

Evaluating the behaviour of consumers at the point of sale in order to optimize marketing strategies

**- Expertise on tap at the Marketing at Retail Show,
30th March to 1st April 2010 at Paris Porte de Versailles -**

How can you make a product stand out on a shelf and be assured of its visibility? How can you analyse the behaviour of consumers and measure the impact of marketing actions at the point of sale? It is problems like these that confront marketing at retail professionals.

At Marketing at Retail 2010, marketing experts will present their know-how and their solutions in the course of a series of plenary conference sessions devoted to specific themes. The aim of these is to help advertisers get to know their consumers better, to evaluate the impact of their actions and so to optimize their point of sale marketing strategies.

The point of sale, a major factor in the act of purchase

With the multiplication of communication channels (post, Internet, point of sale, telephone...), today's consumers are suffering from advertising overload and exposed to a barrage of information. This situation has caused consumers to alter their behaviour as well as what motivates them to make purchases as they search for the best prices, the widest choice and to save time...

With over half of purchases decided on at the point of sale, it retains its crucial role in guiding the final choice of consumers and this makes the study of consumer behaviour at the point of sale and the processes involved in consumer decision making essential to advertisers.

"A precise understanding of the behaviour of shoppers is fundamental to identifying the marketing actions that are most relevant at the point of sale. To this end, solutions now exist for the accurate study of the purchasing behaviour of shoppers in situ. Using this understanding, the most relevant point of sale marketing strategies can then be identified and validated. It is necessary to put the shopper back at the heart of the process for the development and validation of point of sale actions.", explains **Patrick Pinard, Director of Development at In Vivo – BVA, a company specializing in mass consumption surveys**

Measuring the performance of point of sale strategies: a key challenge for advertisers

The effectiveness of a point of sale marketing strategy is a priority for advertisers who, today, are investing over one billion euros from their communication budgets in the point of sale and marketing at retail.

In order to measure the impact of marketing strategies, there are several basic steps that advertisers must take in order to achieve their objectives:

> **Evaluating the useful visibility of the brand and its product or products**, a prerequisite for any measurement strategy that involves identifying several key indicators: location of a point of sale, the space that it occupies in the sales space, the relevance of the messages for the consumer, understanding of the usefulness of the product and its benefits, repetition of the point of sale messages over time for a better identification of the brand and the coherence of its messages...

> **Understanding the sales trail of the consumer**, with the challenge being to identify all the points of contact between the consumer and the products – posters, shop windows, events, points of sale, screens, mobile marketing... and to determine the techniques for measuring effectiveness for each of these points of contact: audience measurement, traffic counting, eye tracking, ROI calculation...

> **Calculating the profitability of a marketing at retail operation** using methods inspired by direct marketing applied to the point of sale by placing data at the centre of the measurement techniques: percentage increase in visits to the physical site, increase in sales, gain in market share.

"Because point of sale marketing inevitably involves measurements – whether it is of the ROI, the visibility, the quantified data, consumer benefits... - it is very important for companies to have effective measurement solutions that enable them to direct and master their strategies. The challenge for advertisers is to integrate point of sale marketing and the measurement of its performance into their overall marketing strategies." explain the **3 partners "Measurement and Marketing Performance": the Marketing Site, AID and Marketing Measurement.**

**In order to deliver the keys to success to professionals
two dedicated plenary conference sessions
are being staged at Marketing at Retail:**

> **Wednesday 31 March, 2.00 – 3.00 p.m.**

CP4 – Who is my shopper? How does he or she behave?

Understanding the shopper, the key to marketing innovation at the point of sale

It is important to understand the state of mind in which the shopper has entered, what happens during the visit, and to analyse the mechanisms for success that allow the basket to be filled, the image enhanced and loyalty increased. Although this exploration of shopper behaviour is recent it has now been fully mastered through innovative investigative methods (behavioural observation, eye tracking, experimental shops,...). This conference will reveal how today manufacturers and distributors are basing their retail marketing innovations on understanding the shopper.

> **Thursday 1st April 10.00 – 11.00 a.m.**

CP5 – The challenges of measuring point of sale performance

Although it is true that the brands are investing massively in livening up points of sale and promoting them, it nevertheless remains the case that every euro invested in such communication must generate a significant return on investment that it is evaluated. Measuring the performance of the point of sale means taking into account all its communication actions and studying their impact on sales. Sales pressure, point of sale, promotion, sales events, merchandising, all are measured. What are the indicators that should be taken into account, the measurement tools and techniques that should be used? What percentage of the marketing budget should be devoted to measurement?

An up to the minute review of the challenges and the measurement techniques for points of sale working for your marketing and sales strategy.

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