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

Introducing: **Channel Preference Segmentation**

A customer segmentation developed using customers' transactional history to understand how they shop across Walmart online and in-store 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?

Channel Preference Segmentation: A deeper dive into channel shopping preferences that shows impact of change over time

In - Store		Omni			Primarily Online		
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**
All customer transactions occur in store	Majority of customer transaction occur in store	Customer transactions that occur both in store and online, with the preferred shopping channel as Pickup	Customer transactions that occur both in store and online, with the preferred shopping channel as Delivery	Customer transactions that occur both in store and online, with the preferred shopping channel as Shipping	Significant majority of customer transactions occur online, with the preferred shopping channel as Pickup	Significant majority of customer transactions occur online, with the preferred shopping channel as Delivery	Significant majority of customer transactions occur online, with the preferred shopping channel as Shipping