

# Sector Spotlight: Retail US

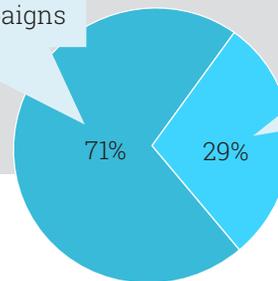
## INSIGHTS FROM THE NEW ADVERTISER PERCEPTIONS STUDY COMMISSIONED BY 4C

**Making Audiences Actionable: Envisioning A Frictionless Cross-Channel Advertising Future** is a new study of 300 advertising decision makers across the US and the UK commissioned by 4C Insights and Advertiser Perceptions that charts the post-disruption media landscape, from TV to digital to social and mobile. The research highlights how industry players are navigating today's fragmented channels and platforms with an eye towards how audience-based strategies and tools will take planning and buying into a cohesive and measurable future.



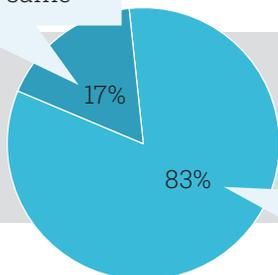
100% of the US retail marketers surveyed currently either use cross-channel campaigns (71%) or plan to use them in the next year (29%).

Advertisers using integrated, multi-media campaigns



Advertisers planning to go cross-channel within the year

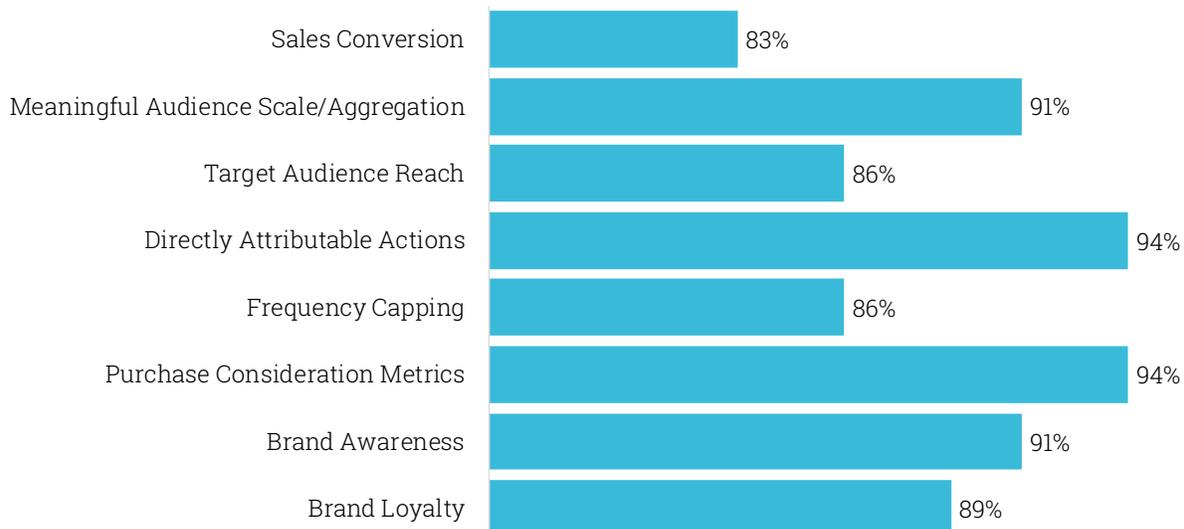
Expect cross-channel budgets to remain the same



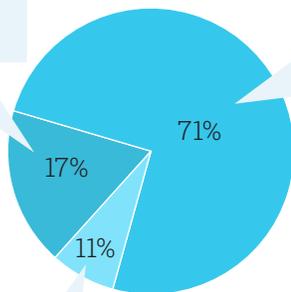
Expect cross-channel budgets to increase

Furthermore, 83% plan to increase their cross-channel advertising budget allocation over the next year.

With regards to improving marketing performance, US retail marketers reported that cross-channel audience-based marketing either somewhat or greatly improved key performance indicators (KPIs) such as Brand Loyalty (89%), Brand Awareness (91%) and sales conversions (83%). 86% agreed that this approach also improved target audience reach.



Expect accelerated growth in cross-channel audience-based marketing



Expect steady growth in cross-channel audience-based marketing

Don't expect cross-channel to catch on

When asked about the growth of cross-channel audience buying, 17% of respondents expect to see either steady or accelerated growth over the next 12 months and 71% agree that over the next three years, this marketing approach will surge and make up a larger share of campaigns.

### Making Audiences Actionable

ENVISIONING A FRICTIONLESS CROSS-CHANNEL ADVERTISING FUTURE

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Published June 19, 2018. Updated June 28, 2018.

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Download the white paper, [Making Audiences Actionable: Envisioning A Frictionless Cross-Channel Advertising Future](#) to read the full coverage of this study with more charts and insights from VP Business Intelligence at Advertiser Perceptions, Justin Fromm.

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