

Did you know?

2023 has got off to a challenging start for Ecommerce



Online customer growth in freefall



Customer Growth



Quality Sensitive

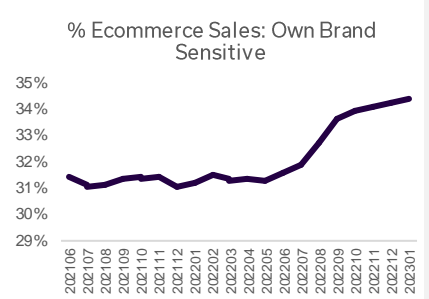
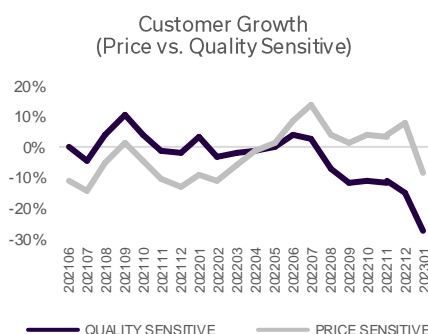


Own Brand

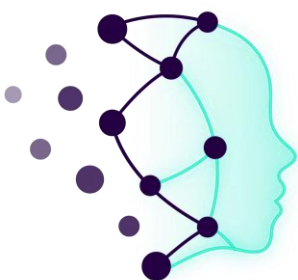
Customers have defected the ecommerce channel on mass in Jan'23. **Customer growth down to a record low of -21%**

Quality Sensitive customers are a real concern for the online channel, with customer growth rates plummeting to -27% post Xmas

Much like in-store, ecommerce is seeing customers seeking Own Brand more than ever. **Share of sales from Own Brand Sensitive customers hit a record high of 34% in Jan'23**



Respond to the customer trends



Identify best prospects from in-store and incentivise online using our AI models

CINDE INSIGHTS

Reward channel users for their loyalty and retain online

Encourage customers to repeat visit through targeted incentives

CINDE PERSONALIZATION

SymphonyAI solutions help to deliver a relevant response



65M households



650M baskets

Further reading

<https://www.symphonyretailai.com/revenue-growth/sales-and-customer-insights-suite/>

Contact us

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Traditional grocery retailers Europe, USA & Asia. SymphonyAI "anonymously" tracks **200 global customer KPIs** every quarter to trend and identify emerging customer behaviors