



**SCALE UP YOUR
DIGITAL
COMMERCE
GROWTH**

TAKE FLIGHT WITH
THE ACCENTURE
DIGITAL COMMERCE
CONTROL TOWER.



DIGITAL COMMERCE ANALYTICS

UNDERSTANDING THE NEW AGE CONSUMER

The behavior of today's consumers is changing fast. One striking development in the pattern of consumer behavior is the upsurge in digital commerce. This has created dynamic new marketplaces and, with that, changing digital commerce platforms and solutions. Whether they engage physically or digitally, consumers expect a seamless experience. Analytics and advanced computing techniques enable personalization, quick payment, fast delivery and omni-channel processes. They do this by capturing critical micro moments in a consumer's decision-making cycle, through harnessing the increasingly large amount of data we can gather on a consumers' behavior (e.g. search, social, geo-tagged sensors, payments, shopping carts, speech). This is what creates the magic behind new, hyper-personalized experiences, offering consumers what they want, when they want it and now, even before they want it.

Accenture's advance digital data analytics, predictive data analytics and artificial intelligence (AI) solutions are transforming B2C and B2B organizations, allowing them to keep pace with the accelerating evolution of disruptive digital commerce platforms, helping businesses grow rapidly.

Analytics enable cross-functionally decision-making processes across the pillars of the Accenture Digital Commerce Tower. It enables companies to address digital consumers' shift from brand loyalty to their seeking solutions at each 'micro moments' along their purchase journeys.

Accenture's AI solution and Natural Language Processing (NLP) technology, helps process written and spoken text, and employs machine learning algorithms to discover and predict potential future behavior.

Using analytics, Accenture can help companies to further optimize their social media marketing, ensuring the best possible investment in social media ads, location-based marketing and omni-channel analytics. Digital profiling allows for greater personalization and marks a shift from demographic based profiles to behavior based clustering, creating responsive web content informed by consumer behavior and preferences. Companies are opening avenues to the use of social commerce by posting and selling their items directly through social networks such as Facebook, Instagram and Twitter, where content and text analytics are used to ensure a curated shopping experiences.

Accenture has developed analytics solutions for clients across UX and web analytics by analyzing search patterns, web behavior and preferences of their customers and visitors through their movement across different touchpoints.

Accenture analytics is playing a key role in connected commerce, which is rapidly gaining pace in the IoT ecosystem. Accenture has pioneered the use of data and advanced analytics to improve commercial productivity in several areas. These range from automatic restocking, predictive maintenance, optimizing product prices, marketing measurement and supply chain management.

Accenture is also helping companies with fraud detection by using predictive analytics to detect high-risk factors and patterns, allowing companies to identify, prevent and react faster and more effectively to risk.

Analytics is driving the next generation of smart digital commerce. It brings together personalization, easy and intuitive user interfaces, seamless omni-channel interaction and an integrated customer experience. Analytics is enabling companies to carry out more efficient and effective digital marketing, take control of their supply chain, generate demand and manage their digital commerce operations. Accenture's expertise in new age digital commerce analytics is helping organizations meet the growing demands of the new age digital customer.

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