





The Art of Attribution: Proving ROI with Integrated Sales & Ground Data

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Introduction

Whether it's replenishing products, training staff, or creating eye-catching displays, minor in-store enhancements are massive sales drivers. But if they have such a huge impact on the bottom line, why is it still so difficult for retailers to prove their ROI?

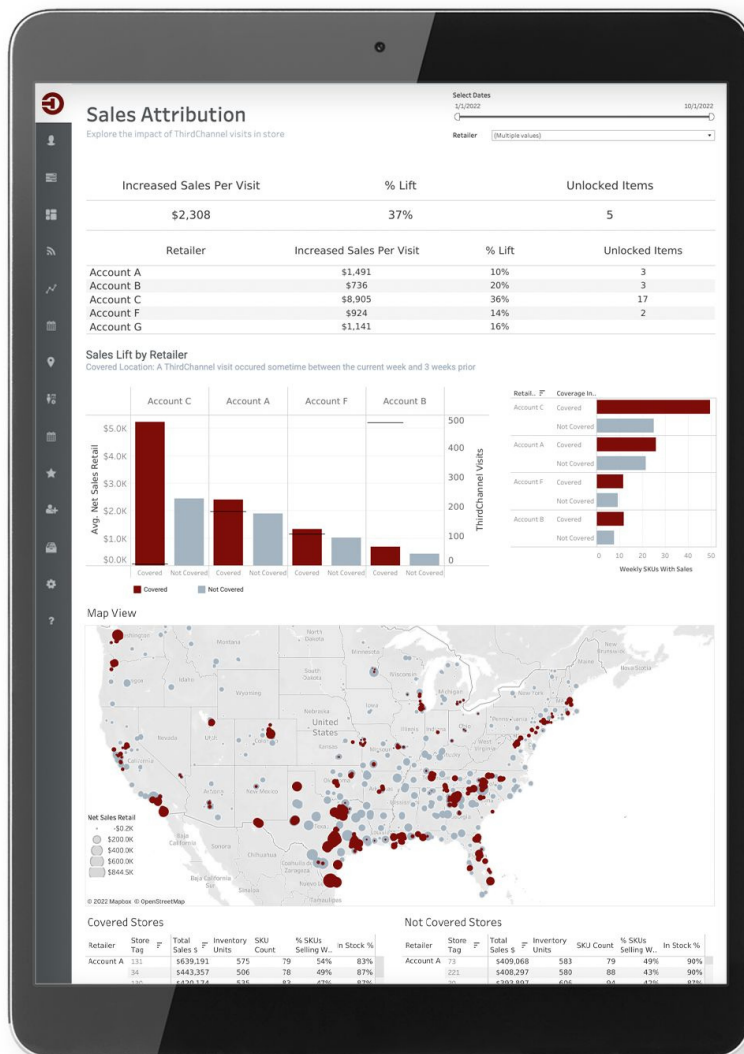
Because ground-level data is often siloed in disparate systems or, worse, not tracked at all.

Outdated retail analytics software often reports which products are selling well, but not why customers are making specific purchasing decisions.

But modern retail analytics platforms tell a more holistic story: they connect the dots between ground-level data and sales performance, so you can justify investments in areas like merchandising, customer service, and store operations.

So, how does it work? What kind of reports can ThirdChannel help you generate to prove your efforts are paying off? And how does integrating data benefit your business?

In this guide, we'll answer these questions and more to help you prove ROI and master the art of attribution.



One Retail Solution, Endless Visibility

Like any superhero duo, ground data and sales data are unbeatable only when they work together. Luckily, our platform excels at integrating both.

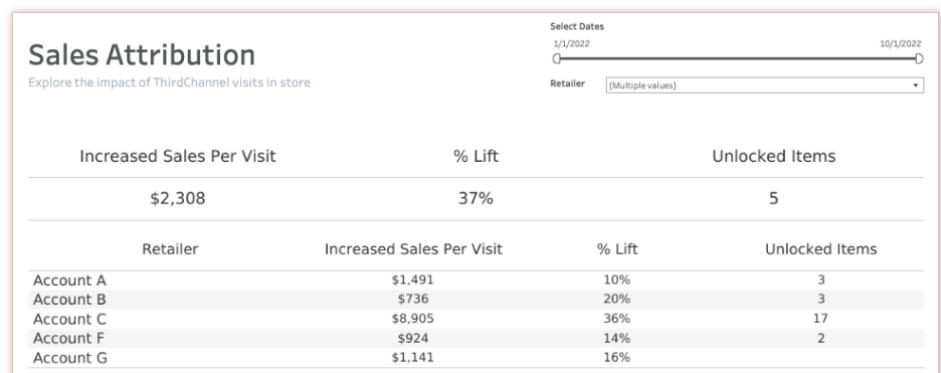
We crunch the numbers so you can consult with your boss about which stores are profiting most from brand rep visits, as well as stores you should expand visitations to. Our **comprehensive, detailed reports** about store-specific performance, sales of specific product types, and other metrics take the guesswork out of retail strategy, so you can pinpoint what's actually driving ROI.

Plus, our API connects to the tools you use every day, including Salesforce and SPS Commerce, to consolidate confusing data into one user-friendly, digestible dashboard. Using real-time, predictive data, you can analyze market trends and be proactive about concerns – like inventory or staff shortages – before they escalate.

Curious how our platform links brand rep performance and visual merchandising to bottom-line results? Let's look at a few examples of sales attribution reports:

Increased Sales Per Visit

When you hire brand representatives, you deserve to know whether your investments are paying off. Comparing increased sales, lift percentage, and unlocked items of each visit helps identify which representatives are most effective at driving sales and which stores are seeing the biggest impact.



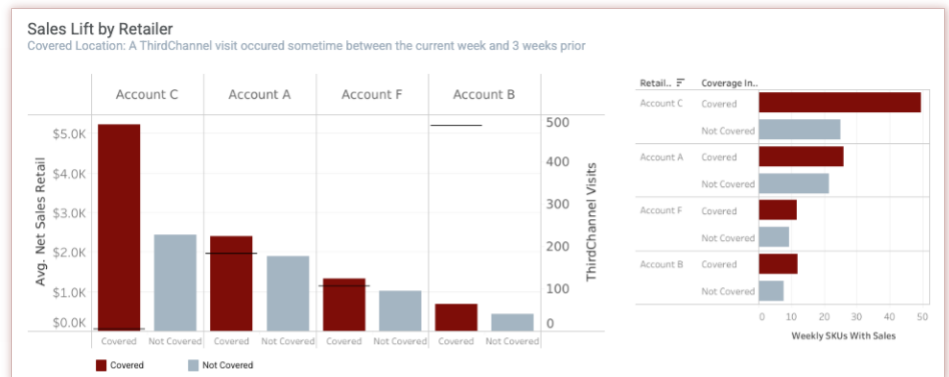
The screenshot shows a 'Sales Attribution' report interface. At the top, it says 'Explore the impact of ThirdChannel visits in store'. There are controls for 'Select Dates' (1/1/2022 to 10/1/2022) and a 'Retailer' dropdown menu. The main data is presented in two tables. The first table shows summary metrics: Increased Sales Per Visit (\$2,308), % Lift (37%), and Unlocked Items (5). The second table is a detailed breakdown by retailer.

Sales Attribution			
Explore the impact of ThirdChannel visits in store			
Increased Sales Per Visit		% Lift	Unlocked Items
\$2,308		37%	5
Retailer	Increased Sales Per Visit	% Lift	Unlocked Items
Account A	\$1,491	10%	3
Account B	\$736	20%	3
Account C	\$8,905	36%	17
Account F	\$924	14%	2
Account G	\$1,141	16%	

Use this report to optimize staffing and scheduling: notice a store with unusually low sales, even though you know you have clientele there? Consider asking a brand rep to visit and investigate inventory, engage with customers, or redesign the product display.

Sales Lift by Retailer

Similar to the previous report, this graph shows the ROI of in-store initiatives – but it goes one step further by comparing covered vs. not-covered stores. The average net sales above the horizontal black lines indicate lift, giving you a clear vision of how each visit increases revenue.



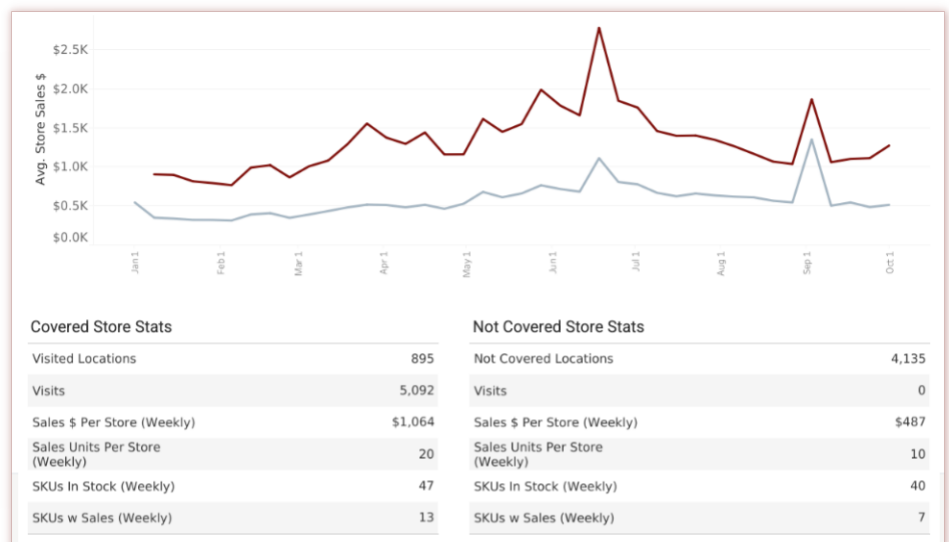
Notice the huge sales increase in Account C: clear data like this informs how you should allocate your resources, whether that's capitalizing on the success of high-performing stores, increasing visits to lower-performing stores, or even expanding to not-covered locations.

Average Store Sales for Covered Stores vs. Not Covered Stores

If there's one foolproof way to uncover opportunities for growth and improvement, it's comparing retail locations visited versus those that are not.

It provides so much clarity that one of our clients, a nationally recognized health and wellness brand, even doubled their program because they were able to prove ROI and "sell the

program internally." Now, they're looking at deploying nearly half a million of additional labor dollars to bolster their program – all because they were able to see the effectiveness of their brand reps at scale.

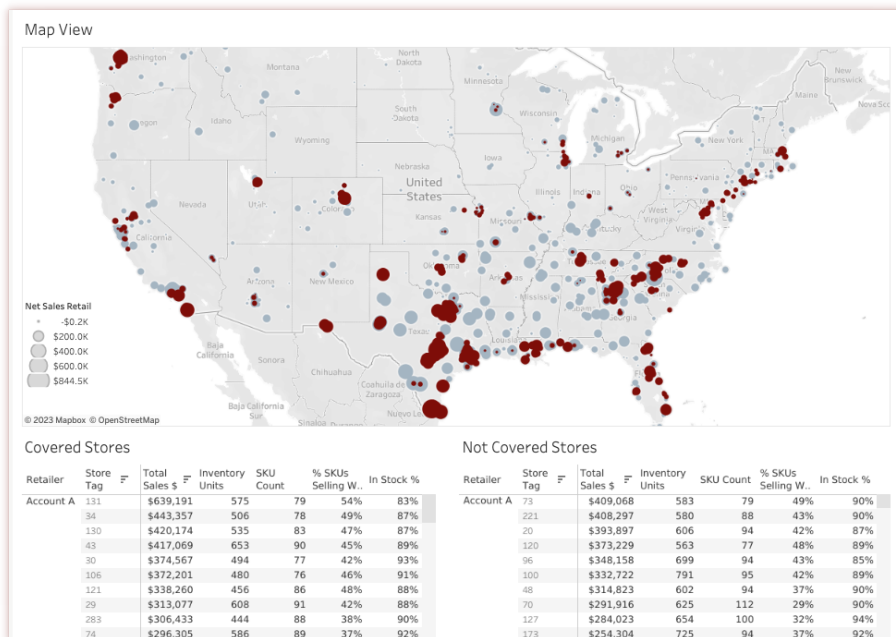


Net Sales of Covered Stores vs. Not Covered Stores (Map View)

Opportunities to cover additional stores without hiring another brand rep could be right under your nose – and you’ll find them with this report.

Doubling or even tripling sales could be as simple as adding an extra visit for brand reps near high-volume, not-covered locations. Plus, seeing your entire program on a map keeps you on target with your goals: testing or launching a new product? Ramp up efforts in lower-volume stores to ensure it resonates before

introducing it to larger markets. Notice a store with high foot traffic is within driving distance of the nearest brand rep? Assign your brand rep to the store to boost brand awareness and sales with a larger customer base.



To recap, here's what you can do with our reporting and analytics functionality:

- Prove ROI of your brand rep’s efforts including employee education, customer engagement, and merchandising
- Justify your ThirdChannel investment with metrics showing direct increase in sales, sales lift percentages, and unlocked products
- View your entire program at a glance including locations visited, total number of brand rep visits, and sales per store
- Measure the effectiveness of your program by comparing results of covered vs not-covered stores
- Discover nearby, high-performing stores that offer exponential sales potential
- Determine how to adapt and adjust your services for maximum value

What Does This Mean for Your Business?

There are countless benefits of integrating sales and ground data, including:

- **Trend forecasting-** Adapt to trends happening at the product, store, or even regional level. Predictive analytics help you stay proactive about inventory levels, avoid issues like stockouts and staff shortages, and pivot as customer and industry demands fluctuate.
- **Tech stack modernization-** Streamline your tech stack and stop juggling multiple tools. Instead of sifting through hundreds of spreadsheets from various systems, cut costs and save time by keeping data centralized in one platform.
- **24/7 visibility-** Get accurate, real-time insights to be more strategic about how you're allocating your brand reps' time. Stay competitive, provide meaningful customer experiences, and boost sales by making smart, data-informed choices, not educated guesses.
- **Infallible proof of ROI-** Confidently answer questions like, "How do brand rep visits affect our sales conversion rates and average transaction values?" and "What's the ROI of brand rep visits in terms of increased sales, brand awareness, and customer satisfaction?" Use benchmarks to justify your investment in passionate brand reps, and demonstrate how covered stores outperform not-covered stores.



Find ROI Answers in Your Retail Analytics

The answers to your toughest ROI questions are in your data, just waiting to be discovered. That's why we offer a platform that can surface them anywhere, anytime you need them.

Whether you're struggling to make sense of your sales and ground-level data, or you're unsure how to justify the ROI of your brand rep program, we're here to help.

Schedule a demo today to see what our reporting and analytics capabilities can uncover for your organization.

Request a Demo