Real-Time Appeal

Retailers are taking greater advantage of data to predict consumer behavior and respond in the moment to consumers' individual needs. To reach these goals, retailers are using analytics in the following areas:





Strengthening shopper engagement





Creating personalized promotions



Enabling more shopper solutions



Implementing storespecific assortments

Source: Brick Meets Click, 2013



For more information and to read the full report, "Give Shoppers the Experience They Want, When They Want It," visit www.sap.com/RetailAnalytics

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