

4i's Colin Hare Delivers Retailer Insight on Analytics and Strategy for Shopper Technology Institute

Hare's article reveals thought-provoking approaches to successfully understanding shoppers with new technology-driven strategies and smart analytics

DEERFIELD, IL, USA, September 9, 2014 /EINPresswire.com/ -- [4i](#), a growth and foresight analytics firm dedicated to helping clients uncover and execute growth opportunities, announced today that [Colin Hare](#), Senior Vice President, Growth Solutions at 4i, recently published his groundbreaking article, "Keys to Successful Manufacturer and Retailer Collaboration," for [Shopper Technology Institute](#). Shopper Technology, a leading resource for CPG and Retail executives, focuses on strategies, tactics, technologies and solutions to engage shoppers, analyze their behavior, and enable trading partners to improve their operations.

In the article, Hare notes that the retail environment has changed as shoppers become smarter and more informed than ever, and manufacturers and retailers must meet these new challenges with more focused, analytics-driven tactics. "Retailers are facing intense pressure to perform where opportunities are slim and challenges are pervasive," said Hare.

With more channel partners shifting to value-oriented retailers, and the emergence of online and specialty channels competing against traditional outlets, the battle for market share has intensified.

Shoppers are looking for more personalization and customization, and increasingly want to control the dialogue with retailers. To meet this demand, retailers are responding in analytics- and technology-driven ways, to deliver a more specialized assortment of products targeted to the customer's needs. Retailers are increasingly using analytics and technology to communicate with and learn more about shoppers.

In addition, more retailers are using mobile platforms but at the same time, notes Hare, "It's not about 'ecommerce vs. offline' anymore. Retailers who successfully integrate the look and feel of their physical in-store experience with their virtual presence will have the upper hand in branding." In addition, retailers are becoming smarter about how to use social media to gain a deeper



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understanding of the customer, and to drive awareness.

Hare offers specific insight into how retailers need to continue their momentum to capture emerging opportunities. Three key areas Hare highlights in his article include an increased level of customization, customized drivers such as product assortment and a unique shopper experience, and the need for stronger, more action-oriented analytics to identify opportunities. Hare recommends that retailers look for more precision in their strategies, and focus on shopper activation through unique solutions, products, and best practices.

About 4i

4i's forward-looking, predictive foresight analytics driven approach helps clients uncover future growth opportunities, size future demand, develop successful growth strategies, and identify new innovations to succeed in tomorrow's marketplace. The company's foresight analytics have been proven over time to deliver consistently accurate results that help clients realize unparalleled growth opportunities. For more information on 4i, please visit <http://4igrowth.com> or contact Eugene Roytburg, Managing Partner at 630 640-3496.

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