

Purchase Journey

SEAMLESSLY CONNECT WITH SHOPPERS ONLINE, IN-STORE AND IN BETWEEN

DRIVE SALES AT CRITICAL TOUCHPOINTS ALONG THE OMNICHANNEL PATH TO PURCHASE

In today's ever-evolving omnichannel landscape, shoppers shift seamlessly from digital to brick-and-mortar and back again. Brands can get lost in the shuffle if they don't embrace new strategies to convert their efforts into sales along this increasingly complex path to purchase.

HOW BURKE APPROACHES THE CUSTOMER JOURNEY

Our purchase journey solution is designed to improve marketing communications through shopper-centric strategies and seamless action planning—all informed by quality shopper inputs, leading-edge analytics, and our proven expertise in omni-commerce consulting.

OUR OMNI-COMMERCE CHANNEL EXPERTS BRING FOCUS AND INTENTIONALITY TO YOUR STRATEGY, HELPING YOU:

01. OPTIMIZE TOUCHPOINT INVESTMENTS

- Map and understand the shopper's journey
- Address journey challenges that cause abandonment
- Identify touchpoints that drive brand and category conversion
- Prioritize touchpoint investments

02. BENCHMARK BRAND PERFORMANCE

- Determine exactly where you are winning and losing relative to your competition
- Identify and address the gaps in strategy at critical touchpoints

03. ENHANCE COMMUNICATIONS

- Improve presence, tonality, and content
- Reveal the unique journeys of key shopper groups
- Illuminate critical journey moments with behavioral insights

Let Burke expand your perspective.

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