

TODAY'S RETAIL:

A CHANGING
MARKETPLACE

DESCIFRA



IS YOUR COMPANY READY?



In the United States alone, e-commerce grew more than three times as **fast from 2019 to 2020 as it had in the past five years**, as more consumers are willing to buy products before they even try them.

Source: eMarketer

INDUSTRY TODAY

Several industries were affected by the pandemic that took place worldwide. But there **was no industry more affected than the retail industry**. It forced it to reinvent itself and join the digital transformation train at record speed to satisfy consumer needs, thus pushing companies to learn more about market behavior and continue advancing in the so-called **“new normality.”**

Undoubtedly, the industry needs to consider technology as a fundamental tool for the correct use of opportunities.

For online retailers, connecting customers to relevant products can help them stay competitive, as more than **30 percent of online shoppers “bounce”** from an e-commerce website if they can't easily find what they're looking for right away.

Source: McKinsey



THE CHALLENGES FOR THE RETAIL SECTOR?

A changing market. Many companies have seen their revenues decline due to changes in consumer behavior, the forced closure of physical stores, travel bans, or delays in adopting new technologies.

Several studies speak of consumer behavior and habits changes, which companies must seize to stay in the market. To do so, companies must transform themselves and stay informed about the needs and changes that continue to occur. Adopting these changes and embracing the advantages and benefits of new technologies will consolidate and expand their market.

Digital sales are expected to reach more than USD \$4.5 billion by 2021.



The big question to ask in marketing, administration, investment, expansion, etc., is: what are my customers looking for? Which exposes the perfect understanding of the business and makes sense of the products/ services provided to the market they want to address. In addition, companies must become omnichannel; their consumers have to have various means of digital contact to meet their needs and stay informed.

To achieve this and deliver that wow factor, companies within the sector must have an integrated strategy to answer questions such as: Where is my market? How have my customers' consumption habits changed? Where should adjustments be prioritized? What are the new market trends? These questions should be considered as a basis for focusing efforts and achieving the company's success.

Today our platform:

- **+5,000 active users**
- **8000 predictions per year with a 93% accuracy rate**
- **120 million data processed daily**
- **+100 satisfied customers**



A technology-based on **market intelligence** that focuses on collecting, analyzing, and providing accurate information to make reliable and solid decisions to manage business opportunities and determine strategy and metrics necessary for market development is of great value for companies.

At **DESCIFRA**, we have identified the main needs of the **RETAIL** industry

- » The influx of each point of sale by the hour, day, month, or season.
- » Peak demand periods.
- » Predict the maximum sales potential of each branch or KPI according to geographic location.
- » Customer behavior.
- » Prioritize spending decisions that improve the company's positioning strategically.
- » The maximum number of points of sale to be opened without being cannibalized.
- » Invest in new points of sale according to the company's needs or plans.
- » Identify the most frequently used origin-destination routes to solve logistics problems.
- » Discover, understand, and analyze consumer trends near branch locations, POS, or customers.
- » Track competitor's site.

All of the above and more is possible with **DESCIFRA**, a Market Intelligence SaaS, which focuses on providing information that allows you to know the market, reach customers, predict sales, and grow the business through geography and predictive models that combine data from the physical and digital world.

It is a platform that allows you to interact with your information and of the market in an agile way **for better decision-making and generating strategies** through a global perspective, in a processed manner, and thus minimizing costs, but above all, risks.

» We do not sell data. We sell information. «



**WHAT IS YOUR PLAN
FOR THE NEXT YEARS,**
when things have changed?

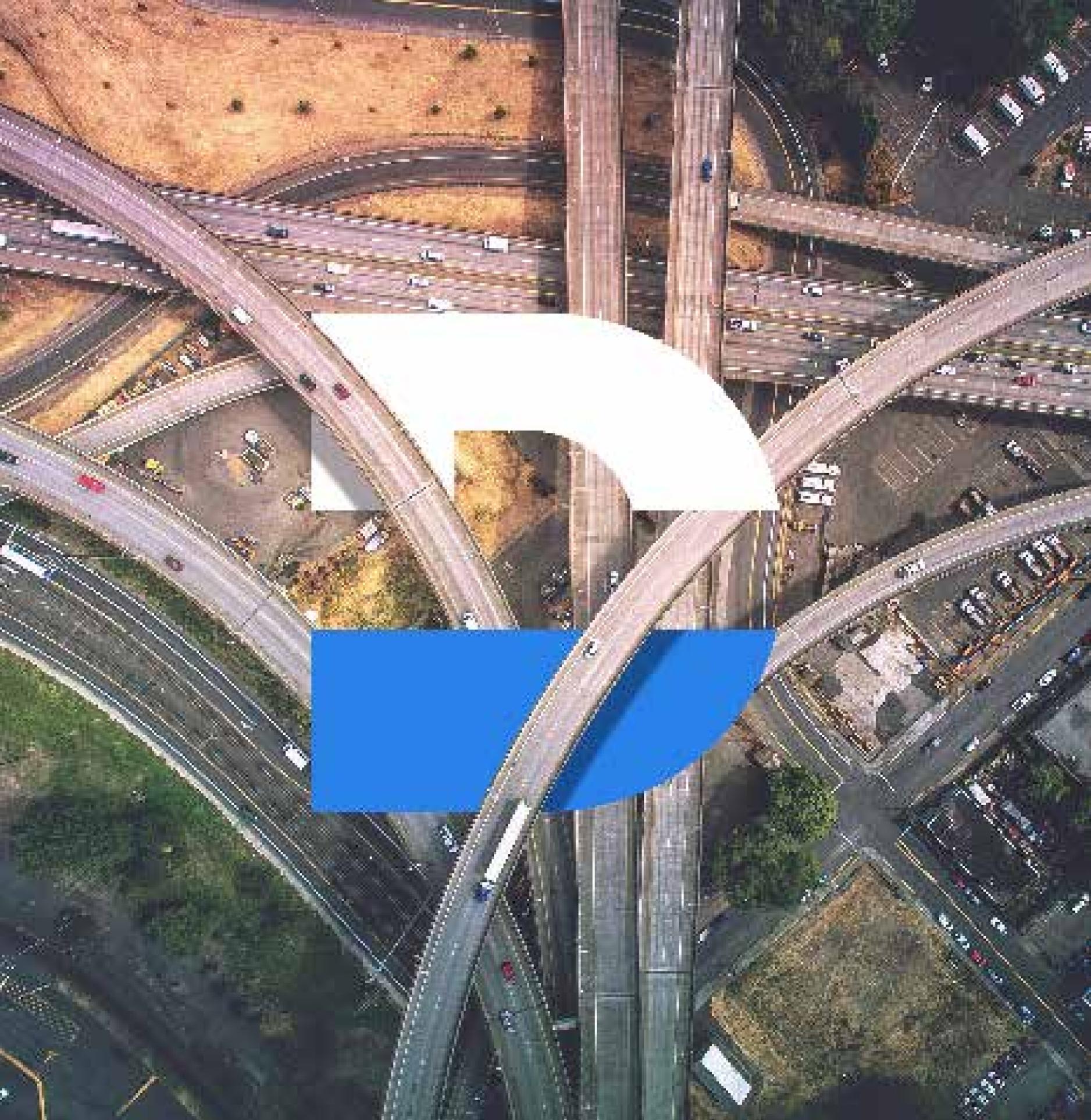


75%

will be able to personalize
the customer experience
in the shops.

“Micro-location will be used to capture more data, achieve greater accuracy and customer information.”

Retail Vision Study



Schedule an appointment with a
DESCIFRA expert today.

**YOUR MARKET HAS A LOT OF
INFORMATION FOR YOU**

GET A FREE TRIAL

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