

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 offers¹

55%

of shoppers expect retailers to **offer relevant promotions** based on past purchases²

43%

want their prior purchases to result in **new product recommendations**³



Promote

the right product combinations to drive purchase



Target

offers to the right consumer at the right time



Give shoppers what they want with **predictive analytics**



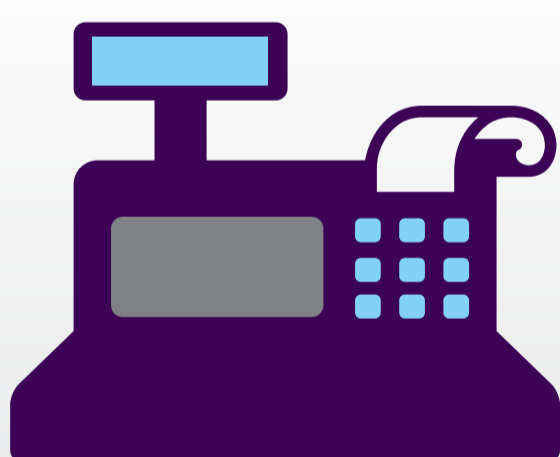
Recommend

products based on current or past purchases



Tailor

marketing messages and increase customer loyalty



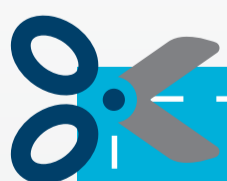
Ka-ching!

73%

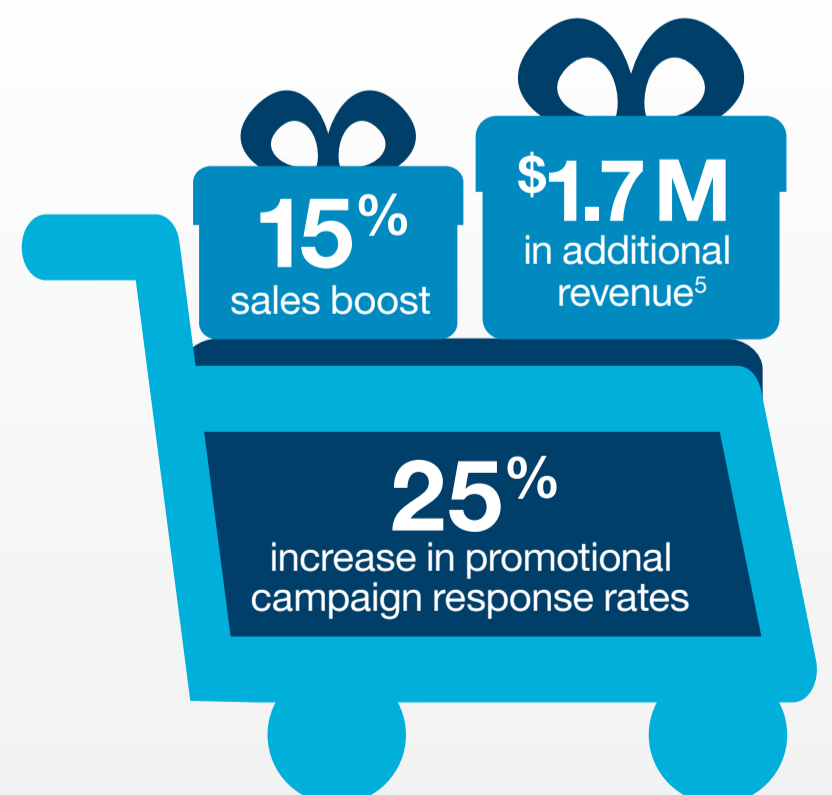
higher sales lift made possible by predictive analytics⁴

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



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>

