Relevance Cloud™

OMNICHANNEL DATA INGESTION

Leveraging omnichannel intelligence for your personalization strategies

According to Deloitte Digital, over half of all retail sales are influenced by digital. Additionally, shoppers engaging across channels spend 40% more. The strategic value of optimizing data for your omnichannel shopper has never been more clear. RichRelevance helps you leverage omnichannel data to create a 360-degree view of your customer's shopping behaviors and preferences to engage them with highly relevant experiences.

With the right platform, synthesizing omnichannel data such as store purchase and segments has the following core benefits:

▶ **Drive Higher Revenue**
Fill in the omnichannel gaps within the customer journey to increase revenue, basket size, and conversion.

▶ **Identify Attribution Across Channels**
Identify and report on where transactions are completed enabling you to optimize personalization by channel.

▶ **Activate Smart Data**
Offline data enables your personalization algorithms to better predict individual shoppers' behaviors as well as store trends.

▶ **Uncover Hidden High-Value Customers**
Gain a deeper understanding of which high-value users shop across both physical and digital channels to determine how to best serve them.

OFFLINE DATA TYPES INGESTED

Point of Sale Transactions

Point of Sale (POS) transactions provide a complete story of how customers shop both online and offline. POS data feeds include purchases, orders, and returns that are inclusive of orders, individual receipts, or transactions. Each POS transaction contains a purchase date, item(s), customer ID, and monetary value.

Shopper Segments and Attributes

Offline segments or attributes enrich shopper profiles so that personalization strategies can more distinctly determine what content and product recommendations will truly engage shoppers. Send and use customer or household segments such as
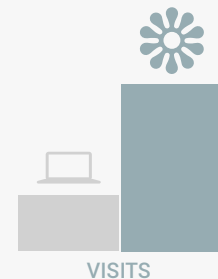
OMNICHANNEL INSIGHTS

By merging online intent data with store POS data and applying it to onsite recommendations, a RichRelevance retailer in the upscale department store vertical found that omnichannel shoppers:
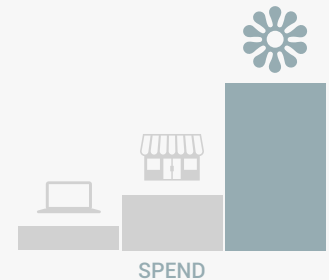
SPEND

- **Spend 3x more** than store-only customers and **7x more** than web-only shoppers

VISITS

- **Visit the web 3x more** that web-only shoppers

SPEND

- **Spend 40% on the web and 60% in** stores

CUSTOMER STORY

A $4 billion leading office supply retailer provided RichRelevance with 365 days of historical POS data. An A/B test measuring recommendations on the cart page that used omnichannel (offline/POS+online) vs. online data resulted in $8 million lift in revenue.
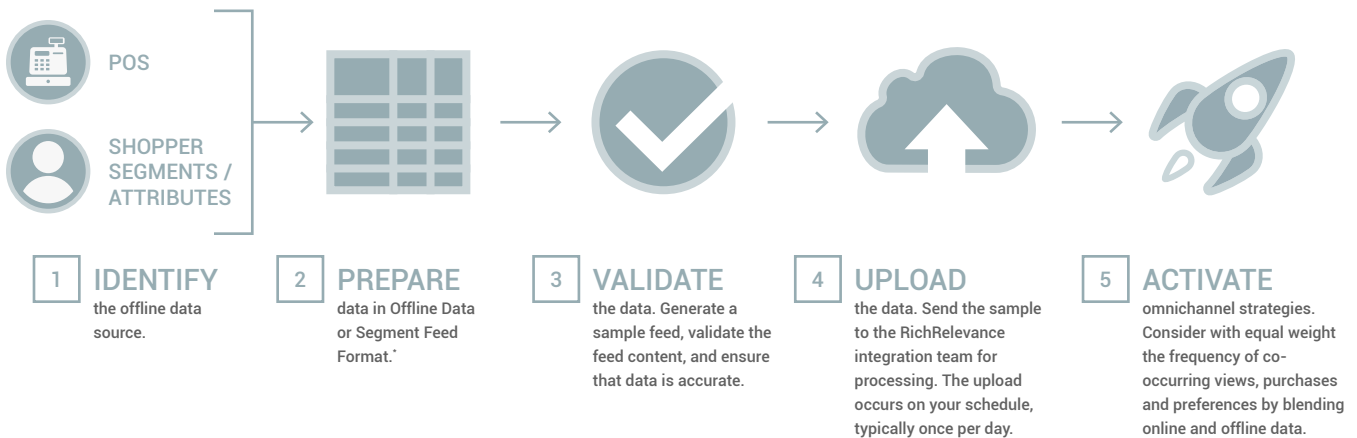
Metric	Improvement*
Sitewide RPS	0.8% lift
Conversion	0.4% lift
AOV	0.4% lift

gender, location, loyalty tier, etc. from homegrown databases, CRM records or third-party resources (Merkle, Acxiom, LiveRamp, BlueKai, etc.) to generate more intelligent recommendations, deliver specific content, and enhance user profiles.

HOW IT WORKS

Offline data ingestion is a simple process requiring specific file formatting and delivery. Typically, data is uploaded to RichRelevance daily. Our omnichannel strategies take the data provided and offer recommendations based on a 360-degree view of individual customers:

▶ **Personalized Omnichannel Category Top Seller** selects best selling products from a category that a shopper shows affinity towards using online and offline purchases as seed products.

▶ **Personalized Offline Purchase CP** identifies products that are frequently bought together based on offline purchases in the last 75 days.

POS

SHOPPER SEGMENTS / ATTRIBUTES

1 IDENTIFY
the offline data source.

2 PREPARE
data in Offline Data or Segment Feed Format.*

3 VALIDATE
the data. Generate a sample feed, validate the feed content, and ensure that data is accurate.

4 UPLOAD
the data. Send the sample to the RichRelevance integration team for processing. The upload occurs on your schedule, typically once per day.

5 ACTIVATE
omnichannel strategies. Consider with equal weight the frequency of co-occurring views, purchases and preferences by blending online and offline data.

*For format specifications:
- http://bit.ly/offlinedata
- http://bit.ly/segmentfeed

Ready to get started?

Contact us to optimize your omnichannel data for personalization, and drive incremental revenue.

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