

## Shopper Behavior

# What's new in Shopper Behavior?

## Channel Preference Segmentation

This new segmentation enhancement lets you compare, filter or profile by where your customers shop and how they receive their items, in a range that spans in-store and online preferences



### New segmentations will include:

- Only In-Store
- Prefers In-Store
- Omni - Prefers Pickup
- Omni - Prefers Delivery
- Omni - Prefers Shipping
- Primarily Online - Prefers Pickup
- Primarily Online - Prefers Delivery
- Primarily Online - Prefers Shipping



Insights into these behaviors can help you:

- **Improve activation** and **grow** Online Pickup & Delivery (OPD) customers
- **Direct spend** and **target** the right customers in the right channels
- **Optimize** online assortment

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# Channel Preference Segmentation

A customer segmentation developed using customer's shopping history to understand how customers shop across Walmart Shopping Channels



### Channel Preference Segmentation

Compare by channel preferences to determine how **key customer metrics** differ across shopping channel segments, including **cross-shop behavior**, **basket changes** over time, how **loyalty** increases or decreases between the channel segments, and whether customers are **lapsing, continuous, entering and re-entering** channels. Then, **track the performance** of the solutions you implement over time.



### Business question answered

- Can I identify a cohort of online shoppers who prefer my competitor's brand more than my brand through different online shopping channels?
- Should I spend advertising dollars on online campaigns or in-store features to target shoppers exhibiting lapsing behavior toward my products or brand?
- How can I identify opportunities to improve the online assortment to better match customer preferences?

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## Channel Preference Segmentation

A deeper dive into channel shopping preferences that shows impact of change over time

