

THE OMNICHANNEL ADVANTAGE



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About 70% of companies consider omnichannel marketing important or critical to their firms*, but just how powerful is omnichannel marketing in driving consumer engagement and sales? Fluent surveyed 1,802 Americans to better understand:

- How well retailers are doing at reaching consumers across both well-established and emerging advertising channels
- The impact of omnichannel marketing in driving sales
- Which marketing channels are most effective at driving sales when paired with email

We hope that you will enjoy the report and welcome your feedback!

–Fluent Research Team
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* <https://www.neustar.biz/resources/infographics/optimize-omnichannel-marketing-infographic>

KEY FINDINGS:

TRADITIONAL MARKETING CHANNELS HAVE THE WIDEST REACH.

About 4 in 10 Americans report having seen television, print and online ads from their favorite retailers in the past month.

MORE CHANNEL INTERACTIONS MEAN MORE SALES.

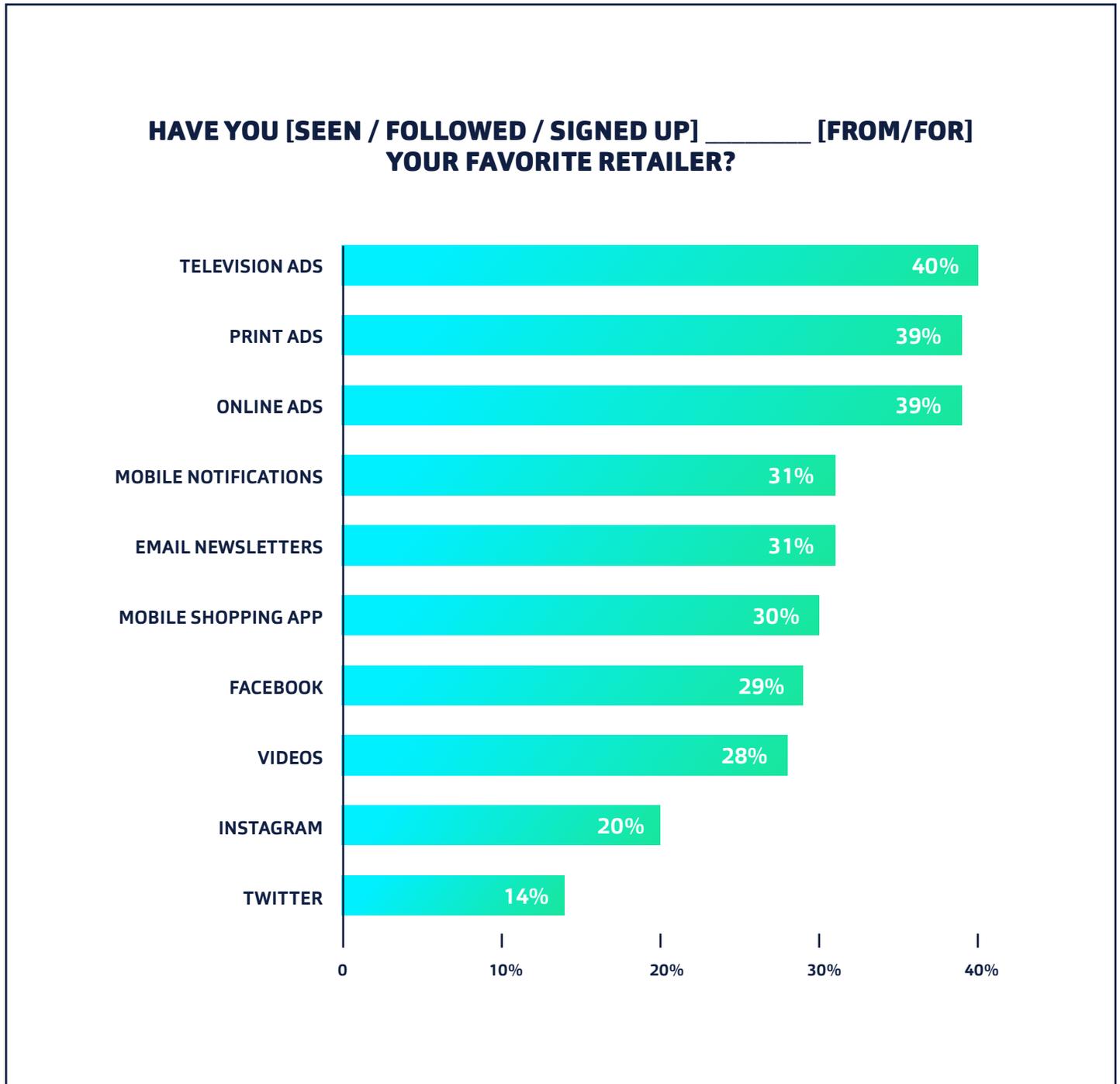
Nearly two-thirds (62%) of consumers who are reached by retailers across 10 marketing channels or more make in-person purchases at least once per week.

EMAIL PAIRS BEST WITH SOCIAL MEDIA.

Email newsletters drive more frequent purchases when paired with social media compared to any other channels. Facebook offers the largest opportunity as more consumers are engaged with the platform than Instagram or Twitter.

TRADITIONAL ADS STILL ON TOP

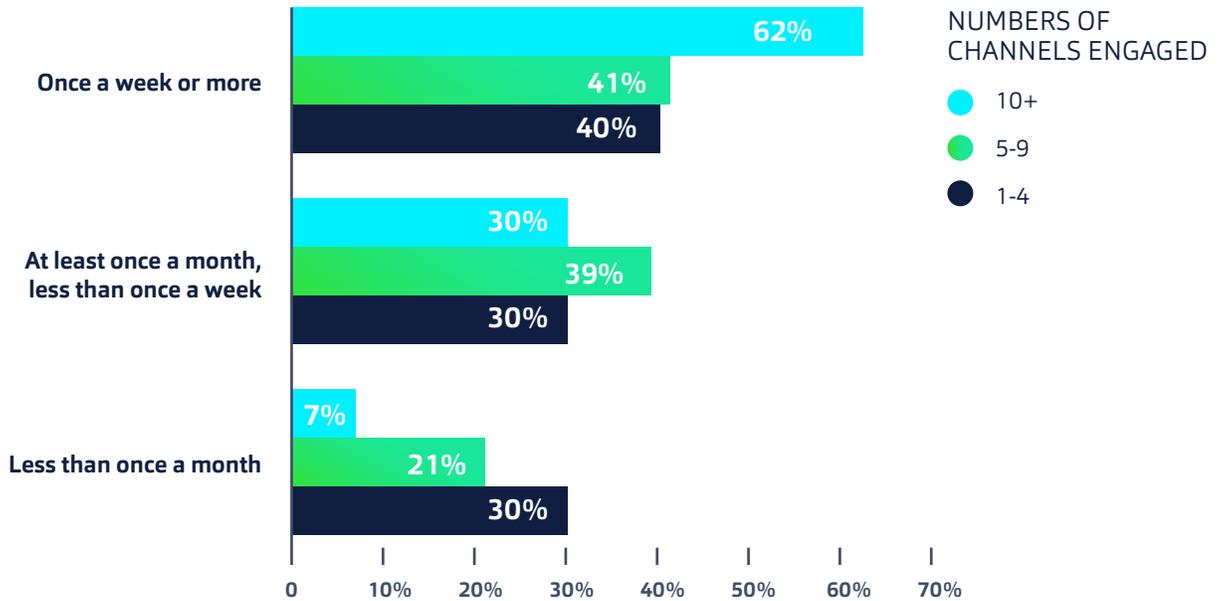
- TV, print and online advertising enjoy the broadest reach of all of the marketing channels we asked about.
- Even though digital channels rank behind more traditional advertising channels, they still have big influence and can't be ignored. Mobile notifications, email newsletters, mobile shopping apps, Facebook, and online videos each reach about 3 in 10 consumers.
- Social media platforms Instagram and Twitter have the narrowest reach.



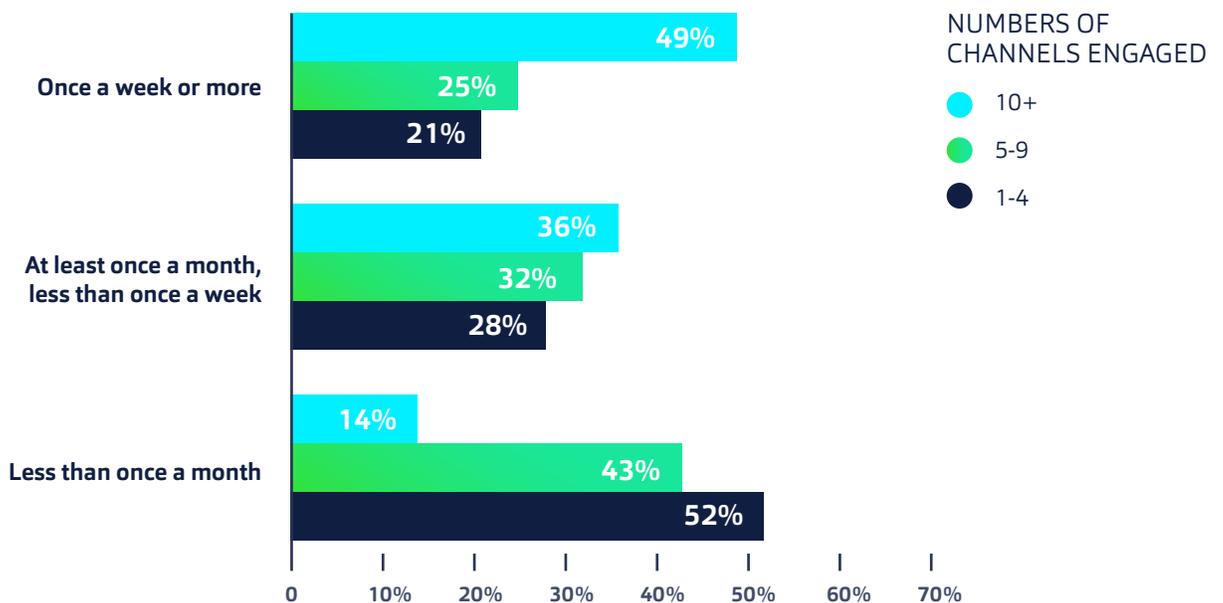
MORE IS BETTER: OMNICHANNEL SUCCESS DRIVES MORE SALES

Consumers who are reached through a greater number of channels make in-store and online purchases from their favorite retailers more frequently. 62% of those engaged with their favorite retailers across 10 or more channels report making purchases from them in store once a week or more, and 49% say they make online purchases from these retailers once a week or more.

HOW OFTEN DO YOU MAKE PURCHASES FROM YOUR FAVORITE RETAILER'S STORES?



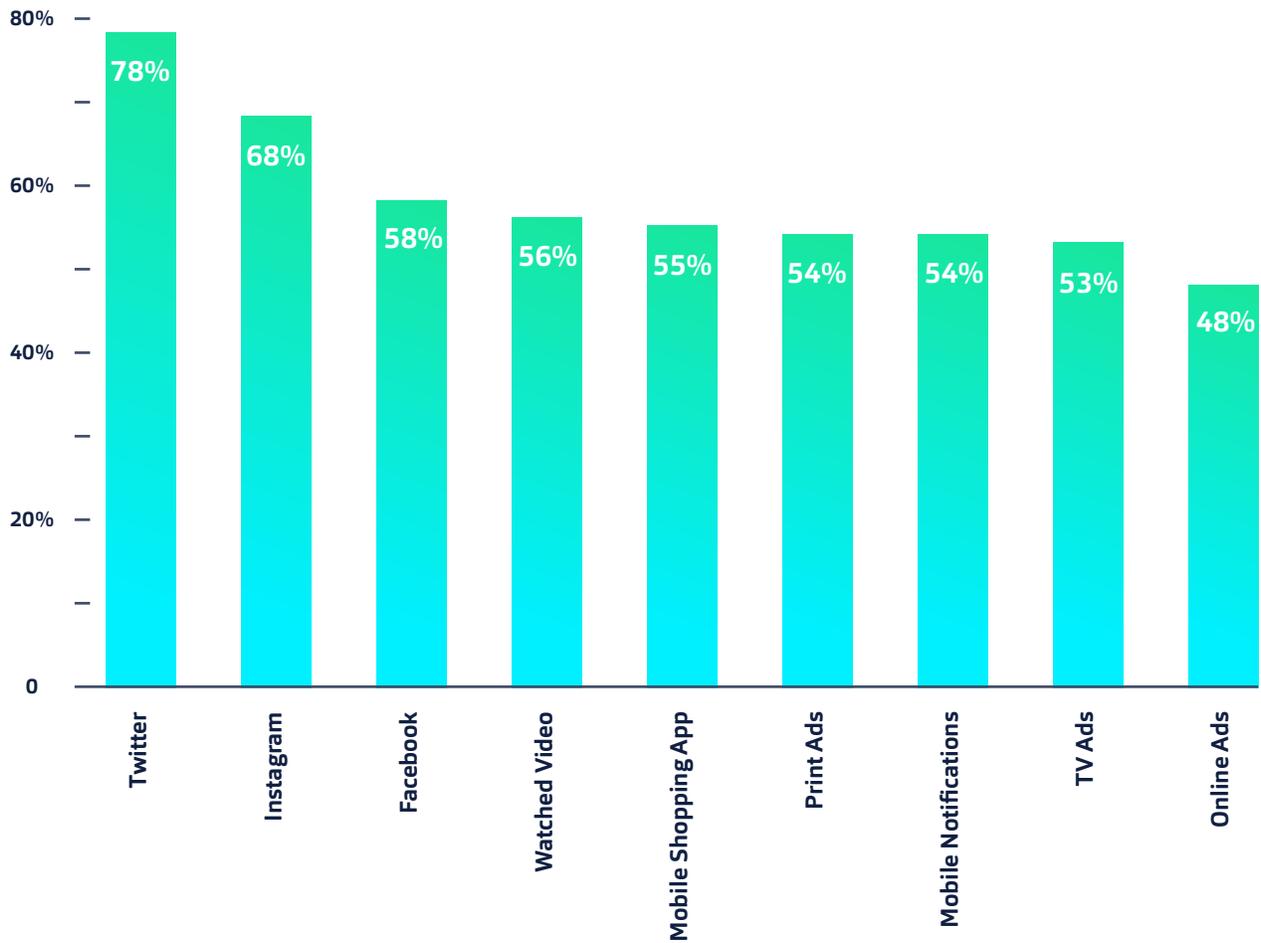
HOW OFTEN DO YOU MAKE PURCHASES FROM YOUR FAVORITE RETAILER'S WEBSITE?



SOCIAL MEDIA PAIRS BEST WITH EMAIL NEWSLETTERS

- When paired with email, social media is most effective at driving purchases.
- Purchase frequency is highest among those engaged with Twitter or Instagram along with email, but Facebook with its much larger following currently offers a better opportunity.
- Online ads paired with email newsletters are the least effective combination for driving purchases.

% WHO MAKE PURCHASES FROM THEIR FAVORITE RETAILER AT LEAST ONCE PER WEEK AMONG ENGAGE VIA EMAIL & CHANNEL LISTED



CONCLUSION

Based on our findings, the hype around “omnichannel” marketing is well justified. When consumers are engaged with their favorite retailers through more channels, they make purchases more frequently. Email, which is emerging as the “universal ID” used to deterministically target consumers across almost every marketing channel and device, pairs particularly well with social media. And while Instagram and Twitter appear to be email’s best friend, the opportunity with Facebook is larger due to just the sheer size of its audience relative to those younger networks.

METHODOLOGY

This survey was conducted online within the United States by Fluent, LLC on May 7, 2016 among 1,802 Americans. Respondents were randomly selected, and the margin of error of the findings for smartphone or tablet owners at the 95% confidence level is +/- 2.3%. Due to rounding, percentages may not always add up to 100%. Fluent’s proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this study.



ABOUT FLUENT

Fluent, LLC, a cogint company (Nasdaq: COGT), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company is headquartered in New York City. For more information visit www.fluentco.com.

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