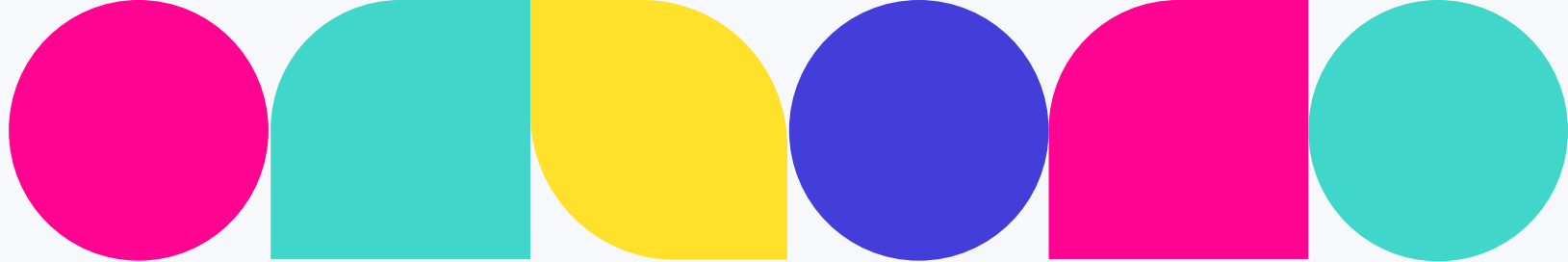


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# Deadstock

On average, the retailers we surveyed have been forced to sell nearly half (48%) of their total stock at a discounted rate, specifically due overstocking.

Well **over half (56%) of retailers also lack insight into which of their products are likely to become deadstock,** highlighting the importance of using technology to keep track of items that are at risk.



48%

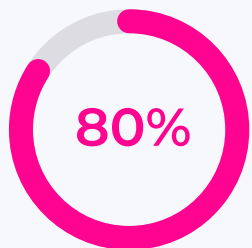
of total stock is sold at a discounted rate due to overstocking.



56%

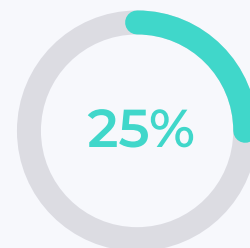
of retailers lack insight into which of their products are likely to become deadstock.

# Profitability



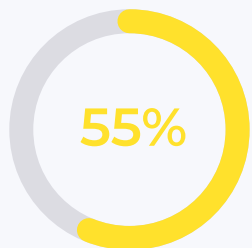
## Profitability as an important campaign element.

80% of retail marketers agree that profitability is an important element of their digital advertising campaigns.



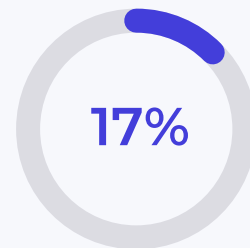
## Profitability as the main KPI.

25% of retail marketers rank profitability as the single most important KPI for digital advertising.



## Profitability as an important metric.

55% of retail marketers feel that profitability ranks in importance alongside other metrics, such as impressions.



## Other digital advertising KPIs.

Only 17% of retail marketers feel that other digital advertising KPIs take precedence over profitability.

# Making the most of budgets

Positively, nearly three-quarters (74%) of retail decision-makers report that their marketing budget has increased over the last 12 months, with nearly a quarter (24%) noting a significant budget increase.

Only 7% state that their budget has decreased over the last 12 months.

That said, an increase in marketing budget does not necessarily mean an increase in ad budget;

37% of respondents reported that their ad budget had been lowered over the past 12 months.

