



Omni-Channel Retail + Multiscreen Media Strategy = Cha-Ching!

Reach your customer anywhere, on any screen with
a data-infused, multiscreen marketing campaign



Introduction

Shopping happens everywhere. Retail purchases from social channels grew to 36% last year.¹ More than 50% of all internet shopping occurs on mobile devices.² And, customers are heading back into stores as the pandemic subsides.³ Omni-channel retailing is no longer a buzzword—it's a reality.



Three out of four US consumers are participating in omni-channel shopping.⁴

¹ "Social buyers worldwide," Statista, July 2021, <https://www.statista.com/statistics/1252481/social-buyers-worldwide-countries/>.

² "Mobile eCommerces stats in 2022 and the future of online shopping trends of mCommerce," OuterBox, Feb. 22, 2022, <https://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-statistics>.

³ Shopping in stores is back and thriving. Here's why," CNN Business, June, 16, 2022.

⁴ "How US consumers are feeling, shopping, and spending-and what it means for companies," McKinsey, May 4, 2022.

If your sales are omni-channel, your marketing strategy should be, too. Don't get left behind with an outdated, narrow advertising approach. Omni-channel retail and grocery stores with multiscreen media campaigns are more successful. **Here's two reasons why.**



1

The ability to effectively drive traffic and sales with advertising is all about reaching the right person, at the right time, on the right screen. But what's the right screen? Here's the thing, **it's not one screen—but all screens.** Forty-six percent of consumers are multiscreen viewers.⁵ **To grow a retail business, it's necessary to reach customers everywhere they're connected.**

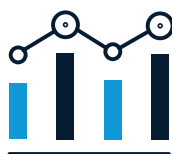


2

The ROI on multiscreen advertising speaks for itself. **Industry data shows with multiscreen advertising, a viewer is 250% more likely to become a customer—and 90% more likely to become a repeat customer.**⁶ Spectrum Reach's own campaign data echo the impact of a multiscreen advertising approach.



Reach increases **363%** when adding linear TV to streaming TV.⁷



Adding streaming TV to a traditional TV only campaign, increase reach **28%**.⁸



Audiences seeing ads on TV first and then online are **40%** more likely to remember it.⁹

⁵ "Cord Evolution Survey," MRI-Simmons, July 2021.

⁶ Omnisend's Annual Report, 2019.

⁷ Spectrum Reach AM Campaign Data. Date – 4th Quarter '20. O&O & Partner Affiliates. *Includes all campaigns with Streaming TV & Linear. Total Campaigns – 5,758. **Results based on averages, results will vary and not all campaigns will achieve +363% lift.

⁸ Spectrum Reach AM Campaign Data. Date – 4th Quarter '20. O&O & Partner Affiliates. *Includes all campaigns with Streaming TV & Linear. Total Campaigns – 5,758. *Streaming TV Lift - % of new HHs reached. **Results based on averages, results will vary and not all campaigns will achieve +28% lift.

⁹ Neuro-insight (SST) UK; Difference in brain activity when watching TV content and ads v. interacting online (web browsing, on demand TV and search).

How well do you know the commerce alphabet?

E-commerce = internet transactions

M-commerce = mobile transactions

Q-commerce = quick transactions – delivery in less than an hour, typically food delivery

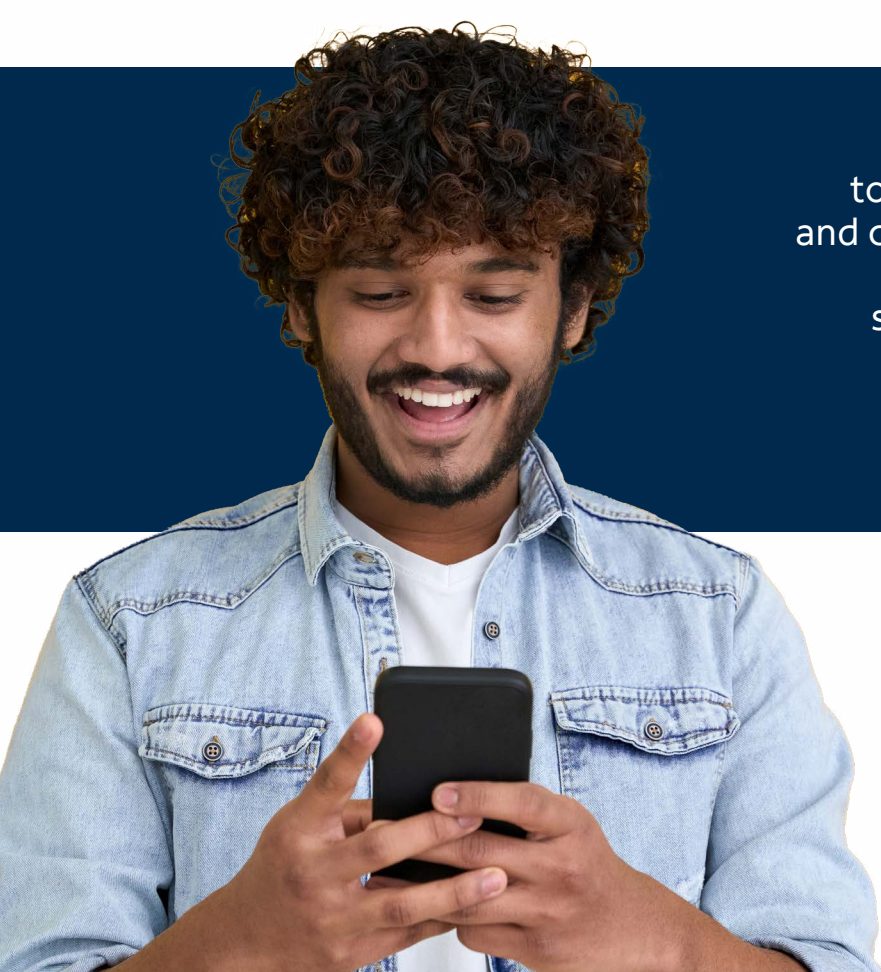
S-commerce = social network transactions – e.g., Pinterest, Facebook

V-commerce = virtual reality transactions

Simplify multiscreen marketing with a one-stop shop

Spectrum Reach is a one-stop shop for data-driven advertising. We use aggregated and de-identified first-party data, along with privacy compliant third-party data, to find and reach a business's best potential customers. Our expert targeting capabilities results in smarter spending—by reducing duplications and creating efficiencies—all while connecting retail and grocery businesses with the right customers across linear and streaming TV, search, and online video and display.

Spectrum Reach is a trusted neighbor and a one-stop shop for the custom multiscreen advertising solutions retail and grocery businesses needs to grow.



Reach out today
to talk with a local ad expert
and create a multiscreen campaign
strategy built around
specific target customers.

Reach out today

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