

## State of Omnichannel Readiness in India: Retail Industry



1 in 4

marketers will increase their existing marketing budget for omnichannel initiatives

### Why?

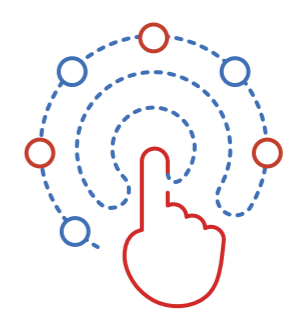
Their existing platforms are failing to provide key customer engagement capabilities such as:



Unique customer identification and tracking



Unified view of audience



Accurate multi-touch attribution to measure ROI

India's marketers are not just trying to overcome current limitations. They're also looking for marketing automation platforms capable of providing next-level functionalities like



Multichannel campaign orchestration

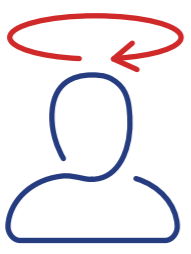


Data integration/Unified view of data



Multitouch attribution

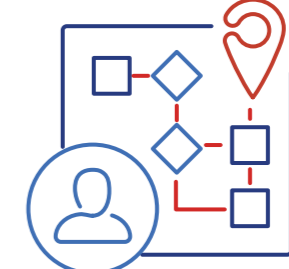
Because they are trying to implement critical omnichannel initiatives including:



360-degree view of customer



Personalization



Customer journey tracking

46%

of marketers who have implemented the integrated approach have already seen benefits in their marketing efforts

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