

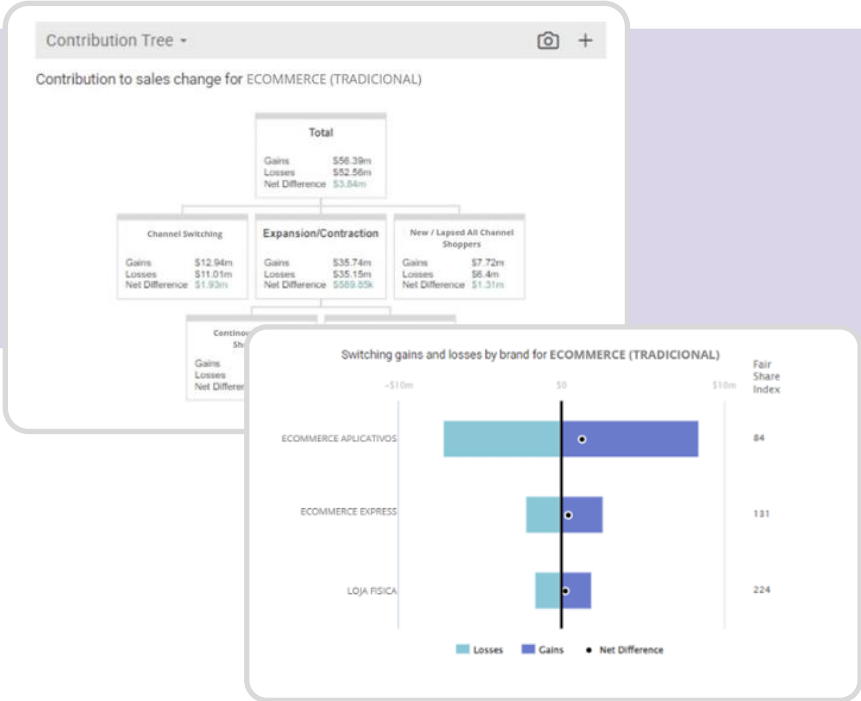
# Shopper Behavior

## What's new in Shopper Behavior? Channel Switching Report

Gain new insights about shopping behaviors and spot growth opportunities with this report that explores how customers swap between retail channels

Leverage the Channel Switching report to **reveal new understanding of how customers are switching their spend** across channels like: in-store, online, pickup, and delivery.

Dig a level deeper to identify behavioral patterns that can help you pivot and adjust channel distribution and advertising strategies to retain loyal customers and attract new ones.



# Channel Switching Report



### Channel Switching report

Compare customers who left **in-store** for **pickup and delivery** to those who remained **loyal to a specific channel** to help identify your target channel shoppers



### Business questions answered

- Where are my target customers shopping?
- Which customers are most likely to swap channels?
- Do shoppers purchase my product consistently from a single channel, or do they swap channels when shopping my brands or products?
- Should I consider alternative channel-based advertising?

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## Channel Switching contribution tree

A breakdown of sales changes by product, product group, or brand in a focus channel between latest and previous periods can help you better understand how customers are switching

