

# SHOPPERS IN THE DIGITAL AGE

Leverage the Power of Mobile to Drive Shopper Conversion

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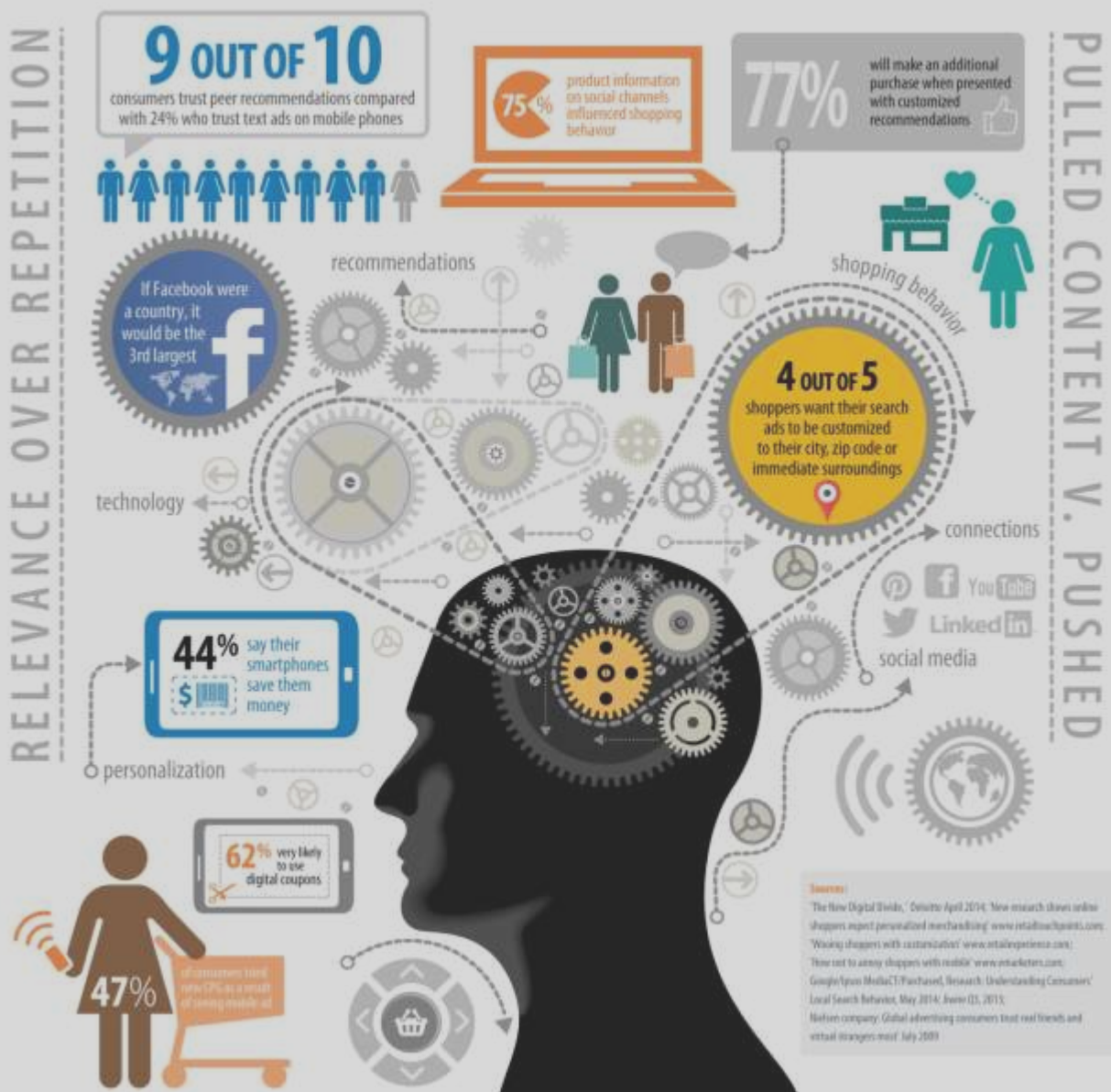
A Caprē Group Call to Action

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# SHOPPERS IN THE DIGITAL AGE

Is your digital strategy leveraging the **power of mobile** and leading to shopper conversion? The marketing landscape is complex and rapidly evolving – the key is to build capabilities that establish the foundation for today and the future.



# THE EVOLVING POWER OF MOBILE IN SHOPPER CONVERSION

Mobile has changed the game and has broken the traditional path-to-purchase approach to marketing. The shift between **consumer and shopper mindsets occurs dynamically and is constantly interwoven** – anytime and anywhere. Developing organizational capabilities to operate in a more seamless and integrated way is now a business imperative.

As leaders in this new world, we should **think and act differently** about how we build our businesses in order to create influence across the landscape of living, shopping and purchasing.

Many companies underleverage the potential impact of mobile marketing with disparate strategies and fragmented efforts. However, industry leaders **integrate mobile** into the very DNA of their marketing approach from **building brand equity to driving shopper conversion.**

## TAPPING THE POWER OF MOBILE TO DRIVE BUSINESS RESULTS

- ✓ **True consumer-shopper marketing integration:** Employ an integrated suite of processes, tools, insights and competencies across the organization to seamlessly link consumer and shopper marketing efforts.
- ✓ **Highly-effective manufacturer/retailer cooperation:** Work closely with your retail partners to leverage assets, achieve joint goals and drive towards common ROI measures.
- ✓ **Dynamic personalization of consumer/shopper content:** Leverage shopper insights to deliver relevant personalized mobile content.

# UNLOCKING THE POWER OF MOBILE NEW CAPABILITIES NEEDED

Mobile is not a standalone capability...but must be integrated across all aspects of driving shopper conversion. Caprē Group has helped companies leverage mobile in a more strategic and seamless way by applying our proven proprietary approach - **Shopper Conversion Capability Framework™**.



## DRIVING SMART STRATEGY AND INVESTMENTS

Have you integrated mobile across the key capabilities needed to drive shopper conversion? Start by asking targeted questions such as:

- ✓ Do you have the insights needed to understand how mobile is impacting shopper decisions and to design personalized content?
- ✓ Does your E-Commerce strategy fully leverage the power of mobile?
- ✓ Are your mobile marketing efforts seamlessly integrated across consumer and shopper?
- ✓ Are your mobile efforts tied to measurable business outcomes?
- ✓ Are you truly collaborating with your retailer/manufacturer partners, utilizing shared and owned assets to achieve joint goals?

To build capabilities that  
will unlock the full potential  
of mobile marketing with  
both consumers and  
shoppers,  
call us at 678.443.2280

Where **cap**abilities & **rē**sults 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.

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