

How Data Analytics and AI can Help Retailers Create Hyper-Targeted Engagement

Technology is enabling brands to map the needs of customers before they enter the marketplace and helps in tailoring the web content as per customer's browsing history.

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Marketers need to reach customers with extremely relevant messages at the right time and right place. Customers expect to be treated as one in a million, and thus marketers are focusing on making marketing successful through hyper-targeting. This strategy has allowed marketers to deliver customized messages to their targeted customers. Along with the demographics, marketers are focusing upon customer's interests, beliefs, and sentiments to take personalization to the next level. Hyper-targeting is boosting the marketing strategy by focusing on customer interest.



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