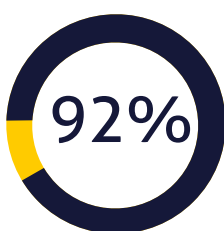
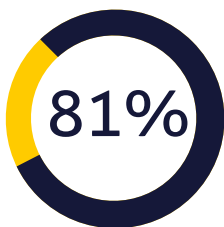


Consumer Packaged Goods companies, are you leveraging your customer behavior data to maximize results?

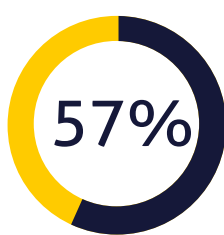
Consumer Packaged Goods (CPG) companies need to accurately analyze their customer behavior data to uncover customer's unmet needs for product development and business innovation in today's changing landscape



92% believe tracking customer behaviors is critical to being competitive in today's market

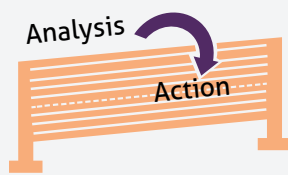


81% say that customer behavior analysis is a strong priority for their organization today

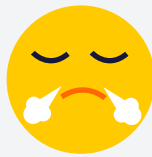


57% feel that their organization is not using customer behavior data and analytics as effectively as it could be

Translating analysis into action is one of the greatest barriers facing customer behavior analytics in the Consumer Packaged Goods market



51% of CPG respondents are frustrated by the lack of executive buy-in for customer behavior data



45% of CPG respondents feel analysis takes too much time



50% of CPG organizations currently use analytics to identify and monitor customer behavior trends



Only 38% are leveraging analytics in key strategic applications, such as optimizing digital ad spend



A majority of CPG organizations (**71%**) feel they have too much data, but also agree that data remains a key barrier within their organizations



Need to adjust emphasis to be on the quality of data and not the quantity of data

43% of CPG organizations lack high quality customer behavior data



“How can Brands leverage efficiency in analytics while remaining good stewards to maintain customer trust ”