

# **Analytics Are Critical to Measuring Success, Yet 92% of Companies Surveyed Are Not Completely Satisfied with Their Tools in Place**

*Synchrony Financial releases insights into strategies available for retailers*

STAMFORD, Conn.--(BUSINESS WIRE)-- Communicating with today's shopper requires an understanding of the channels and devices they are using to interact with retailers, and knowing how to properly measure the effectiveness of those channels and your marketing message.

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Yet, an online survey conducted this month by Synchrony Financial, in conjunction with the National Retail Federation's *NRF SmartBrief*, found 92% of respondents are not completely satisfied with the analytics tools they have in place to measure results and impact sales.

The survey results underscore the need for retailers of all sizes to effectively analyze data to measure success and impact behavior. Analytics tools can help companies gain actionable insights to engage with consumers through the right channels and help improve or maximize marketing campaign performance and sales.

"As the number of purchasing methods expands along with the amount of data available on consumer behavior, a company's measurement tools need to be more sophisticated to keep pace," said Toni White, chief marketing officer, Synchrony Financial. "Measurement is a critical component in marketing, and there are powerful tools that can be deployed across all campaigns to influence strategy and drive improved results."

The *Analytics Toolkit for Retailers* white paper, released today by Synchrony Financial, outlines five critical strategies to help a company gain insights into their customers' behaviors and buying habits – so marketing resources and budgets can be focused for the greatest impact.

1. **Targeting and Predictive Modeling:** Focus efforts to drive maximum impact
2. **Contact Management:** Track and refine the number of customer interactions for optimal response
3. **Channel Optimization:** Contact and engage customers through their preferred channel
4. **Segmentation:** Understand each unique audience segment for customized

communication offer strategy

## 5. **Media Mix Modeling:** Optimize results by adjusting the media mix

These insights are the result of Synchrony Financial's learnings derived from working across multiple clients over many years. The concepts have been tested across a variety of small and large retailers. The learnings are then applied to drive marketing strategy, improve portfolio results and grow incremental sales. Synchrony Financial uses analytics to drive customer and business strategy, and measure the results and impact. Toni White added, "We are constantly seeking to leverage new tools, techniques and strategies that help our partners grow."

The development and implementation of a strong analytics toolkit helps maximize the effectiveness of marketing programs. It begins with setting up the right measurement strategy to uncover incremental gains for all marketing initiatives.

The "Analytics Toolkit for Retailers" white paper and other retail and shopper insights can be viewed at [synchronyfinancial.com](http://synchronyfinancial.com) through the "Featured White Papers" link at the bottom of the home page, or in the "Insights" link under the "News" tab at the top of the page.

One-hundred thirty-five companies participated in the online survey distributed to *SmartBrief* subscribers, including top chains, specialty stores and online retailers in the United States.

## **About Synchrony Financial**

Synchrony Financial (NYSE: [SYF](http://NYSE:SYF)) is one of the nation's premier consumer financial services companies. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables.\* We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' over 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Synchrony Financial (formerly GE Capital Retail Finance) offers private label and co-branded Dual Card™ credit cards, promotional financing and installment lending, loyalty programs and FDIC-insured savings products through Synchrony Bank. More information can be found at [www.synchronyfinancial.com](http://www.synchronyfinancial.com), [facebook.com/SynchronyFinancial](https://facebook.com/SynchronyFinancial) and [twitter.com/SYFNews](https://twitter.com/SYFNews).

\* Source: The Nilson Report (April, 2015, Issue # 1062) - based on 2014 data.

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