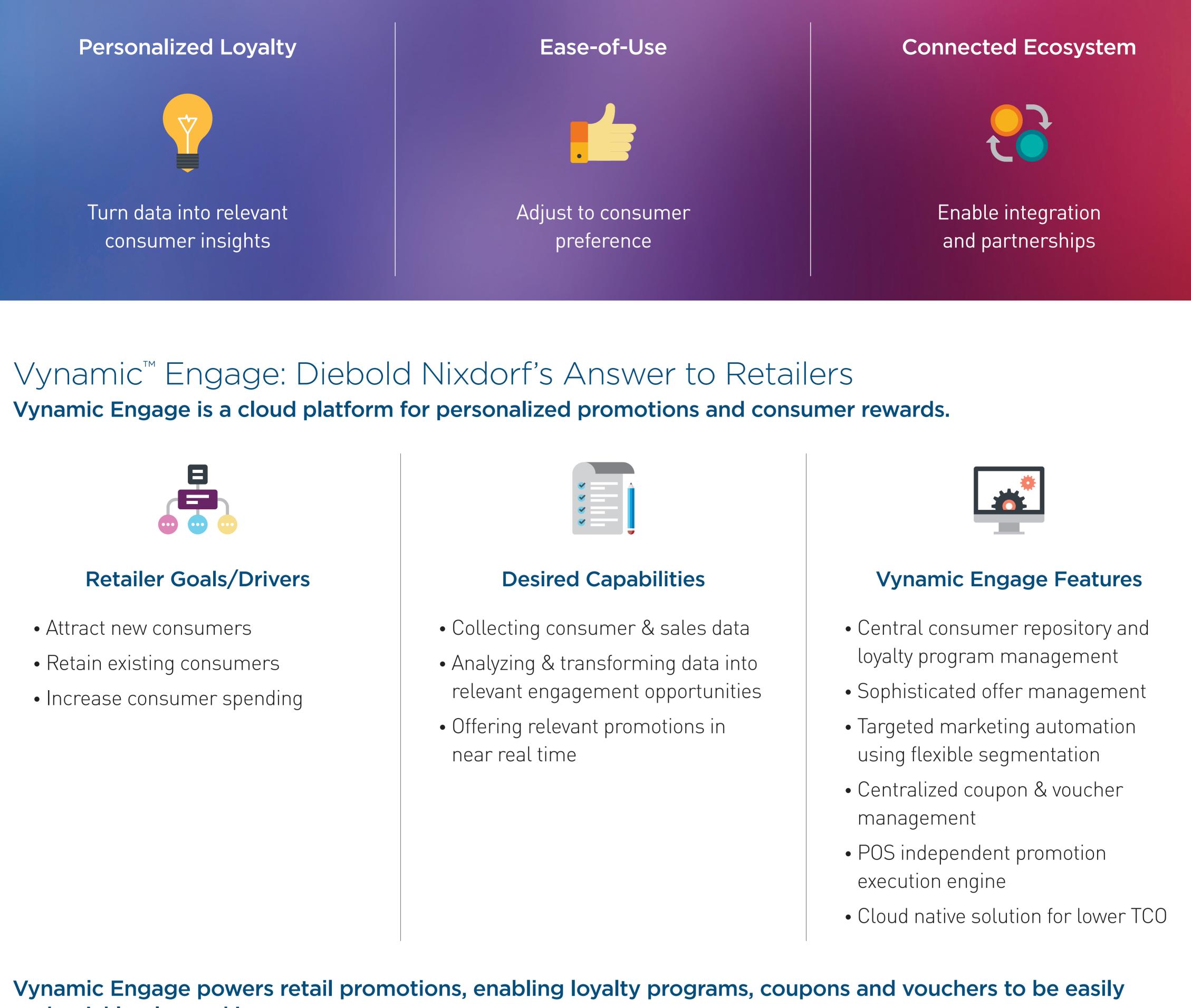


That's why **94% of retailers** plan to **implement a single unified commerce** platform with data management within the next three years, or they've already done it.⁹

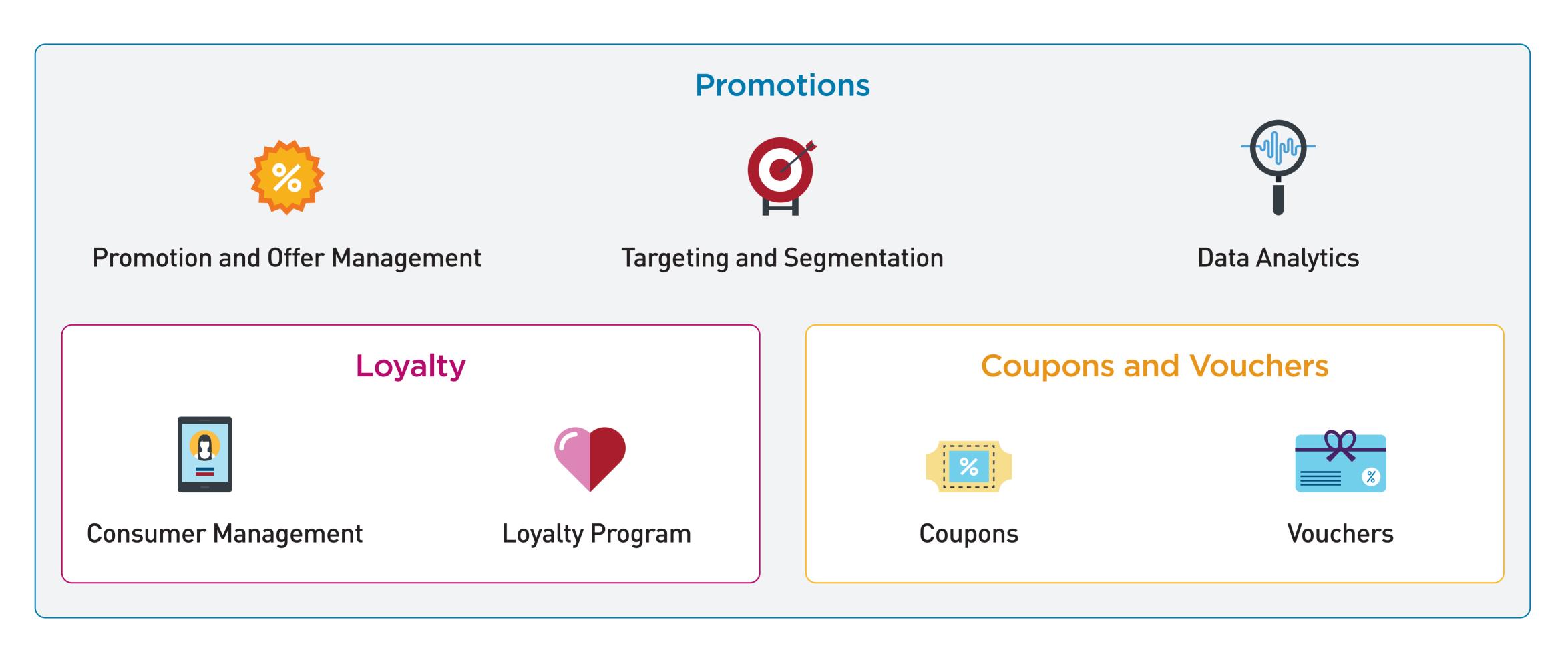
Personalization: What Retailers Are Looking For

Forrester found that retailer marketers are looking for three key components¹⁰ in any personalization solution:

- a. the ability to turn data into relevant consumer insights
- b. flexibility and ease of use
- c. the ability to connect with other marketing tools already in use



and quickly plugged in.



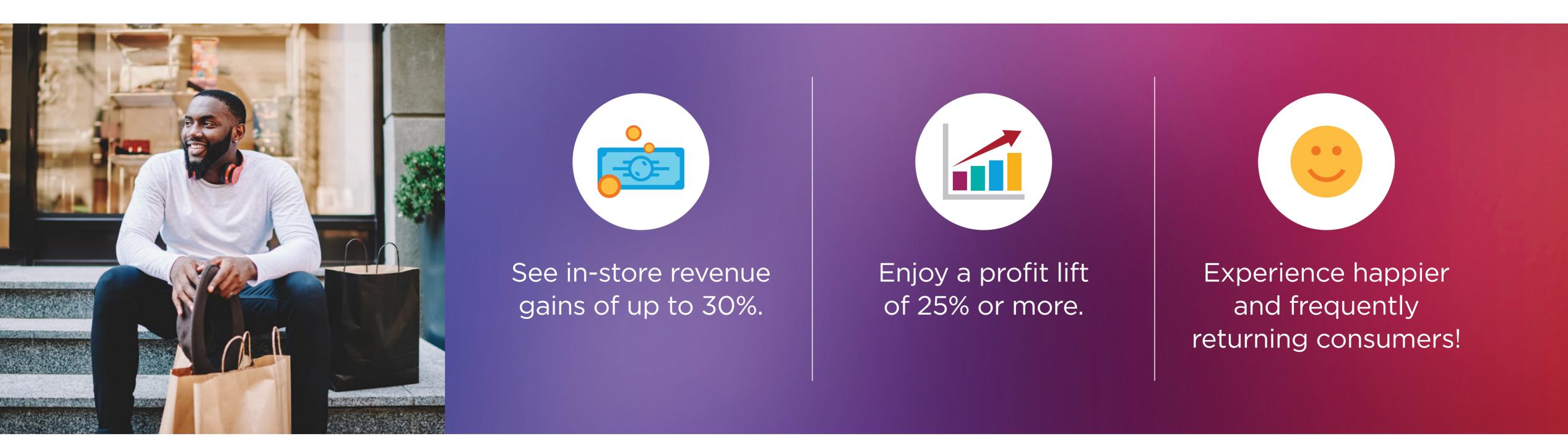
- Provide and manage tiered promotions and offers
- Flexible segmentation & consumercentric targeting
- Profile & collect data
- Centralized, connected and configurable consumer data management
- Administration of loyalty programs and multi-loyalty program support
- Integration possibilities with other loyalty providers
- Centralized coupon management
- Single / multi-usage / top-up voucher management
- Handle vouchers and coupons with your existing providers

We thought about the future of retail—and built it into our software today!

Six Reasons to Choose Vynamic Engage as Your Personalization Platform

- 1. It's data-driven. Now you can foster personalization through real-time, relevant recommendations.
- **4. It's intuitive.** Monitor, analyze and predict consumer behavior to continue refining recommendations.
- 2. It's flexible, so you can create timeand location-dependent offers.
- 5. It's extensible and open, enabling easy collaborations with your business partners.
- **3.** It supports multi-step campaigns throughout the entire consumer journey across all channels.
- 6. It's cloud-based, reducing the cost of purchasing, deploying and maintaining software.

With Vynamic Engage, you can transform real-time data into consumer insights across your entire retail business.



Don't just catch up to best-in-class retailers; exceed their capabilities and offer your consumers an individualized experience every time, no matter how they choose to engage with your brand. Learn more at DieboldNixdorf.com/Vynamic.

> Sources: ¹ "How Marketers Can Personalize at Scale," HBR, 2015 ² "The Next Level of Personalization in Retail," BCG, 2019 ³ "A transformation in store," McKinsey & Company, 2019 ⁴ "The Next Level of Personalization in Retail," BCG, 2019 ⁵ "The Next Level of Personalization in Retail," BCG, 2019 ⁶ "The Next Level of Personalization in Retail," BCG, 2019

"The Top Retail Technology Investments in 2019," Forrester, 2019 ⁸ "POS/Customer Engagement Survey," BRP, 2019

- ⁹ "POS/Customer Engagement Survey," BRP, 2019
- ¹⁰ "The Forrester Wave[™]: Loyalty Technology Platforms, Q2 2019," Forrester, 2019