

OmniPath™

Behavioral Diagnosis to Drive Omnichannel Success

As the retail world has become decidedly digital, the rules of shopper engagement have changed.

To win at retail, brands must develop new ways to activate shopper behavior across an omnichannel universe.

OmniPath™ is our in-depth solution for diagnosing and exploring the influences, causes, triggers, and holistic factors, that inspire consumers to shop the way they do.

The areas we address in OmniPath projects:

- Critical moments along the path-to-purchase to influence consumer choice
- Optimal digital and traditional touchpoints in which to invest your shopper marketing budgets
- Retailer partnerships your brand should prioritize
- How shoppers navigate online and physical retailers
- The best omni shopping experience for consumers that is also a win for your brand
- Opportunities and threats that exist for your product online and in-store

A consultative, staged approach to designing winning shopper experiences, fitting your unique omnichannel business challenges to increase brand sales.

To learn more, contact a Behaviorally OmniPath expert today.

Drive shopper growth