

Outlier for Retail

Be proactive in the new digital economy

Retailers are emerging from a rapid-fire digital transformation where customers are driving online sales to new heights and expecting more from their in-store experiences. Unprecedented supply chain pressures threaten the ability to respond immediately to demand. As a retailer, how do you drive growth in this digital-centric, omnichannel economy?

To be competitive, you need to find and respond to emerging shopper trends by optimizing marketing campaigns and engaging customers throughout their purchasing journey, whether online or in your stores. Accurate sales forecasting and being able to respond quickly to rapid changes in product demands can have a significant impact on customer loyalty and sales. Supply chain issues can prevent you from fulfilling demand and send shoppers to the competition.

The ability to see what's happening throughout your business is right there in your data, from sales and marketing data like Google Analytics and Salesforce to CRM and operational SQL databases.

Yet less than 40% of all enterprise data is actually **analyzed**, leaving 60% or more untapped because existing BI tools and data visualization dashboards are too difficult to use and only answer questions the business user told it to ask.



This is where Outlier comes in. Its automated business analysis platform finds the trends and changes in your data you weren't even aware of. It's easy to use, even for non-technical business users.

Prior to Outlier, these [marketing metric] changes were seemingly unexplainable. Now we not only understand causes, but the answers provided by Outlier to proactively solve the problems faster and share solutions across our marketing, product, engineering and merchandising teams."

- Director, Marketing and Business Analytics, Large Department Store

Where can Outlier help?

Outlier's automated analysis uncovers important insights across your business so you can become proactive rather than reactive. Respond quickly to your customers based on their changing behaviors and maintain constant awareness of your supply chain.

Marketing campaign performance

Know which of your marketing programs are delivering against benchmarks so you can optimize investments. Monitor spikes and drops in CAC/CPC, traffic attribution trends, and other marketing spend. Gain insight into how tactics including email marketing, social targeting, digital advertising, paid search, organic search, and affiliate marketing are influencing the overall commerce picture.

Digital customer engagement

Get a robust understanding and actionable insights throughout the customer journey with combined data across all your touchpoints. From store layout and merchandising to the digital experience, learn what translates into sales, increased customer loyalty, and LTV (lifetime total value). Uncover new trends, areas of operational opportunity, and hidden relationships.

Supply chain visibility

Gain insight into demand planning, manufacturing, fulfillment, transportation, and warehouse operations so you can smooth inventory, react more quickly to the unexpected, and increase operational efficiency. Get product from suppliers and warehouses to stores quickly and without glitches to better capitalize on product promotions, sales, and seasonal and off-season trends. Uncover data quality issues that can impact the supply chain.

Sales forecasting and trends

Analyze POS and syndicated pricing data to get early detection of category, segment, customer and product trends so you can capitalize on sales momentum and opportunities and improve forecast accuracy. See what products are selling or lagging behind across online and retail store sales globally or based on individual locations or regions. Monitor competitors' products and prices to see how they impact your sales.

Outlier at a Glance

1. Finds out what's happening

Outlier continuously scans multiple disparate data sources to identify important changes that you may not know about.

2. Explains why it matters

Outlier contextualizes and presents its findings as stories showing spikes, drops, trends, relationships, funnel analysis, and more.

3. Guides you to the cause

Outlier guides you towards the most relevant factors contributing to a change so you can get to the root cause faster.

4. Makes it easy to share

You can easily share stories with stakeholders so they can take immediate action to remedy problems or capitalize on opportunities.

How it works

Outlier uses AI and machine learning to continuously monitor and reveal unexpected changes across all your connected data sources. From spiking bounce rates on a given web page or tracking ad performance to see if CPM is increasing, to dropping sales rates of specific items or monitoring product fulfillment times, Outlier alerts you to these anomalies as soon as they happen.

A large library of pre-built connectors lets you quickly and easily connect a multitude of [structured data sources](#) including analytics platforms, transaction data, marketing automation tools, CRM and customer support systems, and SQL databases, so you get immediate value. Your data stays in place, so you don't have to undertake extra data hygiene or compliance efforts.

By considering the context of all your data, Outlier suggests possible causes in easy-to-understand "stories" that tell you what's happening, why it matters, potential causes, and who may be impacted. Each day, Outlier packages up the top 4-5 most insightful stories, curated by users' interests. Armed with this complete picture, you can immediately drill down into what happened and take action.

"We needed a tool that could find trends in data and serve them up to business users without much effort."

- Global retailer, Forrester Consulting Study:
The Total Economic Impact of Outlier AI

Outlier helped one global sports apparel brand improve its marketing campaign effectiveness by finding the source of high bounce rates, improving returns by **\$251k**.

Try it yourself.
[Request a demo today.](#)

About Outlier

Outlier.ai is the leading automated business analysis platform used by global consumer, retail, and financial services brands. Outlier automatically analyzes company data and delivers easy-to-understand but powerful insights into unexpected shifts in data like marketing campaign performance, product sales, and supply chain performance.

Know the impossible.

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