



## IBM Predictive Analytics in Retail

### What will your customers want next?

#### Shoppers want a personalized experience:

- 90% of shoppers will spend up to 20 minutes setting up preferences for personalized offers.<sup>1</sup>
- 55% of shoppers expect retailers to offer relevant promotions based on past purchases.<sup>2</sup>
- 43% want their prior purchases to result in new product recommendations.<sup>3</sup>

#### Give shoppers what they want with predictive analytics:

- Promote the right product combinations to drive purchase.
- Target offers to the right consumer at the right time.
- Recommend products based on current or past purchases.
- Tailor marketing messages and increase customer loyalty.

Ka-ching!

73% higher sales lift made possible by predictive analytics.<sup>4</sup>

### What's in your basket?

IBM Market Basket Analysis solutions helped one children's fashion retailer build, maintain and expand customer loyalty. Find out how they did it in this case study: [ibm.co/basketanalysis](http://ibm.co/basketanalysis)

IBM Market Basket Analysis solutions can help you respond specifically to the wants and needs of each customer. Find out how you can use data to create a personalized shopping experience, build customer satisfaction and drive bottom-line results at <http://bit.ly/predictiveretail>

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<sup>1, 2, 3</sup> "From transactions to relationships." IBM Institute for Business Value, May 2013.

<sup>4</sup> "Divide and Conquer: Using Predictive Analytics to Segment, Target and Optimize Marketing." Aberdeen Group, February 2012.

<sup>5</sup> "Neck & Neck grows customer loyalty - and profits." IBM, May 2012

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Produced in the United States of America  
December 2014



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