

New data solution targeting digital retail sector

MELBOURNE, AUSTRALIA: Effective Measure has launched a new data solution, SHOP, targeting the digital retail sector. It provides deep demographic profiles of online audiences from each stage of the transactional experience from browsing to check out.

This enables marketers to target their consumers more effectively and make responsive changes to campaigns, websites and consumer offers that can deliver uplift in conversion rates. Built on the company existing dashboard platform, it provides informed insights that provide a path to accelerating the direct relationship with the digital retail consumer.



Tracking visitors

It is now available globally across the company's forty-one markets. "The platform uncovers audience profiles and tracks consumer behaviour across each stage of the buying cycle, from discovery, comparison, engagement, conversion, transaction and retention. For marketers, this data allows them to turn their websites into a rich data bank that allows them to create a deeper, personalised or bespoke experience with each customer," said Effective Measure group director - brand insights, Michael Robertson.

It has consolidated control over tracking the online experience, utilising data from visitor analytics, tag management and demographic profiles and sampling into one open source dashboard platform. Users can also track site visitation across all digital platforms to discover audience insights by device type and usage patterns.

"Online retailing is competitive and rests on the quality of the experience that a brand can share with its target audience. The key to that success sits with securing the best data possible about one's customer. The platform allows retailers to let the data do the work behind the scenes, delivering the secrets that allow for tailored marketing efforts that attract higher conversion rates and increased sales."

Key benefits:

- Demographic profiling - uncover audience by age, gender, household income, household make up, occupation, industry and more
- Competitive profiling - uncover different profiles of audience by site, section, or transaction and compare against your competitors
- Device led data - compare profiles of audiences using tablets or other mobile devices
- Media planning and personalisation - target and focus on conversion segments, personalise content and products with recommendations based on a visitor's historical or live behaviour

"The dashboard exposes retailers to a new world of data insights. Online retailers can benchmark their own store traffic and audience profile with other e-commerce platforms within Australia and around the world, providing valuable insight into successful global e-tailing strategies," added CEO, Richard Webb.

For more information, go to www.effectivemeasure.com/audiences/ecommerce.

For more, visit: <https://www.bizcommunity.com>