



# MARKET EXPERTISE

You Demand We Deliver

## North American Retailers Study Online

**Number of Interviews - 250**

### Objective

The objective of this project was to capture and identify the strategic challenges and opportunities that Executive's come across in Ecommerce, Digital Marketing and related fields.

### Methodology / Approach

Market Expertise conducted around 250 online interviews across the North American Retailer's.

**The Job title targeted were : VP/Director Marketing, E-commerce and Digital Marketing.**

**Revenue Criteria were :** Companies above \$100 million.

- ❖ To understand marketing strategy for campaigns and promotions in the year 2017-2018.
- ❖ To identify the growth potential and key challenges faced by the management across the Retail industry.
- ❖ To understand the key marketing channels and also identifying the biggest roadblocks to success.

### Deliverable

The results of the this project was uploaded onto the links provided by the client which was down loadable in MS – Excel format.

The respondent status sheet was delivered to the client at then end of the project.