

# SHOPPER CONVERSION CAPABILITIES

Integrating & Aligning for Shopper Success

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A Caprē Group White Paper

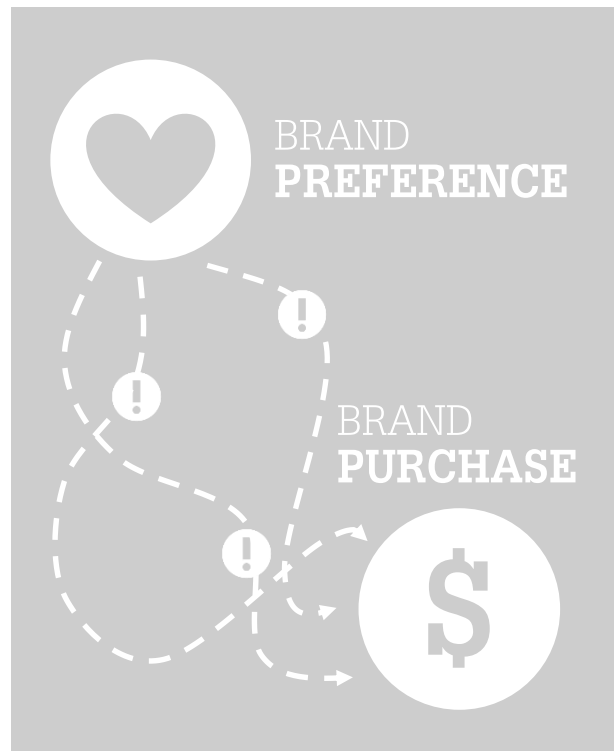
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**caprē group**

# WHAT IS PREVENTING YOU FROM TURNING PREFERENCE INTO PURCHASE?

Are you leaving money on the table? If you're like most companies, you've invested millions of dollars over the years to build consumer awareness & affinity for your brands. Yet despite this investment in brand equity, companies oftentimes fall short in converting consumers into buyers.

Companies that build the capabilities needed to connect consumers to shoppers to retail grow sales and maximize return on marketing investment.



## COMMON PITFALLS TO CONVERSION

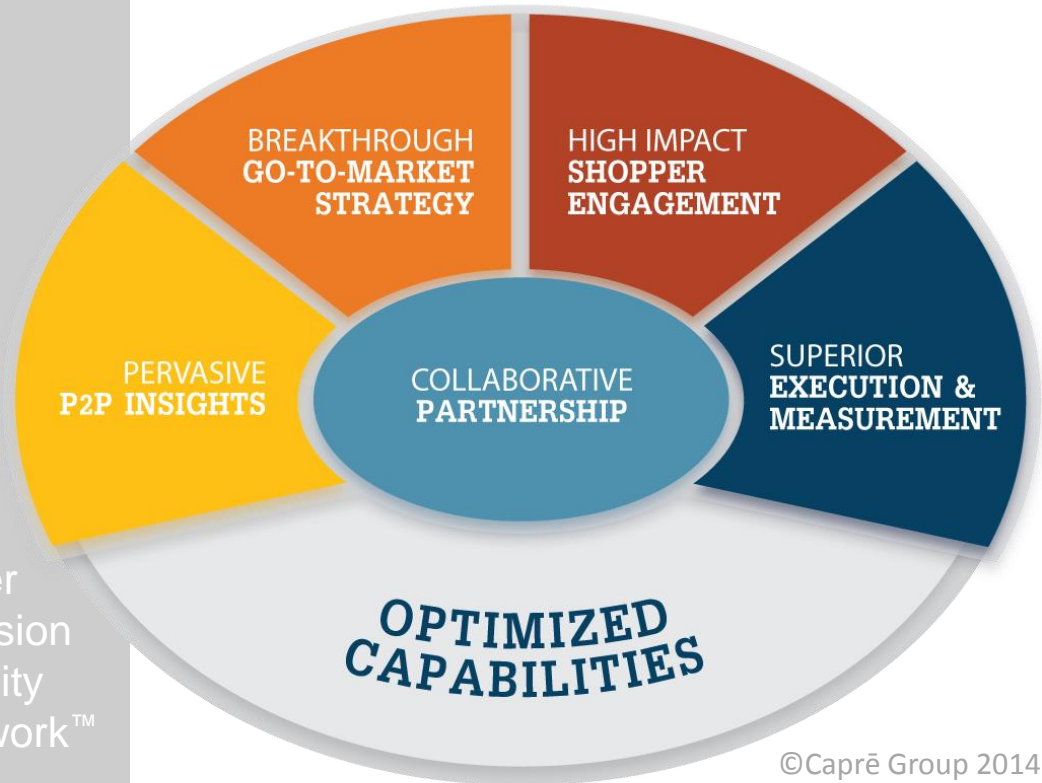
Don't worry - you're not alone. Building capabilities to drive conversion is an area where most organizations fall short, primarily because they:

1. Focus on competencies vs. capabilities
2. Lack shopper integration across functions
3. Operate in silos vs. interdependent systems

Strong organizational capabilities ensure that process, people, insights and tools work together to create an elevated level of performance. This allows manufacturers and retailers to address and capitalize on new shopper challenges and opportunities.

# DEFINING CAPABILITIES NEEDED FOR SUCCESS

Caprē Group has developed the **Shopper Conversion Capability Framework™** which defines the core capabilities needed to drive conversion and profitable growth.



## MAKING SMART INVESTMENTS

Every company is different. Start by asking a simple set of questions:





- Where should the organization invest for competitive advantage?
- Where is the organization today?
- Is there a plan in place to get there?

**REMEMBER:** It's not mandatory for companies to be market-leading across all Shopper Conversion Capabilities. In fact, doing so would be expensive and disruptive. Instead, companies need to evaluate where competitive advantage can be created.

# NOW, LET'S TAKE A DEEPER LOOK...

Each individual capability in the Shopper Conversion Capability Framework™ provides a unique and important role in your organization's success. The question remains, where do you want to place your bets?

*Where can you check the box now? Where do you want to be able to check the box in the future?*

<b>PERVASIVE P2P INSIGHTS</b> 	<b>BREAKTHROUGH GO-TO-MARKET STRATEGY</b> 	<b>HIGH IMPACT SHOPPER ENGAGEMENT</b> 	<b>SUPERIOR EXECUTION &amp; MEASUREMENT</b> 	<b>COLLABORATIVE PARTNERSHIP</b> 
<input type="checkbox"/> Robust P2P insights <input type="checkbox"/> Insights used across organization (marketing-sales) <input type="checkbox"/> Multi-year research plan	<input type="checkbox"/> Portfolio strategy drives activation <input type="checkbox"/> Shopper strategies based on today & future dynamics <input type="checkbox"/> Growth drivers identified across channels	<input type="checkbox"/> Programs co-created with retailers <input type="checkbox"/> SM driven by shopper needs & insights <input type="checkbox"/> ROI measured	<input type="checkbox"/> Go-to-market approach based on business needs <input type="checkbox"/> Integrated forecasting <input type="checkbox"/> Execution planned, tracked & adapted	<input type="checkbox"/> Multi-year, retailer & manufacturer goals <input type="checkbox"/> Shopper-oriented solutions to drive category growth <input type="checkbox"/> Deep relationships & influence

## UNDERSTANDING THE INTERDEPENDENCIES IS KEY

Strong Capability = Success! It is the foundation to unleash the power of the organization and enable ongoing improvement.

Each capability does not stand alone and is part of a larger system. In fact, it is the interdependencies across capabilities that ignite the greatest potential for the organization.

As Shopper Conversion Capabilities are developed, the interdependencies across the system need to be designed and built-in to ensure broadest impact. This will enable the connection of consumers to shoppers to retail to drive shopper conversion and maximize return of marketing investment.

*"You are helping us translate our business strategies into ACTIONABLE SHOPPER INITIATIVES. I love the way you are crafting strategic stories and HARNESSING OUR SHOPPER INFORMATION."*

*Director, Shopper Marketing*

*"CAPRE GROUP HAS BEEN OUR SECRET WEAPON to quickly build our shopper marketing and insights capability and make significant impact in market."*

*Group Director, Shopper Insights*

*"WE BROUGHT IN CAPRE TO HELP US REINVENT our strategic collaboration with key retailers. Caprē Group has helped drive results...over \$50 million in new opportunity at just one customer...our customer relationships and JBP plans are at new levels."*

*VP, Sales*

To win with consumers & shoppers and increase your shopper conversion,  
call us at 678.443.2280

Where capabilities & results intersect.

Caprē Group is a shopper capability consulting firm. We revolutionize the way manufacturers and retailers influence shoppers to realize step change growth and sustainable impact across their organization.

**caprē group**

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