



THE ELEPHANT IN THE CORNER OF THE ROOM CALLED OMNICHANNEL

Liron Hadar, Leader in Sales Effectiveness, Nielsen

35% OF YOUR CUSTOMER LOYALTY

1 DIGITAL

3 CLICK & COLLECT



COMMUNICA
TE



PRICE /
VALUE



EXPERIENC
E

MEANINGFUL DATA

FOR MEANINGFUL CONNECTIONS TO YOUR SHOPPER

1 > 2 > 3

EVERY POINT IN
THE JOURNEY



TAILORED FOR
EVERY
CHANNEL



COLLABORATE
MORE WITH
RETAIL



INVEST IN WHAT
WORKS

THANK



VISIT THE
NIELSEN
BOOTH NEXT
THIS STUFF IS
IMPORTANT