



Omnichannel Analytics: Why 74% of Companies Fail to Deliver the Expected ROI



Omnichannel state of mind

If you promote your product across several channels or have multiple touchpoints across your sales funnel, you're probably knee-deep in marketing data.

Tens of marketing channels entwine to form a single ecosystem, where prospects interact with the brand, make purchase decisions, share their experiences, and more.

Over **80% of consumers¹** use both online and offline sources to research a product and make a purchase.

The same survey states that users interact with **at least three touchpoints** in the digital space or **1.7 touchpoints** when researching the product offline.

It might seem that the more channels you opt for, the better the outcomes of your campaigns. However, things aren't that simple.

The thing is, **prospects have different levels of trust depending on their age and advertising channel²**. Millennials and Gen X trust advertising the most, while Gen Z and Boomers have the least trust.

The same study shows that consumers trust the recommendations they get from people they know the most (89%). On the other hand, 38% of prospects don't trust online banner ads.

That only means one thing. **While designing an omnichannel strategy, you have to know your target audience and wisely choose your marketing channels** instead of using every single channel that comes to mind.

Every industry can benefit from omnichannel marketing, but at the moment, there are some industries that yield the highest profits from omnichannel campaigns.

One of them is the retail industry. Omnichannel strategies drive 80% more incremental store visits³, skyrocketing retail companies' profits.

Forecasters expect multichannel sales to make up close to 46% of all ecommerce sales by 2023⁴, up from 40.3% in 2019. That said, nonstore retailers will still dominate with over 54% of the market and sales approaching \$687 billion.

No wonder **87% of retailers⁵** consider an omnichannel approach the key to growth and success.

Yet, almost half of retailers (45%)⁵ say they can't unleash the full potential of their omnichannel marketing strategy because they can't integrate new channels into the global strategy.

Therefore, **74% of companies⁵** don't get the desired profit from their omnichannel strategy or can't generate any profit at all.

Omnichannel marketing is more than just dull banners and texts. We've drawn up this guide to **help you build consistent messaging across your channels, interact with your audience, and establish vital analytics for each of your chosen channels.**

1- According to a study carried out by Google CEE and IPSOS

2- Nielsen 2021 Trust in Advertising Study

3- According to Think with Google

4- According to eMarketer

5- Brightpearl Omnichannel Study

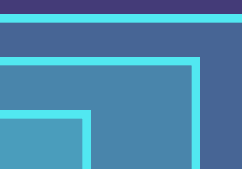
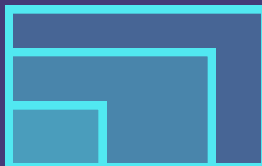


Table of contents

What is omnichannel analytics?	3
Why is omnichannel analytics important?	5
Omnichannel analytics use cases	6
How to build omnichannel marketing analytics?	8
ETL processes for omnichannel marketing analytics	10
Setting up omnichannel marketing analytics with Improvado	12



What is omnichannel analytics?

Omnichannel analytics uses customer data gathered across all your channels to create a holistic picture of your marketing performance, improve user experience, and optimize business processes.

The idea behind omnichannel analytics is to aggregate data from fractured sources to extract useful insights about consumer behavior and find the touchpoints that drive the most sales.

Without omnichannel analytics, marketers can't say for sure which touchpoint motivates customers to buy a product.



WITH



WITHOUT

Let's consider the following example of a toothbrush manufacturer.

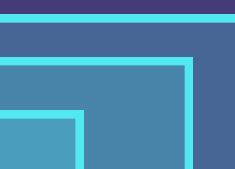
The Superbrush brand caught the prospect's attention, so **they added the toothbrush to their wishlist**. Several days later, while **searching for "Top 10 toothbrushes according to dentists"**, the **user notices Superbrush's paid ads** and proceeds to the brand's website to learn more about its products.

A week later, our **user gets a reminder from Amazon** about the toothbrush on their wishlist but they don't pay attention. **Eventually, they purchase a Superbrush toothbrush in a local convenience store.**



Is it fair to say that offline conversions are the main sales drivers for Superbrush?

Of course not. If the company excludes all of the previous steps from the customer journey, prospects will never know about the brand and will ignore their products in the offline environment.



What is omnichannel analytics?

With that in mind, how can we determine which exact touchpoint leads to a conversion? That's where omnichannel marketing analytics with **attribution modeling** comes to the rescue.

The combination of omnichannel analytics and attribution modeling allows you to see the complete picture of how each marketing channel contributes to your goal.

Let's recreate several steps in the overall customer journey across different touchpoints.

Attribution modeling allows marketers to analyze and assign credit to marketing touchpoints that occur at the specific steps in the customer journey.

Channel	Traffic	Conversion rate	Comments
Branded website	100k/month	0.5%	The website drives more traffic, therefore increasing brand awareness
Instagram	50k/month	1.5%	Instagram's conversion rate is higher since prospects land there after visiting the website
TikTok	30k/month	2%	TikTok drives the most conversions due to its Shopping features and the prospect's awareness level

Suppose you have a clothing retail brand. Users stumble across the company website and learn about your products. Sadly, sales rarely happen with a single touch, and that's why your website has a low conversion rate. But it serves an even greater good. It increases brand awareness.

Later on, prospects who are interested in your product might be browsing through **Instagram** and notice some **influencer or celebrity showing off your clothes** mentioning your brand page or they may have even left a shopping tag. This recommendation from a celebrity drives more trust and desire to own your product. That's why the Instagram account has a higher conversion rate, even though fewer people follow the brand's Instagram account.

Prospects who didn't convert on Instagram may find content around your brand on TikTok. **TikTok is famous for** its capabilities in creating the **user-generated content (UGC)** that is so helpful in promoting your product and gaining more brand-related trust. Having stumbled across a video featuring your brand's clothes in their feed, the user will probably visit your TikTok page and consider purchasing your clothes through TikTok Shopping.

Knowing the sequence of interaction with your channels, you can assign individual functions to them(such as raising brand awareness, customer support, product education, etc.). Also, it helps you understand what features across different channels stimulate sales and how to optimize low-performing channels.



Why is omnichannel analytics important?

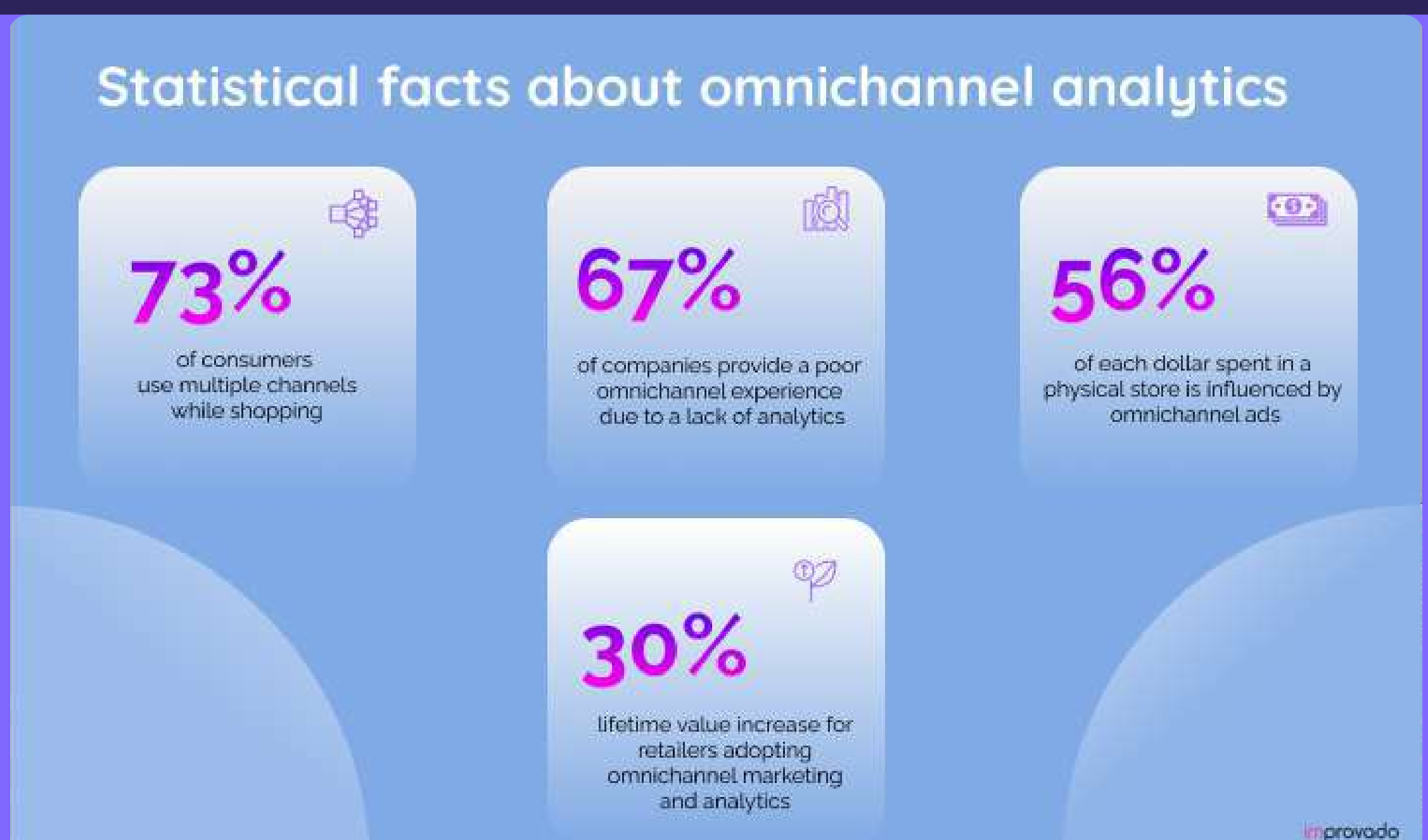
Omnichannel marketing is a vital lead-generation strategy for all businesses. But what's the big deal with omnichannel analytics, and why does it become the main stumbling block in a successful marketing campaign?

At its core, omnichannel marketing analytics shows you which touchpoints across the customer journey do the trick and which channels underperform.

Promoting your product across a multitude of channels requires time, proper tools, and money. **It can be hurtful to see that some of your channels don't drive customers to buy your product.** But it's particularly harmful to be blind to that.

Omnichannel analytics helps you understand which touchpoints generate leads, which of them burn a hole in your pocket, and how you can change that.

If that isn't a good enough reason for you, let's talk numbers!



73% of consumers¹ use multiple channels during their shopping journey. How can marketers measure the effectiveness of each touchpoint without omnichannel analytics?

56% of every dollar spent in physical stores is influenced by omnichannel advertising². Why miss an opportunity to drive more sales? And how can you know which conversions are driven by online advertisement?

1 - According to Harvard Business Review

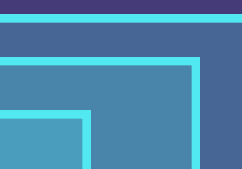
2- According to Deloitte

78% of consumers³ don't get a consistent omnichannel brand experience. And 67% of companies blame the lack of customer analytics across channels for this.

Retailers who adopt omnichannel marketing notice a 30% lifetime value increase⁴. Why miss an opportunity to get more recurring revenue and gain loyal customers?

3 - According to McKinsey

4 - According to Thik Wwith Google



Omnichannel analytics use cases

Retail and eCommerce

The industries that gain the most benefits from omnichannel analytics are retail and eCommerce. Multiple touchpoints across the customer journey and a vast number of marketing campaigns allow retailers to reach out to new target audiences and improve the customer experience.

For example, let's review the case of the Australian department store retailer Myer.

Myer is one of Australia's leading retailers and a pioneer in omnichannel retailing. It has managed to successfully combine physical stores with online shopping platforms—such as eBay, Amazon Marketplace, and their eCommerce website—to promote products to a larger number of customers.

The retailer uses omnichannel analytics to track all sales, orders, and other interactions with customers. By doing so, Myer has managed to improve sales by 74% in just one year!

Gaming

The gaming industry is another field where omnichannel analytics offers a lot of benefits. Gaming companies can't afford to lose players because that would result in an immediate loss of revenue.

Besides, such companies have to precisely track revenue coming from different sources, such as microtransactions, the distribution of physical copies, virtual copies, thematic merchandise, and more.

That's why industry giants rely on omnichannel analytics solutions to track the effectiveness of sales and marketing efforts. For example, Ubisoft, a large video game company, uses Tecsys to deliver a unified shopping experience to players.



Learn how ASUS
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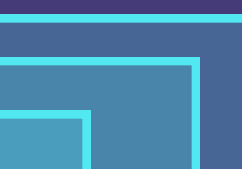
Read more notable omnichannel analytics use cases



Discover Illy's
approach to
omnichannel
analysis

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Explore how USF
achieved 3x ROI
with omnichannel
analytics

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How to build omnichannel marketing analytics

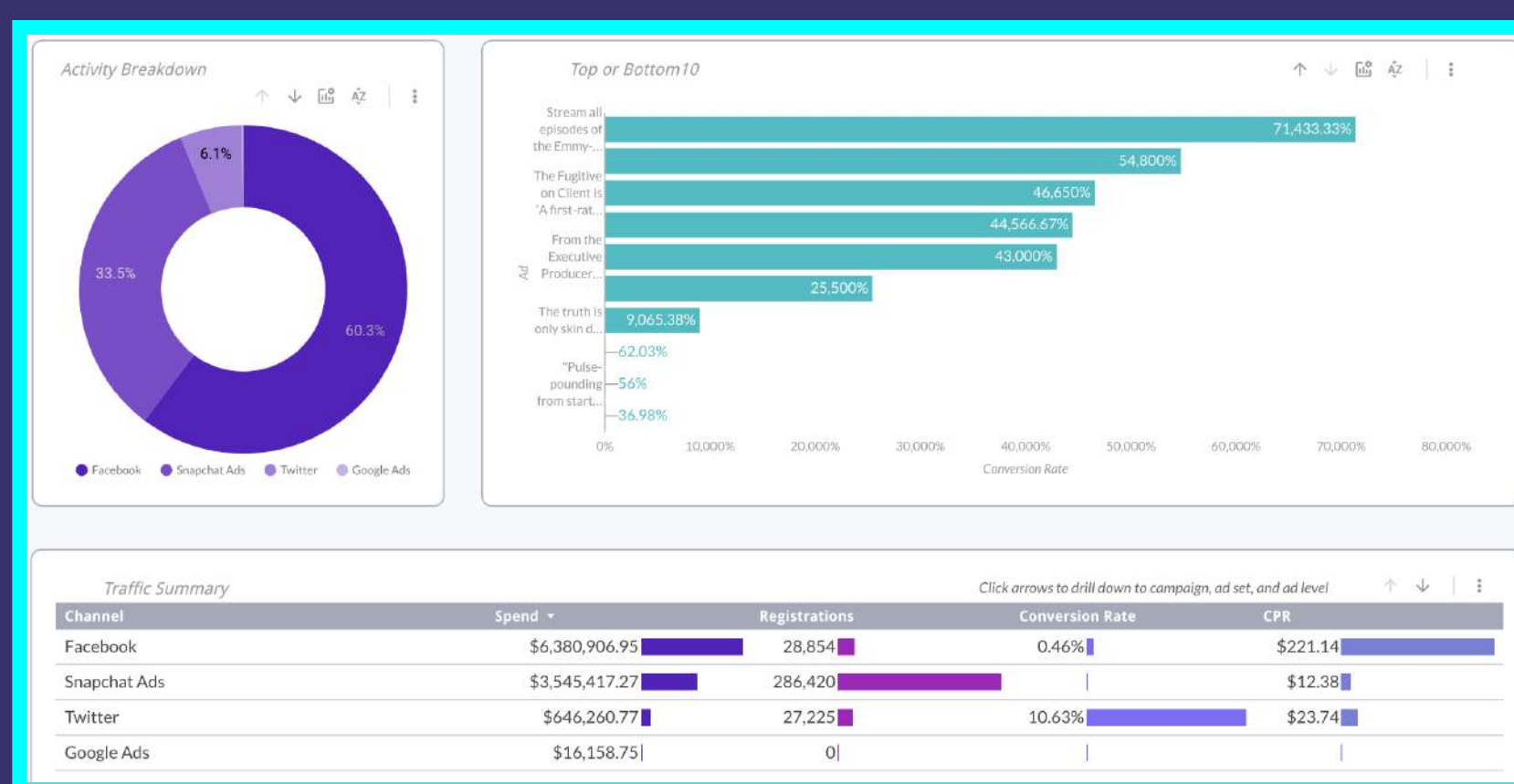
Despite the industry-specific differences, omnichannel marketing analytics share some similar characteristics. Below, we'll go through the different tools and approaches that will help you build a well-performing omnichannel marketing analytics strategy.

Step 1. Set up data visualization

Omnichannel marketing analytics goes hand in hand with data visualization solutions.

Data visualization provides an opportunity to easily monitor all marketing efforts across every channel, analyze what's really happening on different platforms, and take immediate action when necessary.

Tools such as Google Data Studio, Microsoft Power BI, and Tableau are good examples of data visualization solutions that can be used to monitor omnichannel digital marketing, sales, and other processes in your organization.



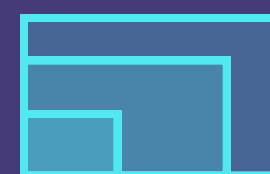
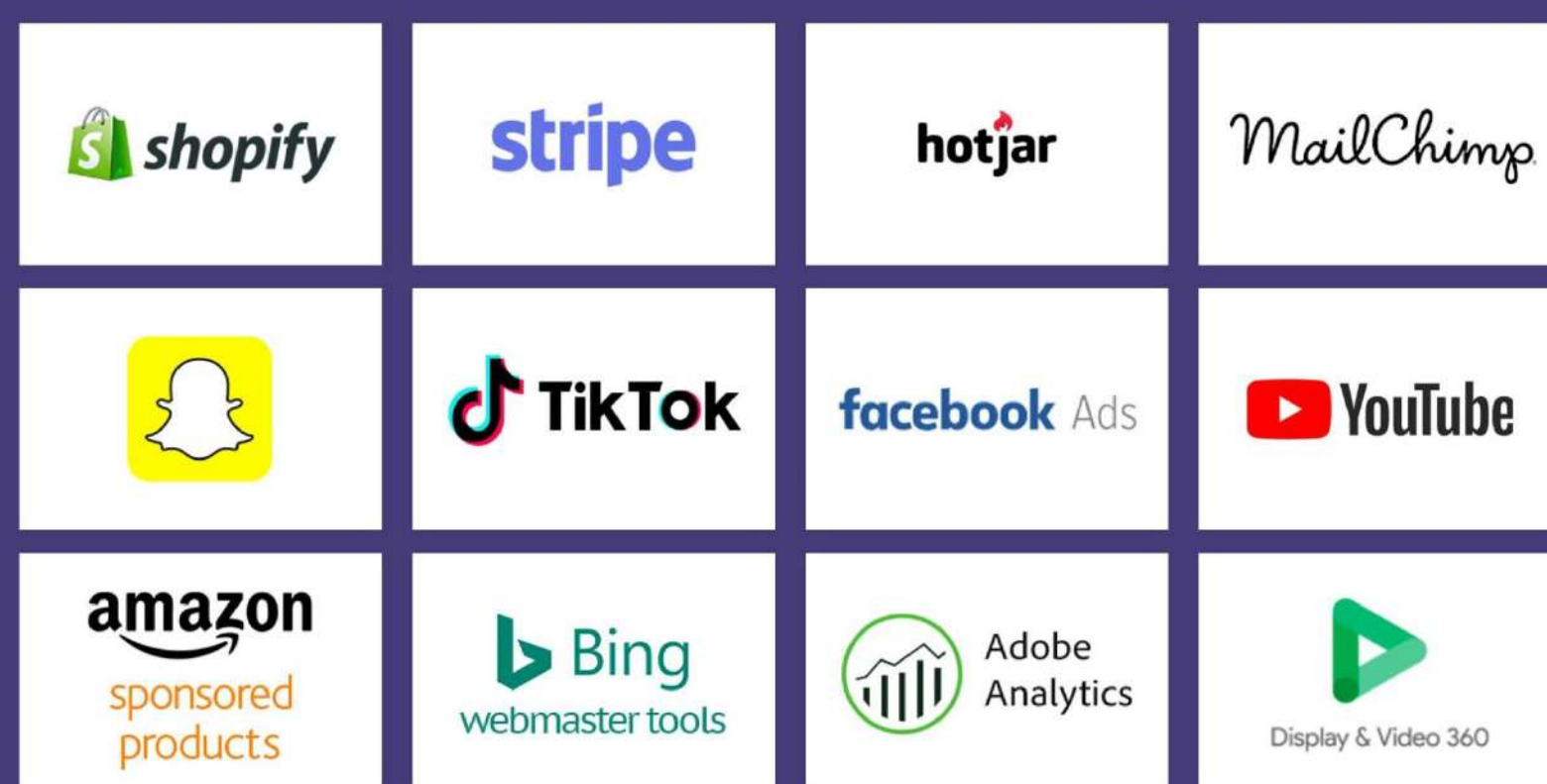
Step 2. Expand your data reach with new sources

When you have an integrated view of all data across your organization, it's time to add new marketing and sales sources and bring them together.

The more channels you target, the more prospects you're going to attract. Plus, potential customers will have the opportunity to learn more about your product from reviews and current customers on the various platforms.

With an ETL system and a properly configured dashboard, it won't be a problem to track the effectiveness of your efforts across tens of channels and identify the best-performing ones.

You can seamlessly promote your product via social media, launch email campaigns, utilize demand-side platforms, develop paid ads, create engaging content, and streamline all performance data via API to your centralized data storage.



How to build omnichannel marketing analytics

► Step 3. Pick your ETL middleware software

Omnichannel marketing analytics is all about data. Marketing and sales data provide some companies with a competitive edge. For others, it provides nothing but a headache. And that's the main reason why companies can't get the expected ROI from omnichannel marketing campaigns.



Marketers fail to deliver the expected ROI because they often don't have a comprehensive picture of marketing performance across all marketing channels.

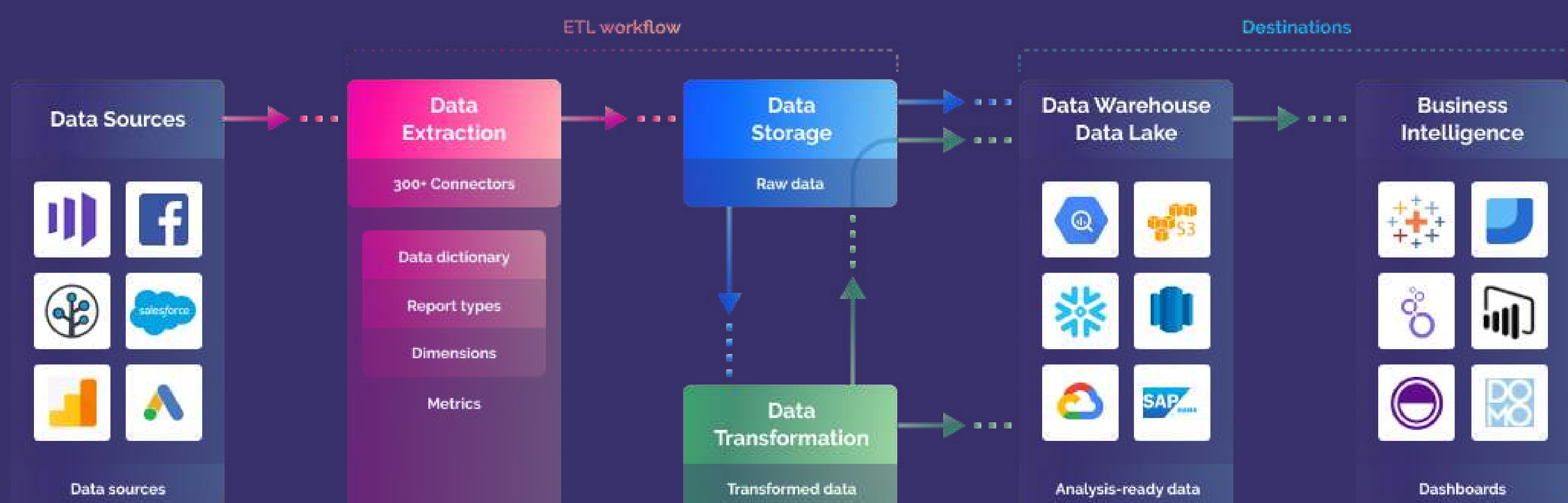
► But why is this happening?

According to Iterable, data silos and the lack of data centralization are the second-largest roadblocks on the way to a holistic omnichannel marketing strategy. In fact, 65% of marketers experience problems with data centralization.

While some companies don't have the required talent to build a unified data infrastructure, others lack the resources required for costly software development.

However, third-party ETL software solutions are steadily changing this situation.

ETL (extract, transform, load) is a process your data has to go through before you can analyze it. The first step is to pull the data from several sources, then transform it into a new format, and finally import it into a data warehouse. With a centralized data warehouse, your data will be immediately accessible to marketers, analysts, and any other employee who might need it.



How to build omnichannel marketing analytics

ETL processes for omnichannel marketing analytics

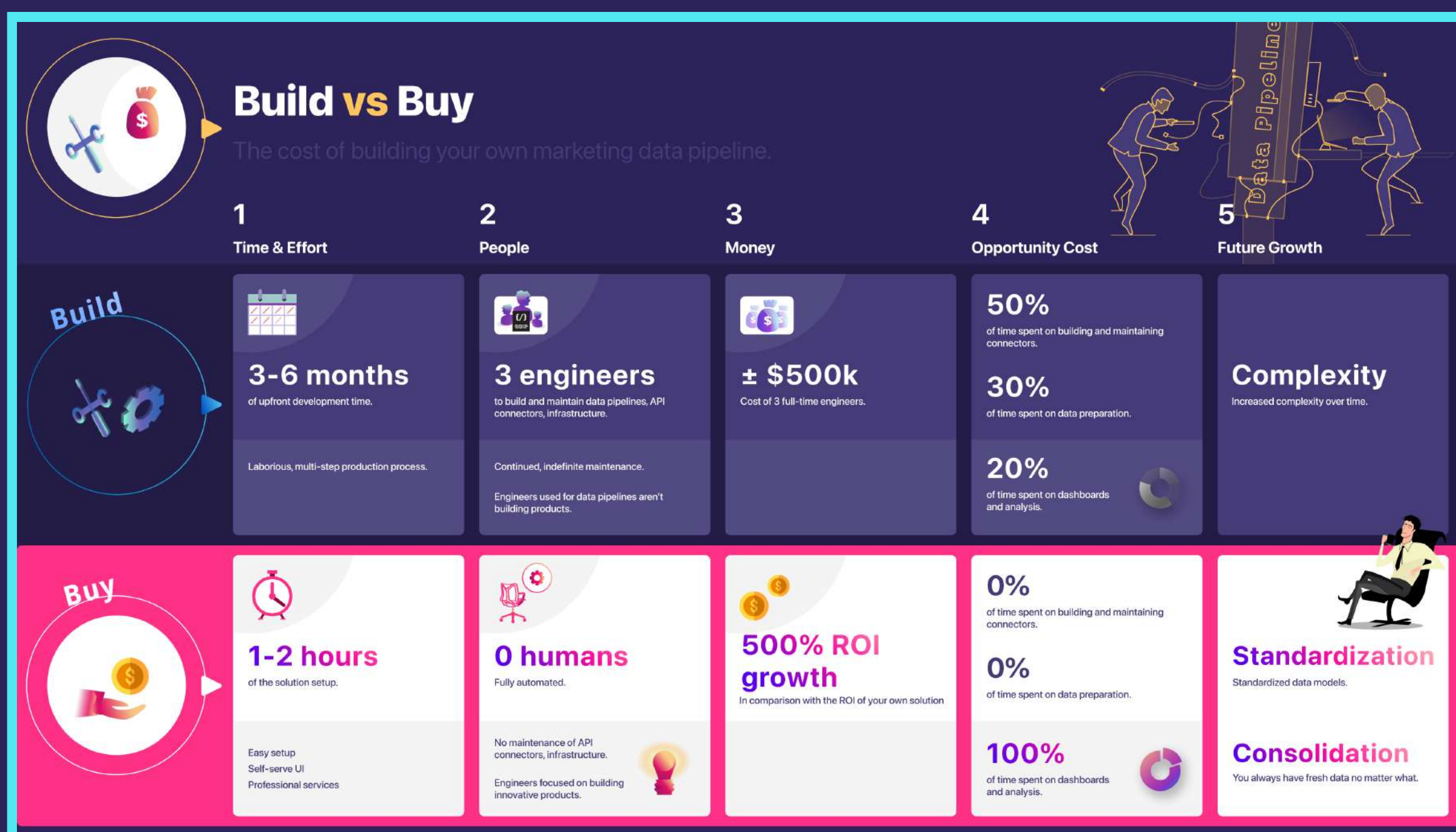
When it comes to omnichannel marketing, it's better to use marketing-oriented ETL systems. Let's consider the example of Improvado.

[Improvado](#) is a revenue data platform that helps companies merge marketing and sales insights from fractured sources. With [300+ integrations onboard](#), this platform helps marketers to unify data gathered from social media campaigns, organic search, paid ads, email campaigns, CRM systems, and other sources.

What's more, marketing specialists get purified, analysis-ready insights in no time. [Improvado's Marketing Common Data Model \(MCDM\) framework](#) transforms raw data into a digestible format that can be displayed on a single, comprehensive dashboard that shows real-time picture of your marketing efforts.

The main value that Improvado brings to marketing teams is the clarity of insights. By removing manual data operations from their day-to-day workflow, marketers get the most accurate data neatly stored in their unified storage. This empowers marketers with analysis-ready insights and improves decision-making.

By integrating your data with visualization tools, you can create actionable dashboards that provide a holistic picture of your omnichannel efforts. Additionally, Improvado helps users correctly attribute their leads with [privacy-first analytics](#). Cookies are no longer a reliable source of customer identification. Improvado's advanced cookieless attribution model helps to identify all touchpoints across each customer's journey and measure the effectiveness of each separate channel.



It's worth noting that middleware solutions, such as Improvado, are more affordable than custom ones. Besides, you can integrate them with your data sources and current infrastructure in days, not months.



How to build omnichannel marketing analytics

Step 4. Climb the analytics maturity curve

With all data and required tools at your fingertips, there's one last thing you have to do: polish your marketing analytics.

It's a continuous process that can take years and a lot of effort, so approach this step wisely. Today, companies use analytics maturity models to assess the degree of the organization's analytics development and create a roadmap to analytics perfection.

However, maturity models don't pave the way to analytics maturity. They only show you where you should be. That's why you have to assess your current state of analytics carefully, research all data sources you're going to use, and arrange a centralized data infrastructure inside your company.

A well-designed data infrastructure is one of the defining factors when upgrading your analytics. Asking your data the right questions and getting straightforward answers will turbocharge the impact of your analytics efforts.

Implementing an ETL system is one of the key steps in analytics maturity. It provides analysts with a real-time data flow between all data sources, which reduces time-to-insight and ensures a high quality of findings.



Discover How To Move Forward On The Analytics Maturity Path With Our Extensive Guide.

[READ THE GUIDE](#)

Analytics Maturity Path

💡 An analytics maturity model is a path to analytics perfection. It guides the company to the analytics evolution with well-defined criteria and metrics that help to understand the current state of analytics and what steps should be taken to take analytics to a new level.

Stage 1. No analytics

The initial stage of the data analytics maturity model. It may refer to emerging startups or companies that overlooked analytics processes at some point.



Stage 2. Descriptive analytics

What happened?

This stage enables understanding of the reality and current events through the depiction of data. Analysts use it to measure the effectiveness of the organization's efforts.



Stage 3. Diagnostic analytics

Why did it happen?

Diagnostic analytics detects relationships between different variables through the analysis of historical data.



Stage 4. Predictive analytics

What will happen in the future?

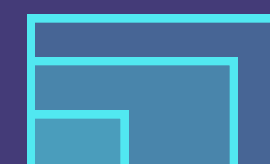
Predictive analysts create detailed forecasts and foresee the outcomes of actions, events, and trends. A predictive system helps organizations make informed decisions by analyzing their previous actions.



Stage 5. Prescriptive analytics

What actions should be taken?

Prescriptive analytics is the top level of analytics that every company should seek. It implements machine learning algorithms to make recommendations on further actions.



Set up your omnichannel analytics with Improvado



Benefits

Omnichannel marketing comes with significant business benefits:

- Improved visibility across all marketing channels
- Better understanding of how prospects interact with a brand
- More opportunities for campaign optimization
- Enhanced customer experience across all touchpoints

Problems

However, statistics prove the majority of companies can't use these benefits to their full potential. In fact, 74% of companies fail to achieve the desired ROI of omnichannel campaigns because of:

- The lack of data centralization
- An inability to gather data from multiple sources in the short term
- Their limited understanding of how prospects behave inside the funnel and factors that drive conversions

It requires a single source of truth to monitor the performance of your efforts across different channels and have an accurate understanding of the ROI your marketing activities bring.

"Improvado helped us gain full control over our marketing data globally. Improvado saves about 90 hours per week and allows us to focus on data analysis, rather than routine data aggregation, normalization, and formatting."



Jeff Lee

Head of Social, Media Buy, Influencer & Marketing Data at ASUS

A marketing ETL system is a must-have tool for managing insights and making use of your marketing and sales data. Improvado unifies data from 300+ sources, harmonizes it, and puts it in a data warehouse. Analysts can connect analytical visualization tools to create informative dashboards that show how the company's marketing performance is changing in real-time.

Additionally, Improvado helps organizations expand their analytics services with its [Professional Services](#) offering that allows companies to hire dedicated engineers and analysts with deep expertise in marketing and sales analysis. These professionals can build dashboards for any purpose, provide professional training, assess your data infrastructure, and more.

Hit the button below to learn how Improvado can accelerate your omnichannel analysis and harmonize all of the metrics that influence your revenue.

Learn How Prospects Interact With Your Brand Across All Channels

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