

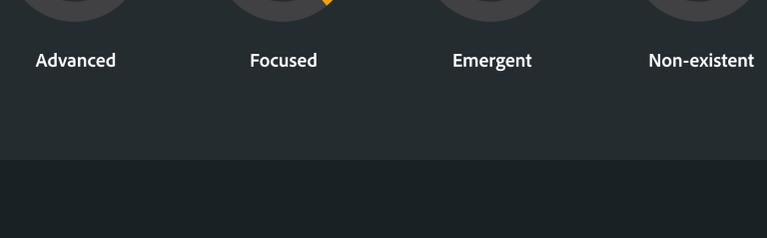


Digital retail marketing is on trend.

Or how the retail industry is bringing digital style to its markets.

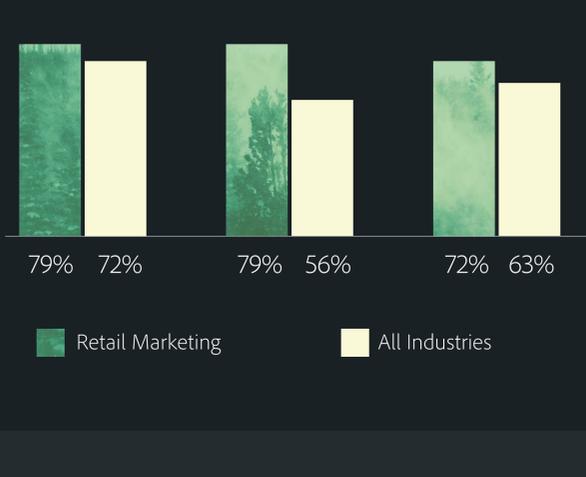
According to the 2016 Digital Marketing Survey, retail marketers are more invested in digital than any other industry, with a quarter of retail companies saying their digital marketing efforts are advanced.

Retail marketers' stages of maturity.



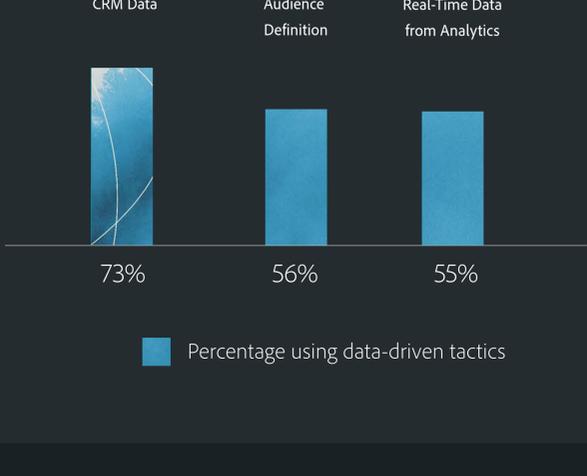
In the next 3 years...

Retail marketers plan to maintain that lead by focusing on whole customer view, predictive marketing and content marketing.



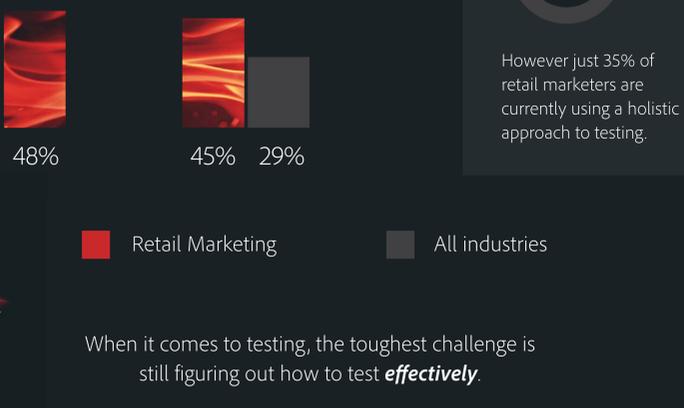
Data driven in real time.

While organisations across all industries are augmenting data-driven marketing with CRM and audience definition, retail marketers are taking those capabilities a step further with real-time data from analytics.



Testing and perfecting.

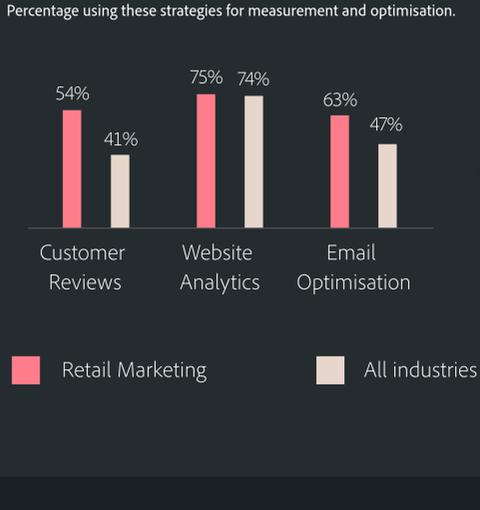
Testing is most likely to be handled by the optimisation team in retail.



When it comes to testing, the toughest challenge is still figuring out how to test **effectively**.

Today.

Like other industries, retail marketers are using web analytics to measure results. And retail marketers are well ahead of other consumer-facing industries when it comes to customer reviews.



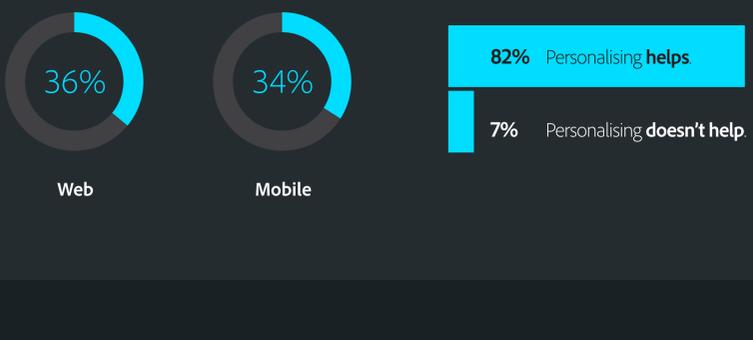
In the next year.

When it comes to what's important for mobile apps in 2016, the retail industry is focused on cross-channel analytics, campaign acquisition and understanding app marketing conversion metrics.



Automation for personalisation.

While most retail marketers are not automating personalised content, those who **are** say that it works.



Bigger budgets. Bigger gains.

In the next year, retail marketers have plans to grow their budgets in mobile, optimisation and analytics.



Overall when it comes to making digital a core part of their business, retail marketers are buying into the trends. And as they improve their digital marketing practices, they have an even greater ability to engage and serve consumers.

Read the 2016 Digital Marketing Survey to learn more.

[Download now](#)