

Shopper Insights

Powered by M/A/R/C®



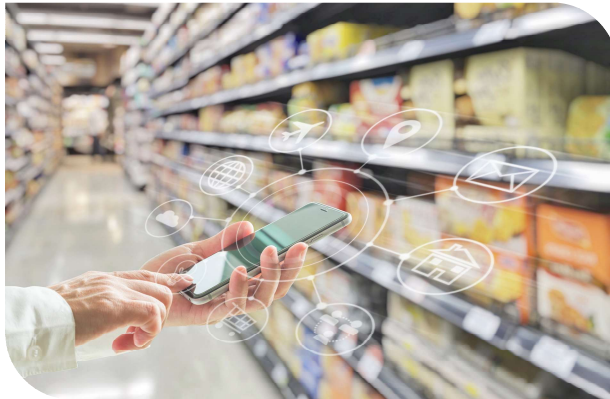
It's a new reality in retailer and shopper dynamics in this omnichannel world. M/A/R/C® Research has extensive expertise in uncovering **shopper attitudes, emotions, and motivators** that drive both in person and online purchase decisions.

Let us help you turn shopper aspirations into *action*.

Explore the Shopper Journey

Understand influences and factors within the retail environment that shape shoppers' perceptions and buying behaviors.

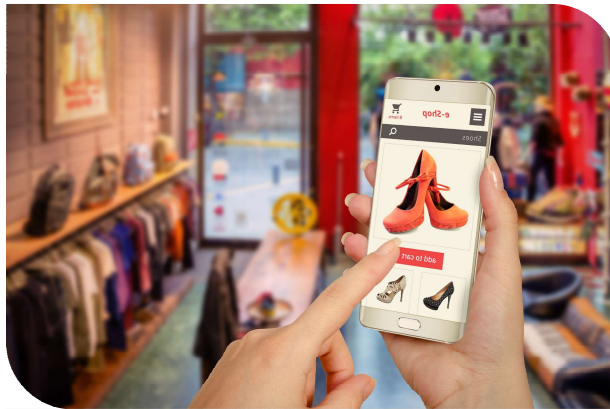
- ✓ Path to Purchase
- ✓ Segmentation/Deep Dives
- ✓ Ethnographies
- ✓ Retail Expeditions
- ✓ Store Intercepts
- ✓ Video Diaries



Engage Shoppers Through the Omnichannel Lens

Propel growth by leveraging current trends across channels.

- ✓ Channel Preferences
- ✓ Retailer/Brand Loyalty
- ✓ Impulse Purchasing
- ✓ Social Media Impact
- ✓ Point-of-Sale Experience
- ✓ Shelf Impact



Enhance the Shopping Experience

Get an edge with innovative solutions and winning strategies that transform the shopper journey.

- ✓ Signage/Logo Testing
- ✓ Promotion Development
- ✓ Pricing Optimization
- ✓ Sustainability Initiatives
- ✓ Personalized Experiences
- ✓ In-Store/Online Eval.



We'd love to share more!

Let's Connect: Follow us on [LinkedIn](#)

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