

**The Collaborative
Advantage:
How to Build Stronger
Teams with Omnichannel
Intelligence**

NIQ



Table of Contents

Introduction	03
The State of the Market	05
Challenges of Siloed Teams	08
Best Practices E-comm Collaboration	11
Q&A: Break Down Silos with Data	14
Conclusion	17

A New Customer Journey Frontier

Introduction

In 2023, consumers looked to online channels for affordable convenience, better prices, and bigger deals. Measuring e-commerce channels and integrating digital and offline strategies comes with unique challenges for every brand, but in most organizations, old tools and fragmented insights lead to siloed teams and missed opportunities.

An NIQ-commissioned [Forrester report](#) found that 95% of leaders surveyed reported using 6 or more sources for omnichannel measurement (and that still isn't inclusive of the entire journey).

In practice, this means that E-commerce and Insights teams work side by side, but not fully connected, leading to inefficiencies, inconsistencies, and overall missed opportunities for cross-functional planning.

Aligning around a shared understanding of the market, consumers, and opportunities is challenging—Omnichannel (e-commerce +

online) data can act as a common currency for teams to plan and execute e-commerce strategies.

In this eBook, we'll cover how Omnichannel (e-commerce + online) Intelligence can act as a common currency for teams to plan and execute e-commerce strategies in 2024 including:

- The Current Market and Omnichannel Landscape of Q4 2023
- Common Challenges of Siloed Teams
- Best Practices for Collaborative E-commerce Planning
- Q&A: How to Break Down Department Silos with Omni Channel Intelligence

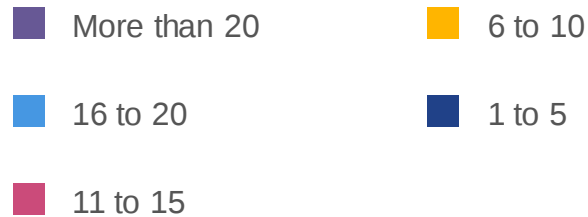
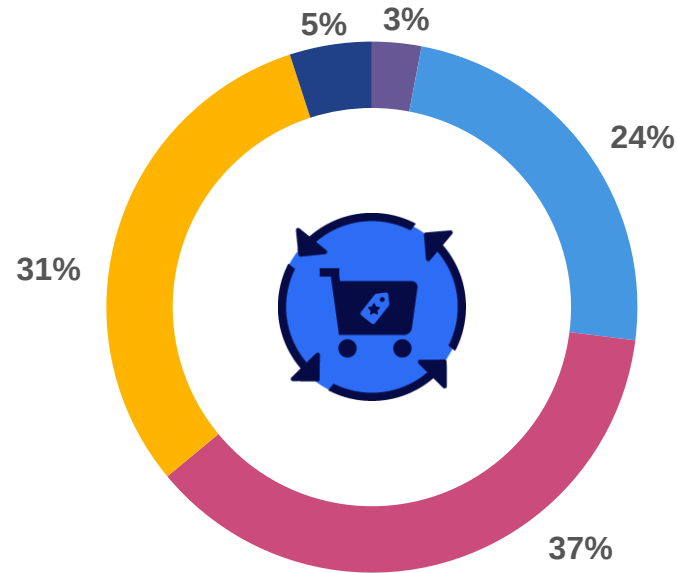


95%

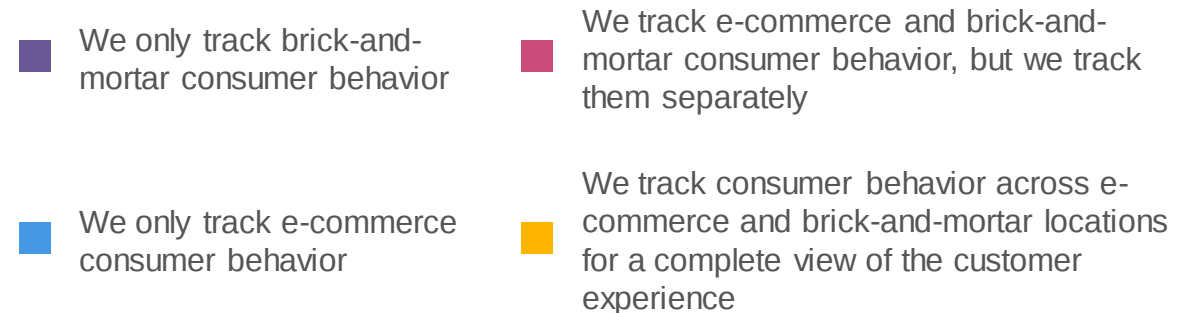
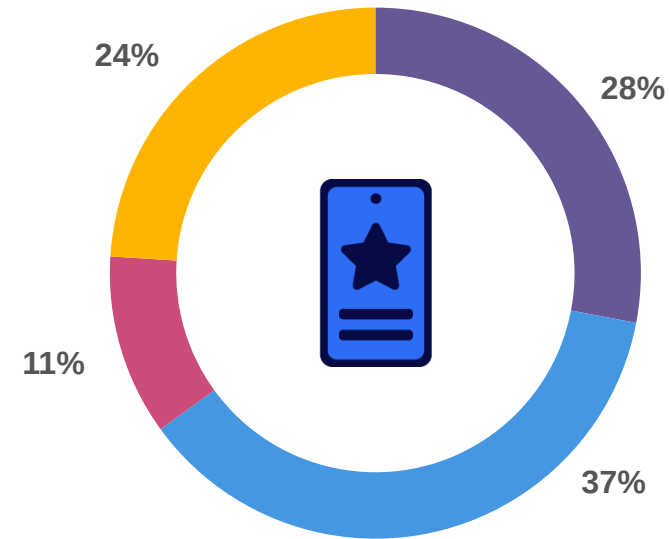
of leaders surveyed reported using 6 or more sources for omnichannel measurement

The Omnichannel Measurement Challenge

Number of data used to obtain an omnichannel measurement



How organizations are tracking consumer behavior to understand the omnichannel customer experience



The Current Market and Omnichannel Landscape of Q4 2023



The State of the Market

E-commerce has been growing for years, leading to our current omnichannel environment, where brands of all sizes are now visible in-store, online, and through apps.

According to data from NIQ Omnishopper, the year 2022 witnessed a surge of nearly **15 million** new online CPG consumers. These are shoppers that historically only shopped in-store but now embrace multiple channels for their shopping needs. Within the US, **86%** of CPG dollar sales are represented by “omnichannel shoppers.” This has helped drive the revenue opportunities in the omnichannel space to **\$1.54 trillion**.

Navigating the intricate landscape of omnichannel retail in 2023, and planning for 2024, presents its own set of challenges for brands. Winning brands know that they need to meet consumers where they are (and that where they’re making their purchases is constantly changing) and that they need coverage for all-important retailers like

Amazon (or risk missing up to **50%** of their online market opportunity). But they also know it’s exponentially more complicated to track with retail data.

Nearly all brands understand the value that data and technology bring to business strategies, and **99%** of leaders plan to invest in omnichannel intelligence.

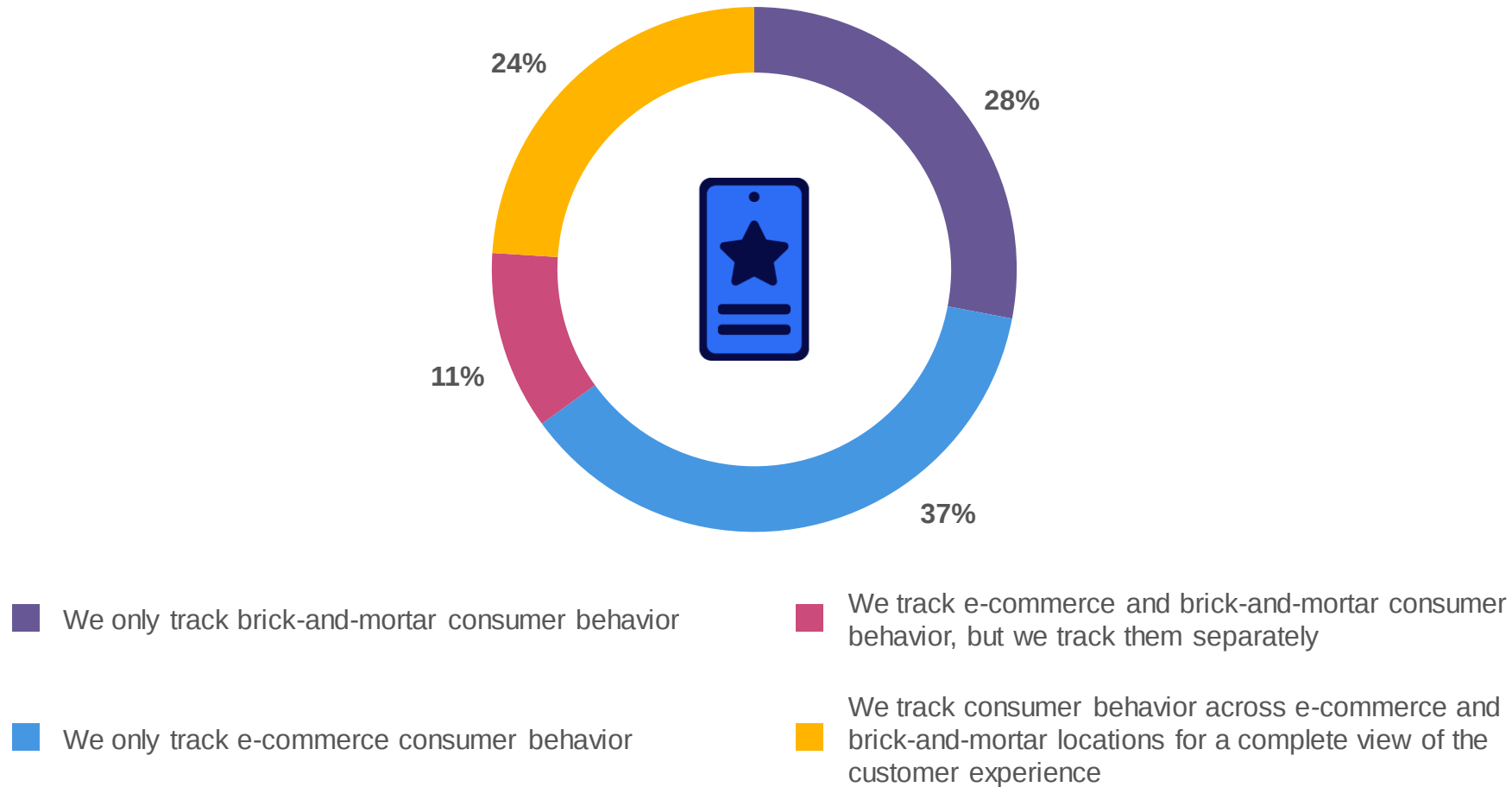
However, today, most brands have to settle for a partial view from retail sales or a third-party company; only **24%** of organizations attempt to track consumer behavior across e-commerce and brick and mortar locations.

On top of this, regular data users on Insights and E-commerce teams who make key marketing and sales decisions are often working from different reports from the same systems, or entirely disparate datasets.

We’ll explore the reasons for this in our next section.



How organizations are tracking consumer behavior to understand the omnichannel customer experience



Common Challenges of Siloed Teams



Common Challenges of Siloed Teams

The majority of consumers have shifted to omnichannel shopping — just **14%** of consumers still solely shop for FMCG products in brick-and-mortar stores. Brands that fail to fully align internally around a shared understanding of the market (online and instore) will lose ground to those that do.

This alignment is difficult because the teams making crucial sales and marketing decisions speak different (data) languages. When teams work in silos or from disparate data sources, it not only makes day-to-day work more challenging — it can impact the overall health of the business.

We'll follow a toothpaste brand to illustrate five common challenges teams face when they aren't united by Omnichannel Intelligence:

1. Misaligned View of the Market

Relying on different data sources, or different reports from the same systems can fragment organizational understanding at best, and obscure larger issues at worst. For example, the E-commerce team sees online sales are up \$3 million — a win! On the other side of the house, the Insights team sees brick and mortar sales are up \$1 million — \$4 million in growth! However, the teams haven't accounted for purchases made online and picked up in stores (click and collect), causing a misunderstanding of how much their category is actually growing. If not caught in time, this double counting can lead to putting resources against the wrong category or brand.

2. Data Inconsistencies:

When data definitions and sources differ across teams, it introduces inconsistencies in reports and analyses. This can cause doubt over conflicting insights, making collaboration harder as teams question the accuracy of each other's findings. A unified data foundation, on the other hand, can build trust, while a broken one can block collaborative efforts and make informed, cohesive decision-making difficult and tedious.

Common Challenges of Siloed Teams

3. Difficulty Allocating Budget

When teams aren't aligned around a common data source, properly allocating resources during annual strategy planning can become a frustrating endeavor. The e-commerce team at the toothpaste brand recommends a heavy investment in Amazon, citing **10%** growth, to the Brand Marketing team that's responsible for the annual budget — but their data sources are different.

Brand Marketing will have a hard time justifying the investment from the e-commerce experts when their numbers don't match.

4. Resource Inefficiencies

Misalignment around data can also lead to duplicate efforts as teams independently collect, process, and analyze similar information (and potentially arrive at different numbers). It can also lead to duplication of the data itself: if brands combine instore and online data to arrive at a view of the market, they run the risk of counting products twice, obscuring their numbers.

For example, a two-pack of toothpaste purchased online and picked up in a physical store could show up in a brand's online data (from a third-party provider) and in their RMS data. Accounting for all duplications when combining data is another time-consuming effort.

5. Difficulty Keeping Pace with a Changing Market and Missed Opportunities

Isolated data sources hinder cross-functional insights. Teams are less likely to benefit from the other's expertise, and more likely to struggle to keep pace with changing market, consumer, and business needs. In our survey **52%** of respondents said it's very challenging or extremely challenging to respond to market challenges quickly, and because of this, **55%** said it's challenging to forecast and plan for future investments. Without a unified lens, teams risk overlooking critical insights that could inform innovation, limit risks, and elevate the organization's ability to pivot quickly.

Best Practices for Collaborative E-commerce Planning



Best Practices for Collaborative E-commerce Planning

Now that we've explored the pitfalls of misalignment, let's explore how shared data from Omnichannel Intelligence sources can bring teams together. Here are five best practices:

1. Pick a Shared Omnichannel Framework

Establish a unified data framework from a single source that measures both instore and online performance. Best-in-class data providers can offer Omnichannel Intelligence with brand-level insights aligned to your brand hierarchy, and key visibility into consumer behavior. With this level of insight, E-commerce and Insights teams can jointly define key metrics, sources, and data-sharing processes. This omnichannel framework ensures that both teams have access to necessary insights, promoting cohesive decision-making and more accurate data-driven collaboration.

2. Expect a learning curve

Back to our toothpaste brand – when working with a single omnichannel dataset, the E-commerce team will need to learn a different set of metrics in order to speak the same data language as their Insights team counterparts. For the Insights team, this change means adjusting to the differences between the traditional RMS datasets they're used to and a new omnichannel data set — mainly the differences in data granularity and measures. But the right Omnichannel Intelligence solutions can change the way they work for the better by increasing their view of their category as much as 50% and making it simpler for them to report on overall brand health (no data science required).

Best Practices for Collaborative E-commerce Planning

3. Go Deeper When You Need To

Next-level alignment will allow teams to dig deeper for omnichannel insights. Best-in-class Omnichannel Intelligence can show: how brands are performing, how shoppers move between online and brick and mortar stores, the competitive landscape, and how specific items perform at key retailers so brands can make more informed decisions. For instance, the toothpaste brand can test a new product flavor on Amazon, see that its sales are outperforming the category, and feel confident launching the new flavor elsewhere in the market.

4. Joint Data Interpretation Sessions

Schedule regular meetings for joint data interpretation sessions. Collaboratively analyze shared data to extract insights that inform strategy formulation. By merging the broader market expertise of Insights teams with E-commerce's in-depth insights on e-commerce, you can derive more complete strategy that accounts for all aspects of the customer journey while protecting margin across channels.

5. Continuous Performance Reviews

Implement an ongoing performance review mechanism that assesses the impact of joint strategies. Utilize real-time sales and share data to monitor progress, adjust tactics, and optimize strategies as needed. By regularly evaluating the outcomes of collaborative efforts, you ensure that the 2024 E-commerce initiatives remain aligned with shared goals and adapt to evolving market dynamics.

Q&A: How to Break Down Department Silos with Data



Q&A: How to Break Down Department Silos with Data

Challenge 1: How can my teams avoid working from different numbers and creating misaligned goals?

Align around a single, shared view of the market with an integrated data solution. Teams can work from the same understanding of their performance, avoid the common pitfall of double-counting click and collect purchases, and effectively align their goals for maximum growth.

Challenge 3: How can we access all of the data we need in one place?

Trying to synthesize and align disparate data sources to get the numbers you need from your most important accounts can drain your resources. The right omnichannel solution will make it easy to access the data you need on the total market, specific categories and channels, and, importantly, specific e-retailers, from Walmart to Amazon, all in one place.

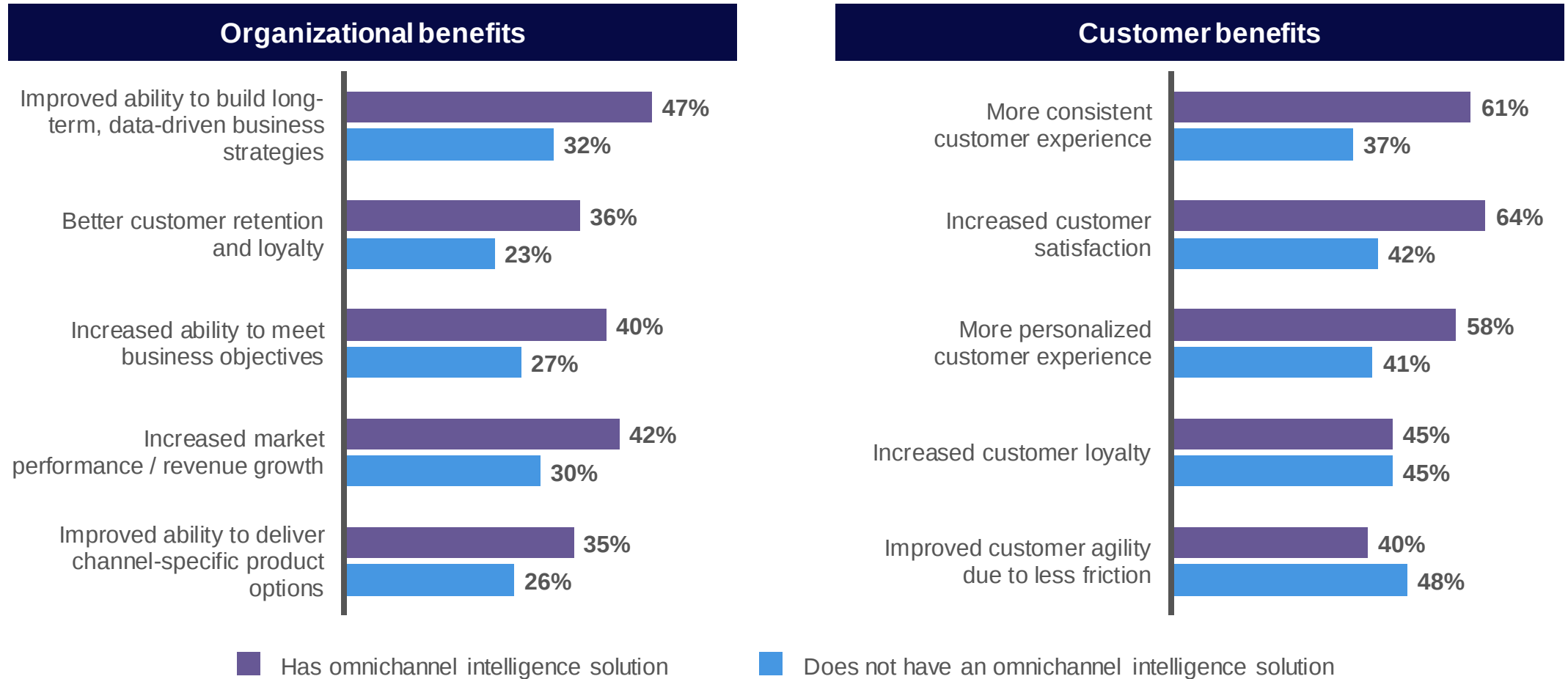
Challenge 2: How can I help my teams use the same data and KPIs?

E-commerce and Insights teams can plan and execute more cohesive strategies with an omnichannel dataset that includes in-store and online sales and share. Best in class omnichannel solutions can combine the precision of retailer point-of-sale data with online coverage detailed enough to create a non-duplicative Full View of the total market.

Challenge 4: How can I get a full view of shopper behavior?

Today, every shopper is an omnishopper. Omnichannel solutions can give you the “what” behind your sales and share — but you also need the “who” and “why.” Omnishopper data can help teams make confident, strategic decisions, across instore and online channels. Giving teams a shared understanding of how and where your shoppers make purchases.

Benefits respondents have seen or expect to see from investing in an omnichannel intelligence platform



Conclusion



Conclusion

NIQ can help you get a Full View in 2023

In an omnichannel market, your teams need to be in lockstep for your brand to succeed. NIQ offers brands access to best-in-class, accurate data and high-quality insights that simplify and align omnichannel strategy planning across organizations.

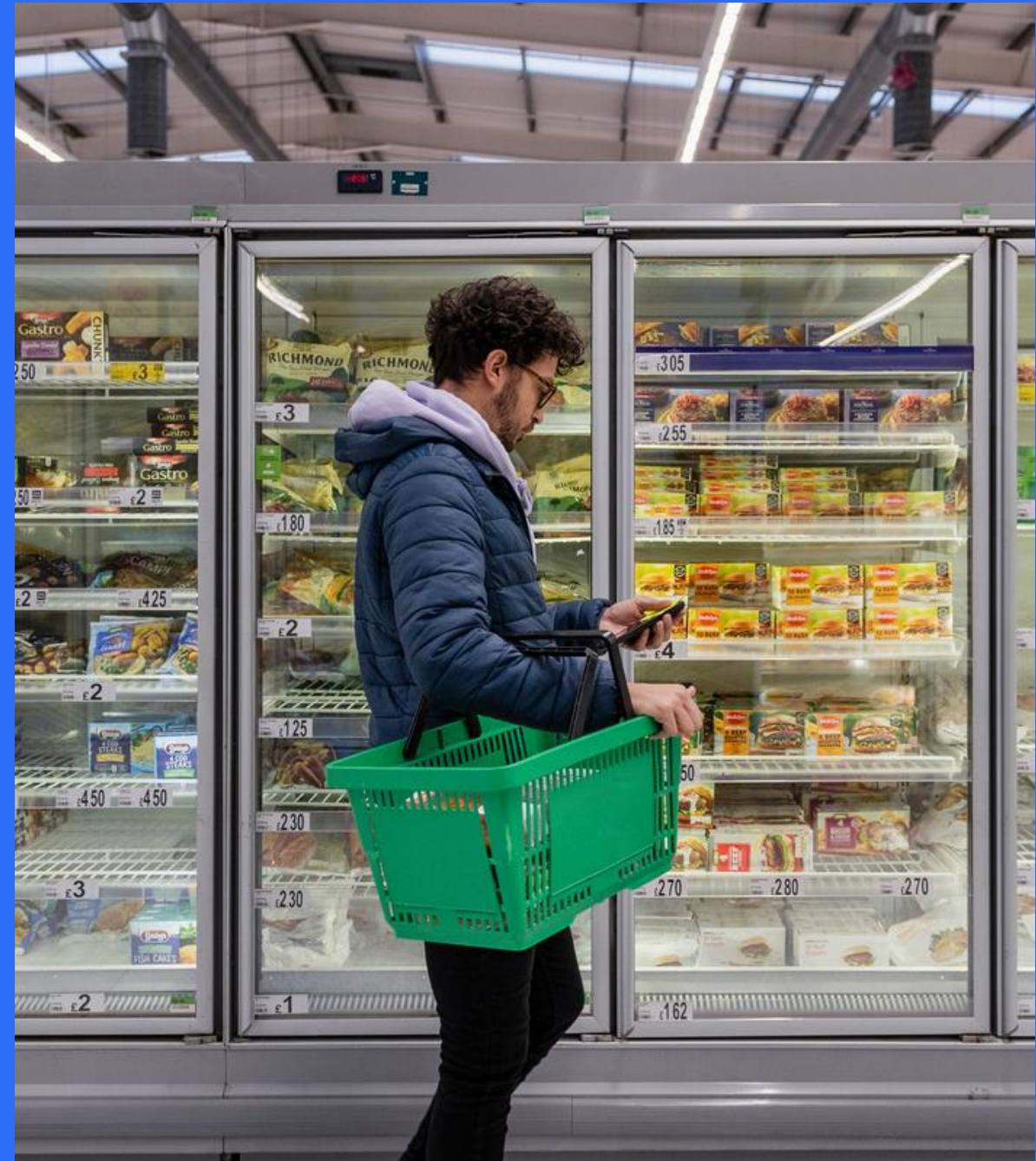
Whether you're looking to create tighter alignment across your organization, integrate online and offline inventory, implement new fulfillment services, optimize mobile apps for easy navigation and purchase, or leverage data analytics to personalize marketing and recommendations, we have the data and tools you need to succeed.

Some of the solutions we can provide include:

- Omnichannel Sales Data
- Omnishopper Behavior Data
- Digital Shopper Journey Analytics
- E-commerce data
- Product Attribute Trends
- POS & Shopper Data
- Expert Insights into Market Trends

And More

[Learn More About NIQ](#)



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About NIQ

NIQ, the world's leading consumer intelligence company, reveals new pathways to growth for retailers and consumer goods manufacturers. With operations in more than 100 countries, NIQ delivers the most complete and clear understanding of consumer buying behavior through an advanced business intelligence platform with integrated predictive analytics. NIQ delivers the *Full View*.

NIQ was founded in 1923 and is an Advent International portfolio company. For more information, visit [NIQ.com](https://niq.com)