

Winning the holiday peak season with Omnichannel Analytics

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JCPenney: Founded in 1902

GOLDEN RULE STORE.

Golden Rule:
Treat
customers
the way you
would want to
be treated!



JCPenney: Iconic Catalogues (from 1965)



JCPenney: Launches website in 1994!



JCPenney: Terminals with e-comm capabilities



JCPenney: Reimagined (2002)



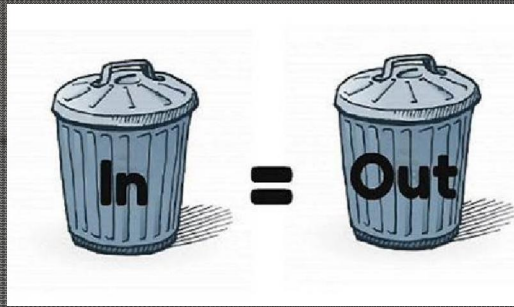
**REIMAGINING A 100
YEAR OLD RETAILER**

JCPenney: Strategic Framework



Omnichannel Analytics: Then

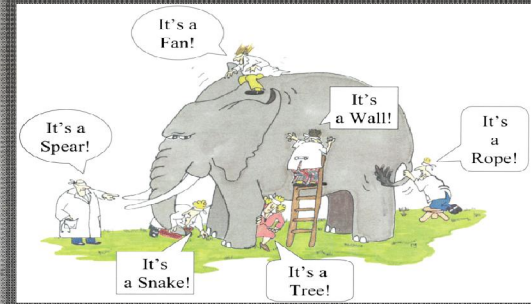
Challenges @ JCP



Data Integrity



Major tool limitations

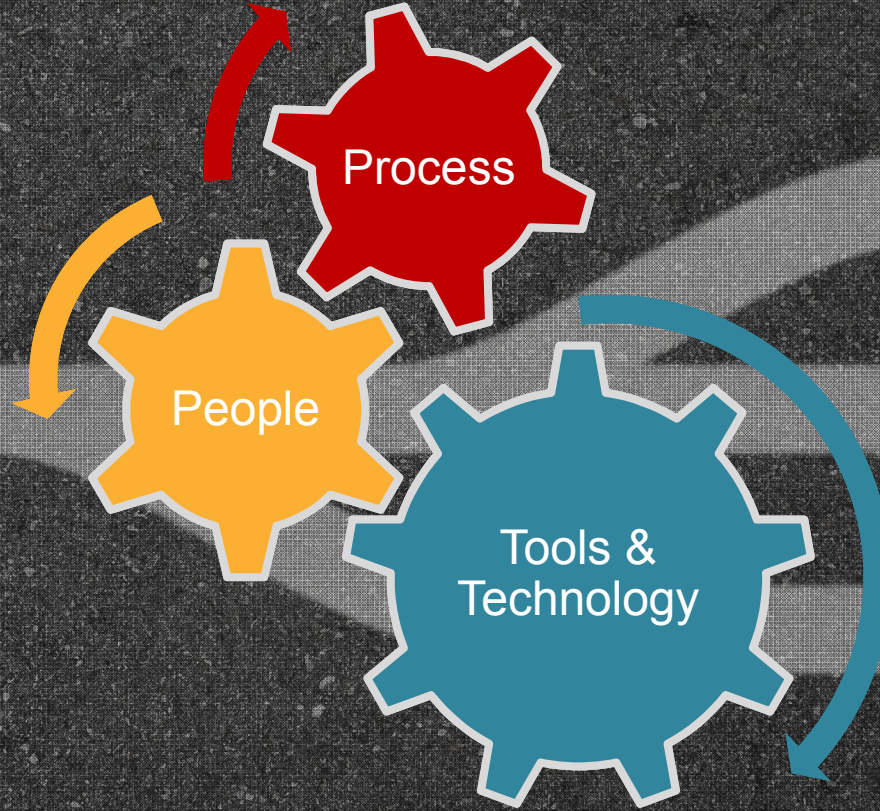


Inconsistent reporting



Lack of analytics support

Path to Analytics Excellence – 3 Areas of Focus



- Data Integrity
 - Governance
 - Training
 - Automation
-
- Hire strategically
 - Coverage and velocity
 - Technical acumen and Diversity
-
- Web Analytics
 - Big data lake
 - Visualization tools

Omnichannel Analytics: NOW

DATA INTEGRITY

Consistent data capture,
integrity and quality



NEW TOOLS

Managing by leveraging
analytics technology

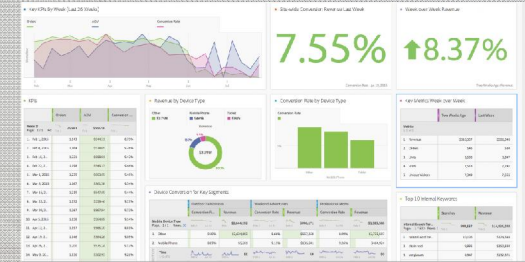


Adobe
Analytics



DASHBOARDS

Active, granular monitoring of
omnichannel KPIs



COMPETENCE

Building a global analytics practice



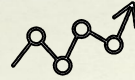
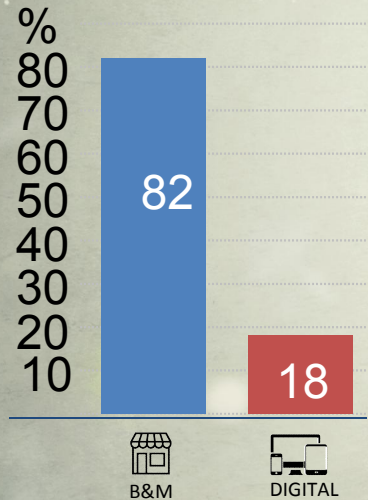
Holiday Peak Season for Omnichannel Retail

Holiday peak season – change of spending YoY

Digital Commerce Accounts for the Vast Majority of Sales Increase



% of Total Consumer
Discretionary Spend



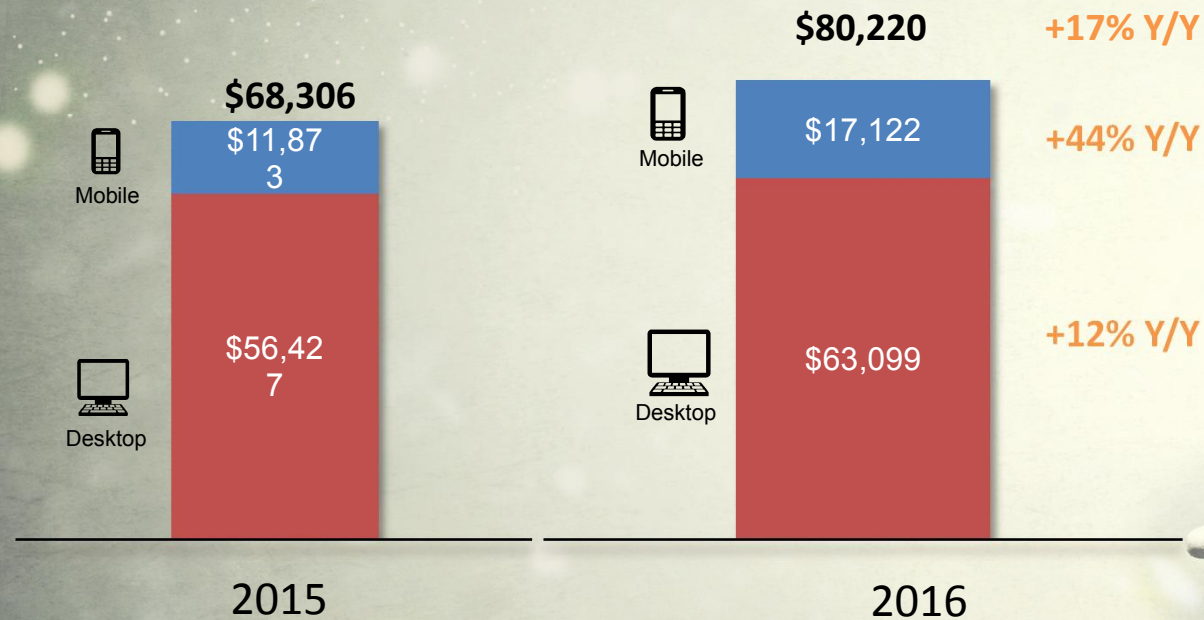
Growth Points
+3.6%



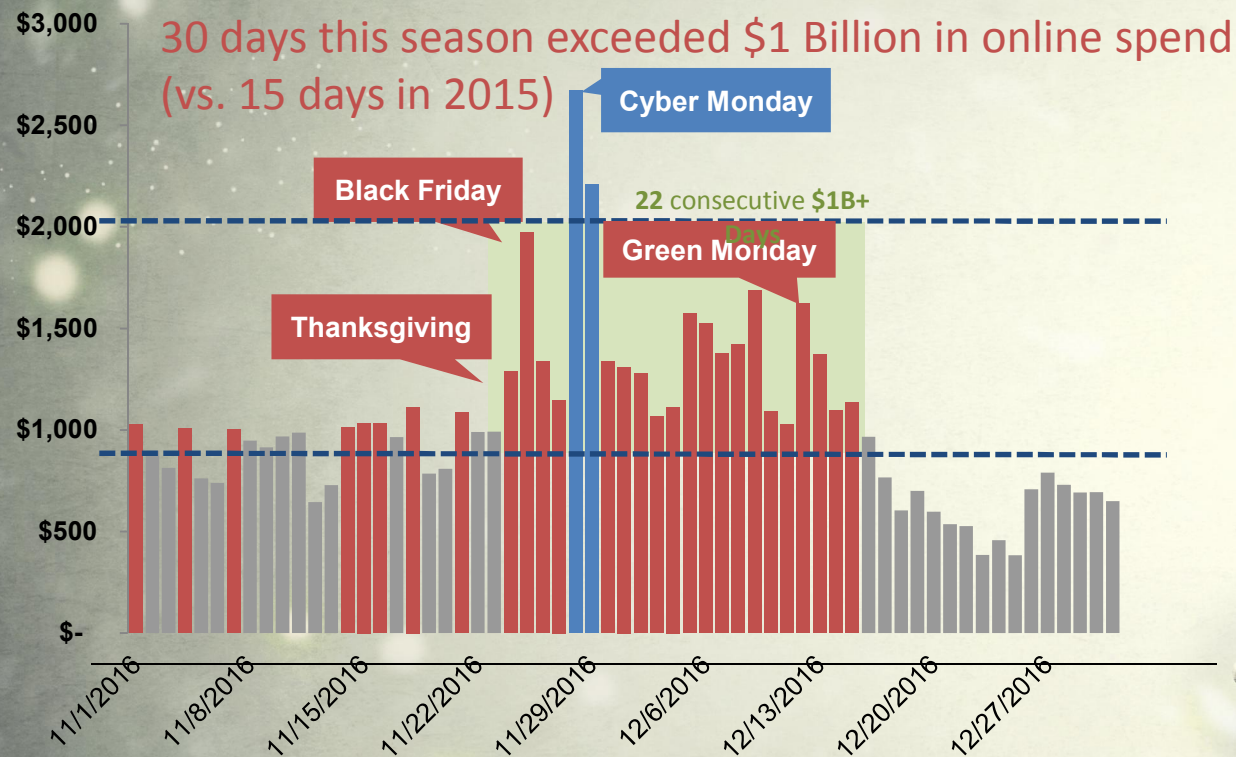
* Source: comScore e-Commerce Measurement ** NRF



Online Retail Spend - Full Holiday Season (2015/2016)



2016 Holiday Spending (Desktop eCommerce by day)



Source: comScore e-Commerce Measurement



Winning the Peak Season with Real-Time Analytics

(here are the killer moves)

#1 - Serve Dynamic Content Based on User Behavior

- JCPenney implemented a DYNAMIC HOMEPAGE GRID

TEST

First launched grid functionality Nov 20-22 to test indexing

AT FULL SCALE

Total of 32 slots and 64 offers, across all platforms

DECISION MAKING PROCESS

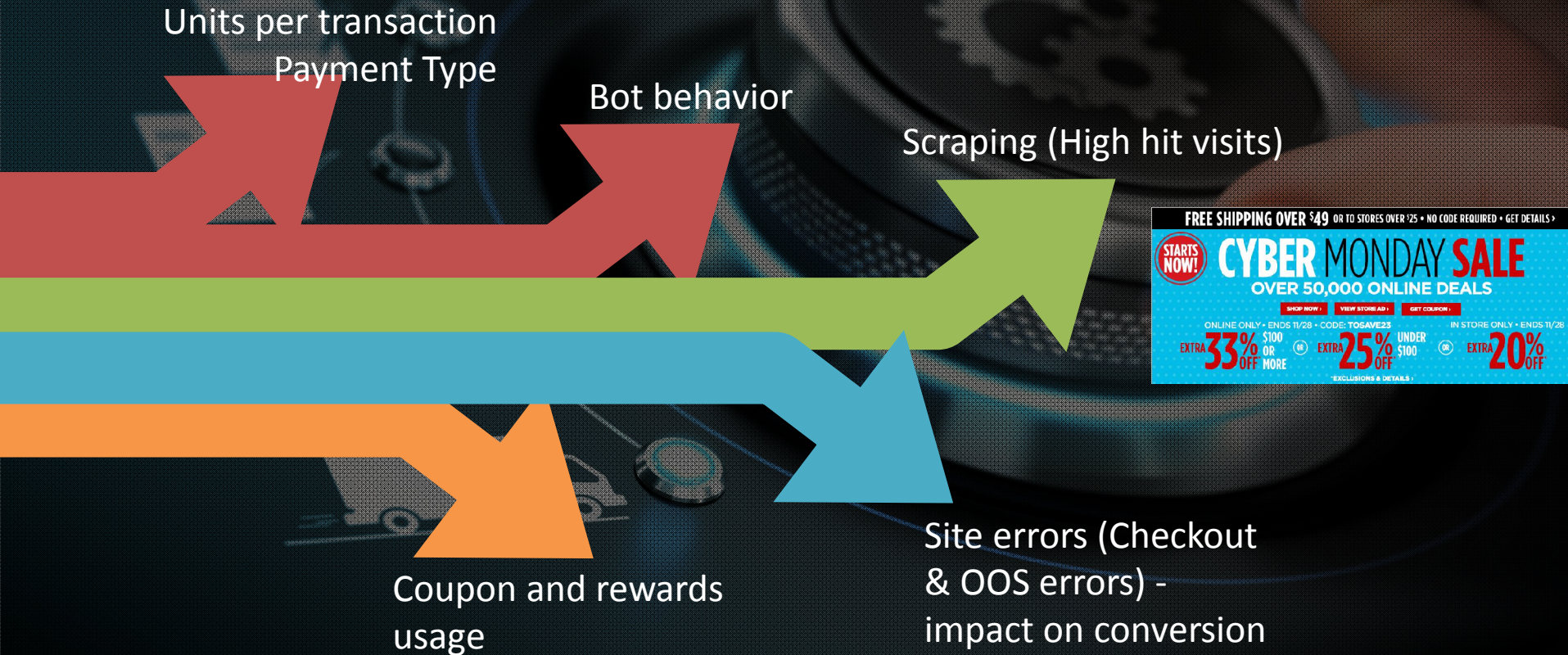
- DRIVE URGENCY through “almost gone”, “sold out” labels on low inventory and high demand offers
- SERVE AND RESEQUENCE OFFERS based on performance index (CTR, conversion, revenue participation, inventory position), near real-time

GOALS/KPIs

Incremental sales & conversion



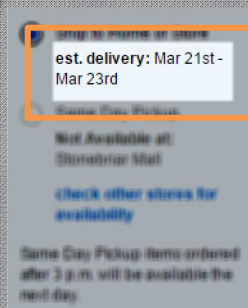
#2 - Active monitoring of fraud, site errors and coupon usage



#3 - Use Inventory data to improve digital experience

- LIVE inventory data - improving website features and PDP content
 - Drive urgency on PDP Pages
 - Drive urgency during highly promotional periods
 - Remove listings from search results, list pages, recommendations etc.
 - Make customers aware of shipping timelines for backordered items

Examples



#4 - Use Inventory data to improve store experience

Make every possible sale!



PREDICTIVE MODELS



PAST FULFILLMENT DATA



SPECIFIC PROMOTIONAL
MESSAGING

1

Serve
Dynamic
Content
Based on
User Behavior

2

Active
monitoring of
fraud, site
errors and
coupon usage

3

Use Inventory
data to
improve
digital
experience

4

Use Inventory
data to
improve store
experience



Thank you!