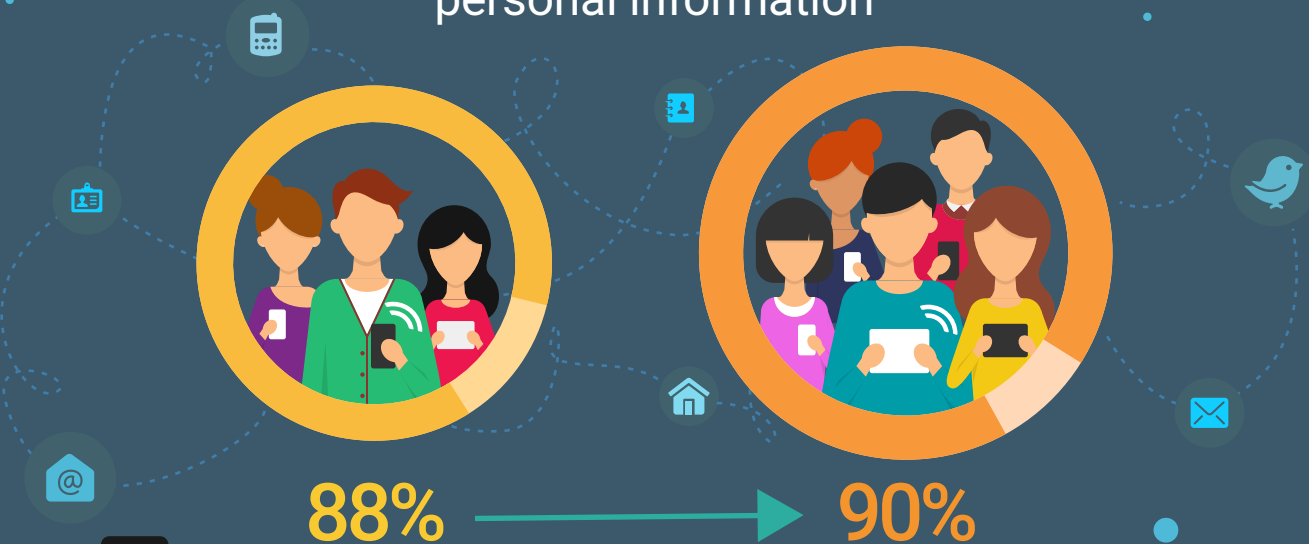


HOW TO BOOST THE DIGITAL SHOPPING EXPERIENCE

Featuring data from the
3radical Consumer Data Report 2022

WHAT WE KNOW...

Consumers are more willing to share personal information



50% said they are looking for tailored promotions.

WHAT IT MEANS...

Bottom lines are shrinking

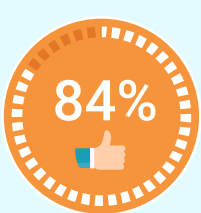


40% said they won't shop with brands that are not tailoring communications.

WHAT BRANDS CAN DO...

Be more transparent

84% said they prefer that brands are transparent about collecting data and its usage.



Ask for data at the right time

Give consumers the brand-centric rewards

Interest in personalized shopping experiences up 20% YOY.



3radical's 2022 Consumer Survey Report