

# MAKING REAL-TIME REAL

How Marketers Can Reach Their **EXACT CONSUMERS**

..... **WHEN AND WHERE** It Matters Most

## WE SURVEYED 150+ CONSUMER MARKETERS AND LEARNED

**95%**  
**DO NOT**  
have the needed  
**DEPTH OF DATA**

**95%**  
**CAN NOT**  
move immediately from  
**INSIGHT TO ACTION**

**97%**  
**CAN NOT**  
effectively turn  
**DATA & INTELLIGENCE**  
**INTO ACTION**

## HOW CAN RETAILERS & BRANDS DELIVER SUCCESSFUL, PERSONALIZED, RELEVANT CAMPAIGNS?

**MORE THAN JUST  
DEMOGRAPHICS  
YOU NEED BUYER  
BEHAVIOR DATA**

Through Customized Audiences Derived from Actionable Data



**CURRENT CART  
CONTENTS (ONLINE)**



**LIFESTYLE**



**PRICE/VALUE  
TRAITS**



**RESPONSIVENESS  
TO MARKETING**



**BRAND PURCHASING  
HISTORY**

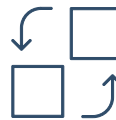
**CAPTURE CAMPAIGN  
METRICS INFLIGHT**

**AND DEVELOP  
MULTI-TOUCH  
ATTRIBUTION**

By Optimizing Campaigns Inflight with Real-Time Measurement



Track buyer  
behavior down to  
**UPC LEVEL**



Understand  
what creative  
and channel  
**DRIVES  
CONVERSION**



Understand  
which UPCs bring  
**NEW USERS**  
into your  
category/brand



Track  
**SHOPPER  
-TO-BUYER**  
conversion by  
segment

This infographic is based on a study entitled **“Measuring Marketing in the Moment”**, conducted by the CMO Council in partnership with Catalina. To read the full report, click **HERE**.

**Are you a marketer seeking to meet consumers in their moment of need?** Scan the QR code to find out how Catalina can help you with real-time, customized Audience and Measurement Solutions today!

