Modern Social for Retail

Better insights, better content, faster service, faster growth

How Social Media Influences Your Shoppers

74%

of shoppers use social networks to make purchasing decisions.[1]

65% of shoppers use social networks to find the perfect gift for people.[2]

78% of shoppers trust peer endorsements, versus 14% for traditional advertising.[3]

23% of shoppers have brought brands they have never bought before after visiting retailers' social media sites.[4]

What are you doing to influence shoppers on social media so they buy from and advocate for your brand?

The Unique Challenges of using Social Media for Retail

500M Tweets Generated a Day. Too much noise.[5]

**4%** of Facebook users share links from brand pages. Shoppers not engaged.[6]

42% of shoppers expect a response from a brand within 1 hour. Shoppers demand fast customer service.[7]

70% of companies can't measure the performance of their social marketing efforts. Difficult to show growth.[8]

How do you use social media effectively to grow your retail business?

Oracle Modern Social for Retail Delivers
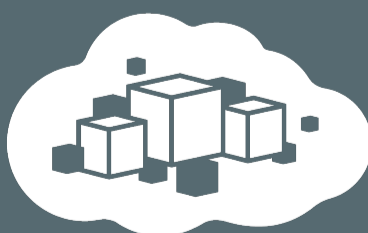
1. **Better Insight:** Cut through social noise to get deep, actionable insights
2. **Better Content:** Keep customers engaged with personalized, relevant content.
3. **Faster Service:** Identify and solve issues being posted in social.
4. **Fast Growth:** Grow customer base through social identification and targeting.

Start modernizing today: **www.oracle.com/social**

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