

2015 Retail Trends Every Marketer Needs to Know

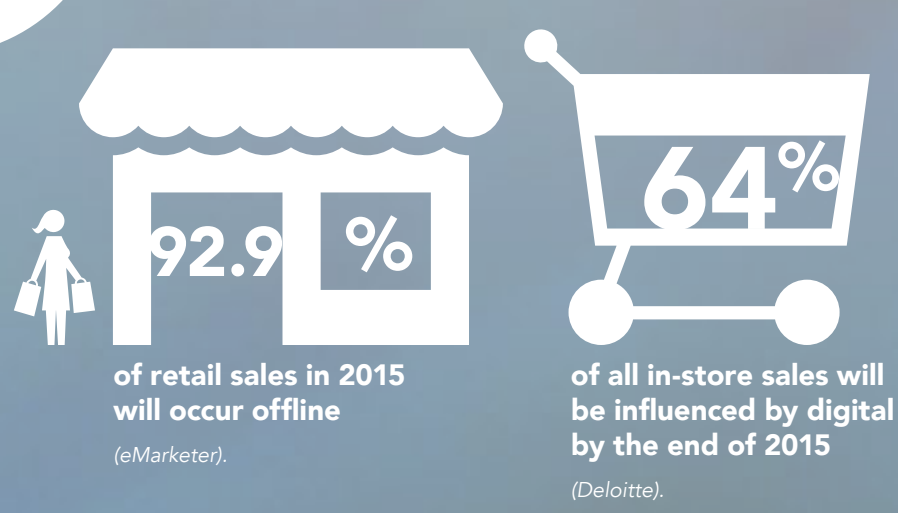
We've compiled stats from around the web that we feel every digital marketer, retailer, and retail digital marketer need to know.

Check out the **5** key trends that are reshaping retail marketing as we know it.

Offline 1

Digital to Influence Majority of In-Store Sales

Takeaway: Digital marketing is about more than online sales. It also drives offline sales. Consider using offline attribution to maximize ROI from digital media buys.



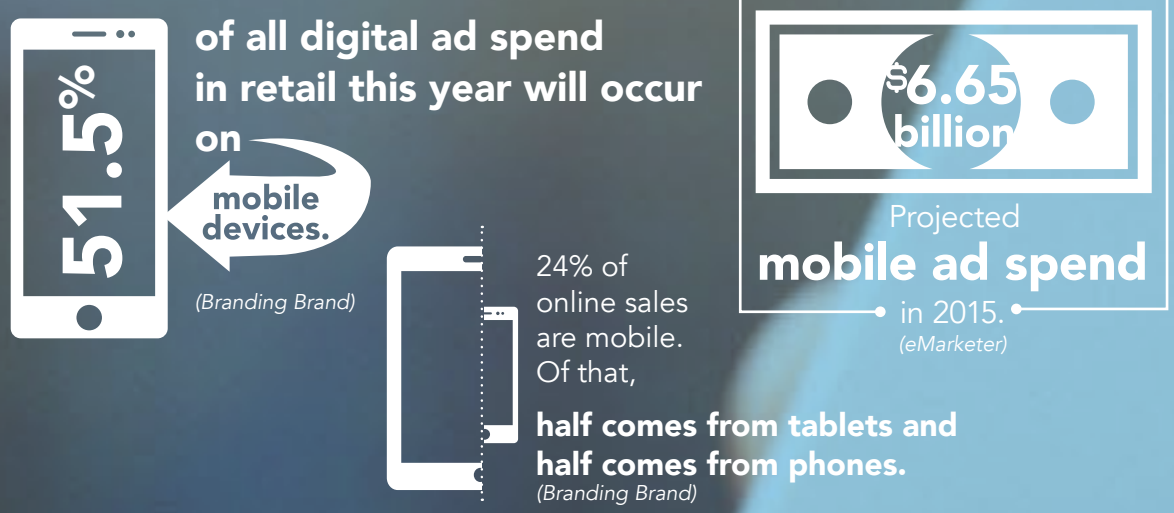
Drivers

- 78% of digital shoppers say they webroom, which is the process of researching products online and buying them in store (Accenture).
- Mobile accounted for 57% of digitally influenced sales in 2014 (Deloitte).
- Onboarding of first party customer data now enables online targeting, offline tracking.
- Use of Multi-Touch Attribution (MTA) or Marketing Mix Modeling (MMM) to measure and optimize the online-offline link.

Mobile 2

Now the Majority of Digital Ad Spend

Takeaway: Mobile advertising is about more than device reach; it is a powerful way to drive the consumer down the path to purchase with a cross-device and cross-channel strategy.



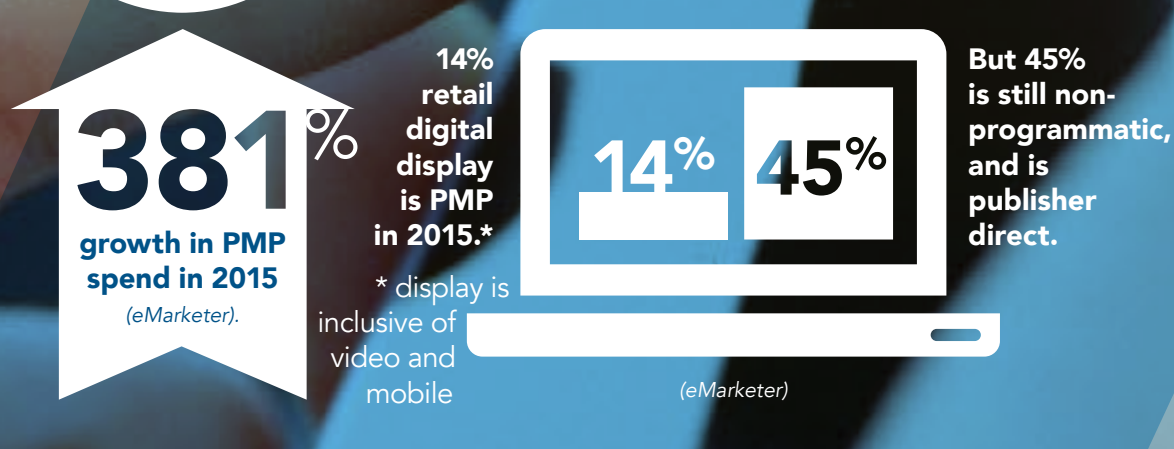
Drivers

- 53% of online traffic is from mobile (Branding Brand).
- 67% of consumers shop across devices (Google).
- Mobile phone traffic, orders are overtaking tablets (Branding Brand).
- Can now do cross-device targeting and attribution (MediaMath).
- Can now attribute offline orders to mobile ads (MediaMath).

PMP 3

Direct Publisher Deals Moving to Programmatic

Takeaway: Most digital display buys are publisher direct. Most are not programmatic today. That is changing rapidly.



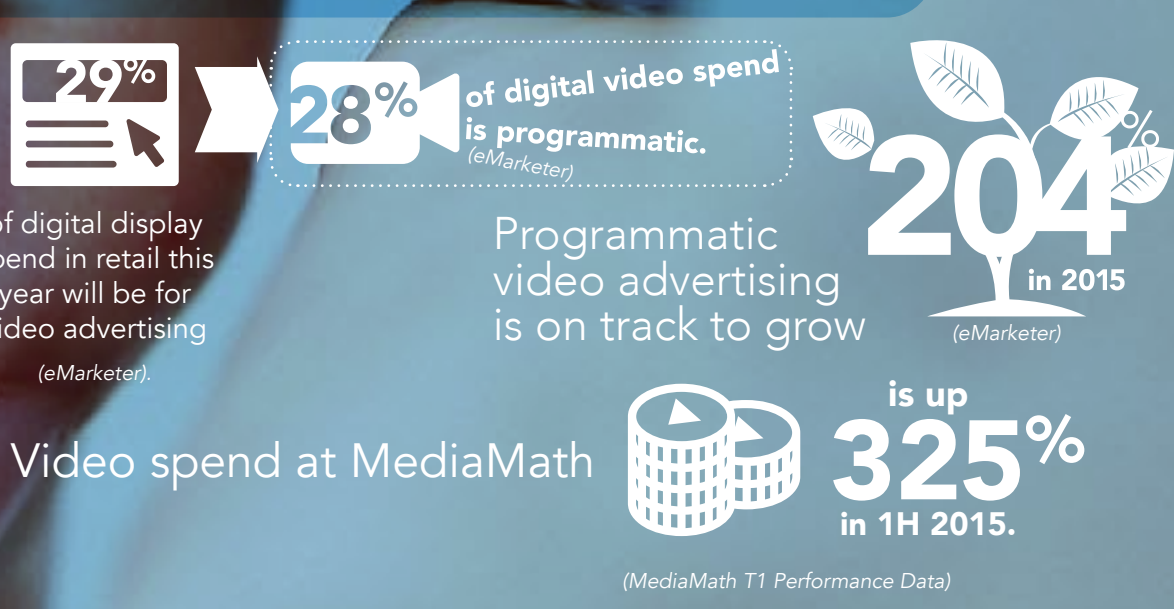
Drivers

- Efficiency in programmatic buying of all display on one platform (MediaMath).
- Marketers have better visibility on the value of supply from each direct publisher (MediaMath).
- Can still buy inventory which is guaranteed, viewable and brand-safe (MediaMath).
- Can layer 1P, 3P data on impression buys (MediaMath).
- Flexibility of use for branding or direct response.
- Better returns on same budget.

Video 4

Material Part of Digital Ad Spend in 2015

Takeaway: Digital video advertising is about more than brand awareness. With growth in programmatic supply, there are opportunities for more efficient targeting and better ROI.



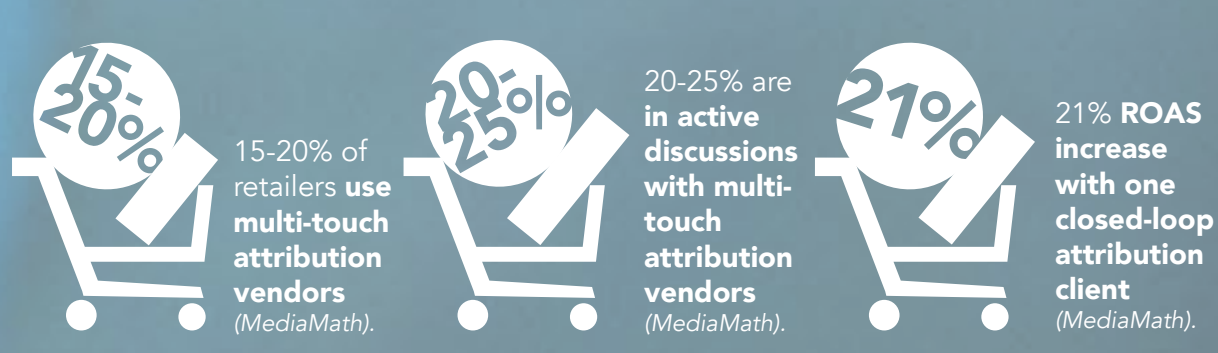
Drivers

- 35% of retail digital ad spend is for branding (eMarketer).
- Online video targeting is increasingly attractive for marketers – a recent survey found that 56% of ad execs cited targeting as the "most valuable digital video advertising feature for their clients." (eMarketer)
- Programmatic targeting based on viewability and brand safety is raising comfort levels with digital video advertising (MediaMath).
- Can layer 1P, 3P data on audience targeting (MediaMath).
- Digital video is picking up budgets from TV.

Multi-Touch Attribution 5

Closed-Loop Attribution is the Next Logical Step

Takeaway: Firms who use multi-touch attribution want those results to inform media buying.



Drivers

- Retailers want media buys based on multi-touch attribution results (MediaMath).

Want to learn more about retail digital marketing? Check out the [MediaMath blog](#) for content on retail marketing or [click here](#) to learn about MediaMath Retail.



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MediaMath
150 Greenwich Street, 45th Floor
New York, NY 10007
(646) 840-4200
www.mediamath.com/contact-us