

Maximizing The Value Of Data



Get more customer insights and value from your data by unifying data sources across the shopper journey to create a holistic view of the customer.

Align your business with these facts:

40 PB

40 PETABYTES (PB) of data is generated every hour in retail—the equivalent of 400 million photos being uploaded to Facebook in an hour.¹

74%

74% of shoppers use digital & physical touchpoints on the same customer journey.²

\$2.26M

In 2024, shoppers spent \$2.26 million every minute online.³

Data Collected Through Multiple Customer Touchpoints:



Point-of-sale systems,
inventory & transaction logs



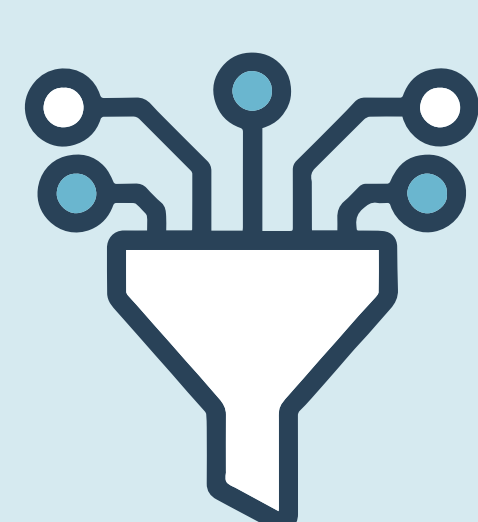
In-store sensors &
social media

When an organization uses data in a strategic way, stronger customer relationships drive competitive advantage and business growth.

But how do you get there?



Industry Specificity: Leverage data models that include retail-specific semantics.



Interoperability: A data model can help ingest, enrich and unify data, enabling faster time to value.



Retail Media turns your web experience into an additional revenue driver using the products and partners you already stock.

“

Data is critical for everything that we do at Walgreens, and with that data the customers are telling us what they buy and what they need.”

— Andy Kettlewell,
Vice President Inventory and Analytics, Walgreens

Ready to transform your data into actionable insights?