

What to do when the
Consumer
Goes Digital

Presented by
3x3insights



70%

of all retail journeys now begin online.

The Digital Transformation



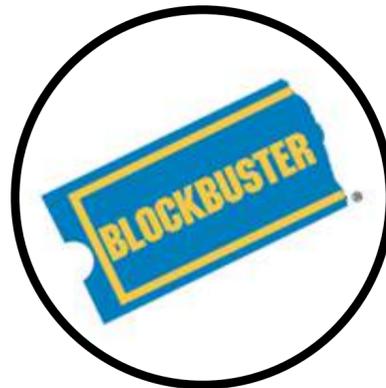
1980s



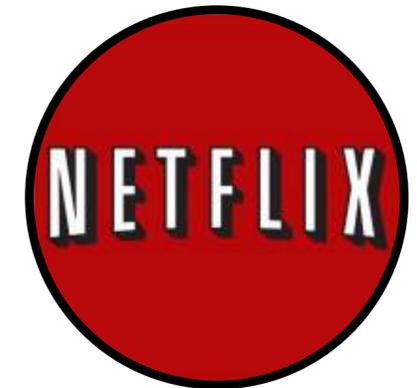
1994



1985



1997



1990s



2006



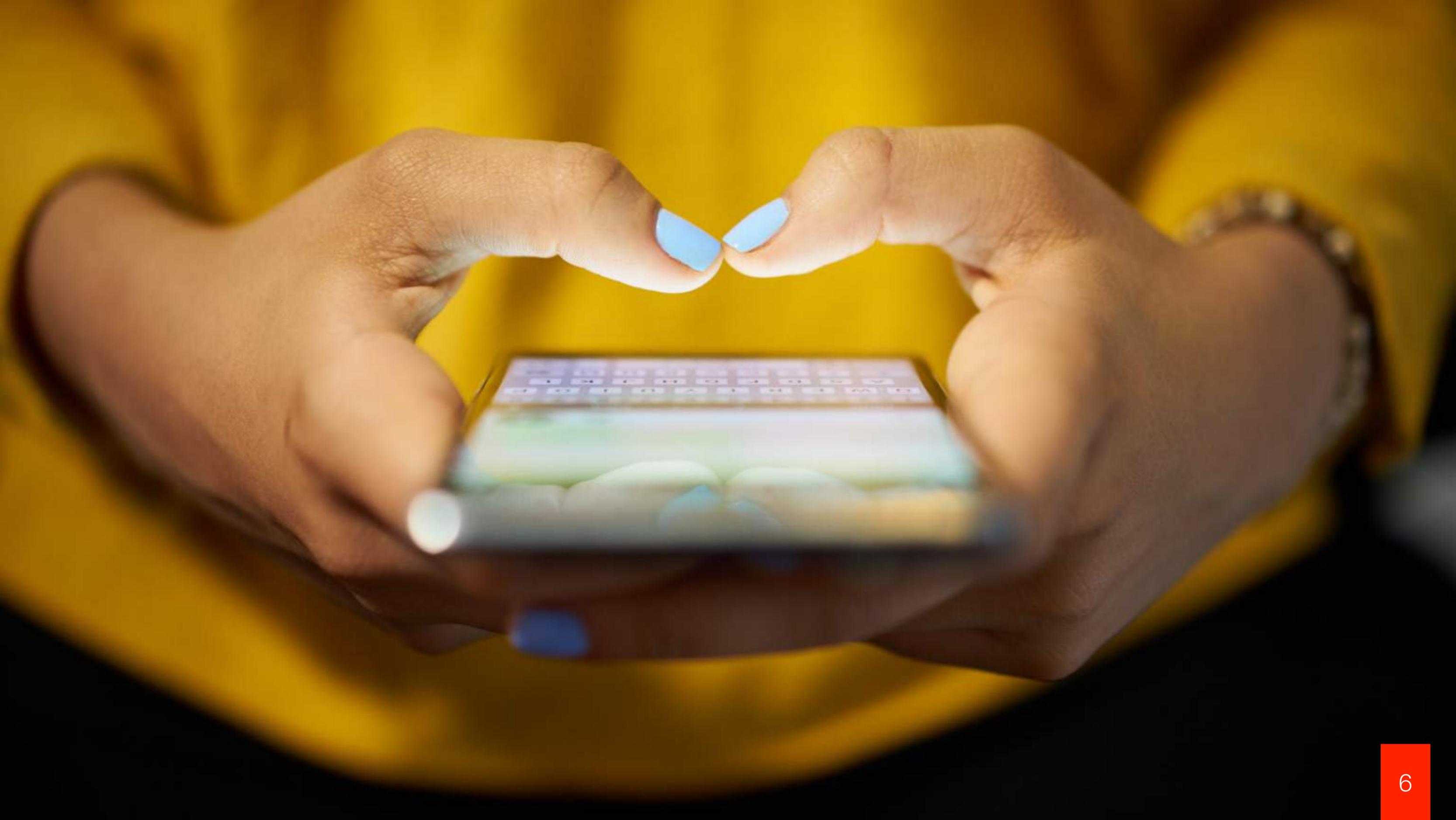
The beverage alcohol consumer mindset is shifting away from brick-and-mortar.



2018



Amazonification has set in.



Digital spills into the aisles





Bud Light



Tito's Handmade Vo...



Coors Light



Absolut Vodka



Miller Lite



Svedka Vodka



Stella Artois



Ice



Blue Moon Belgian W...



Budweiser



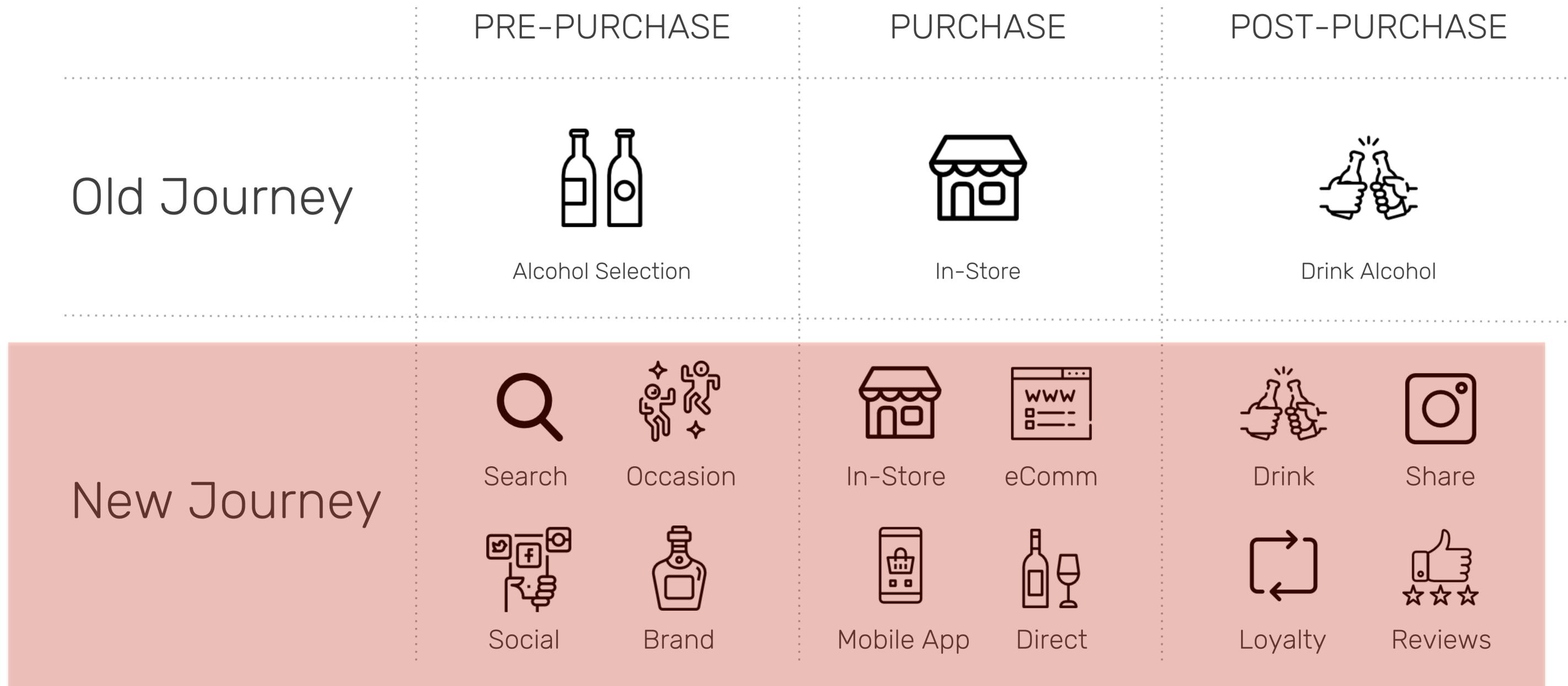
Yuengling Lager



Jameson Irish



How the Consumer Journey has **Changed?**

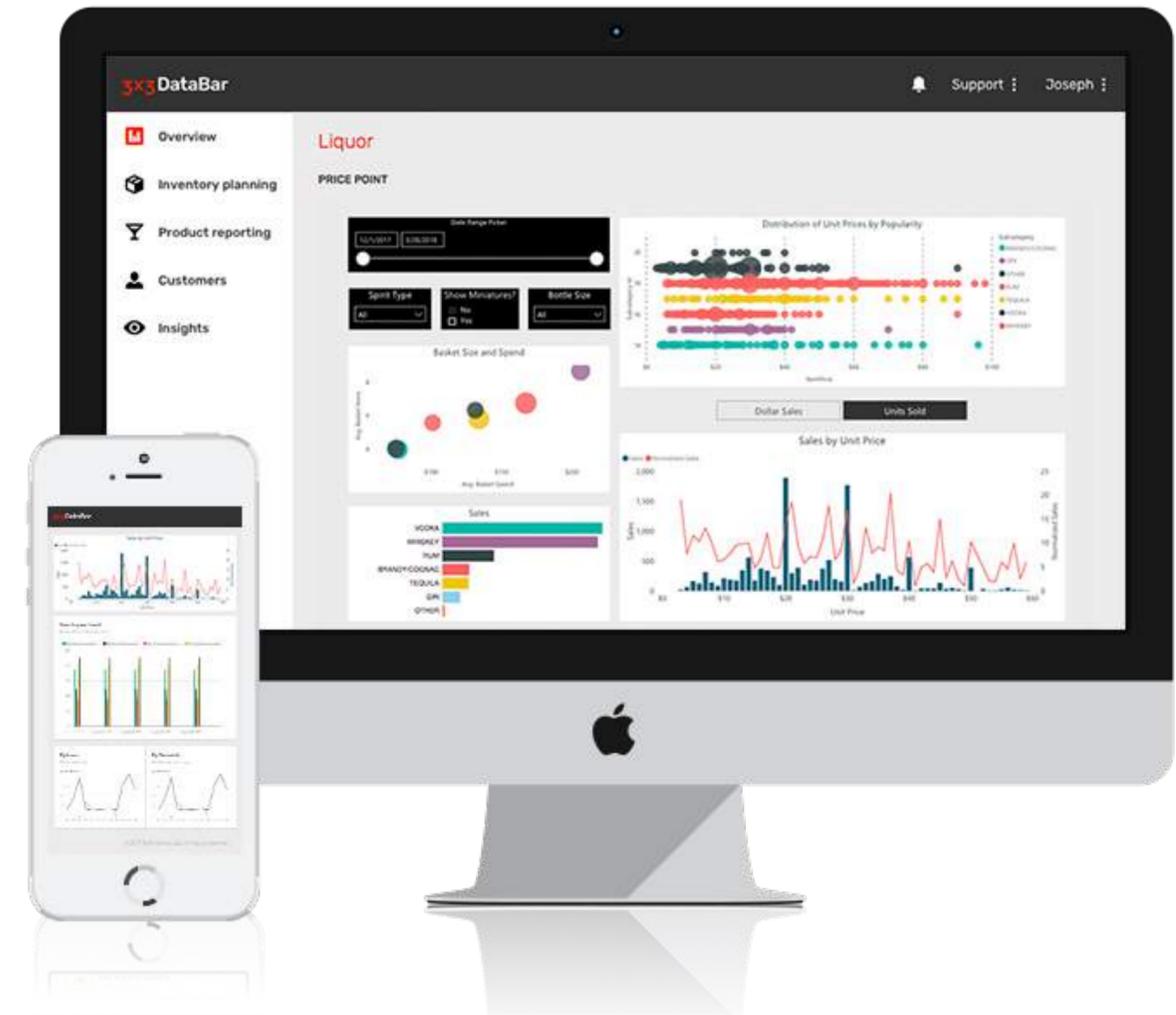


**Understand your customers
and how they buy.**

Understanding begins with analyzing your store's data.

3x3databar

- Basket Analysis
- Demographics & Customer Behavior
- Local Market Trends



Basket Analysis

- **Examine every basket** that leaves your store, even if the customer is not in your loyalty program
- Leverage product & category trends to make **informed merchandising decisions**
- **Exploit product adjacencies** to increase margins





Demographics & Customer Behavior

- Use your customers' purchase histories to **build profiles and track their preferences**
- **Tailor your inventory** to your customer's preferences
- Break down sales by time and day to **identify the best moment for in-store tastings**

Local Market Trends

- **Measure local and national trends**, and see how they correlate with the demographics you serve
- Look at pricing in your area to **identify opportunities for higher margins**
- Create faster inventory turnover by **aligning inventory with products that are selling in your local market**



**Now you're ready to market to
your digital consumer**

Where you will win is ...

Experience

What Should You Do About Your Customer's Journey?

Pre-Purchase

- Shift away from traditional platforms
- Develop tactical digital marketing program
- Build an online following

Purchase

- Develop personal relationships with the customers that come to your store
- Capture customer contact information
- Tailor your inventory to customer preferences
- Reorganize your store layout

Post-Purchase

- Continue the conversation with loyalty program
- Encourage social sharing to build brand equity for your store
- Send tailored offers and messages

What makes 3x3 different?

Data as the Foundation

3x3databar
Analytics

+

3x3engage
Engagement

Better use of marketing \$\$ =

Better relationships. More sales.

The Future for Independent Beverage Alcohol Retailers



Data-Driven



Customer-Centric



Experience-Oriented

3x3insights

- **Store & Product Analytics**
- **Consumer Behavior Insights**
- **Digital Customer Engagement**



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