



Understanding the Omnichannel Consumer Journey for an Oral Care Brand in the US

INDUSTRY

Retail

CLIENT

American Multinational
Consumer Products
Company



BUSINESS CHALLENGE

The insights team of a multinational oral care company wanted to understand the online purchase journey for oral care products, particularly details around pre-purchase search behavior, websites visited, purchase frequency, and online and offline purchase drivers.

C5i'S SOLUTION APPROACH



C5i conducted a study, where we:

- Syndicated third-party panel data and a mini survey to analyze online purchase behavior for oral care
- Provided an executive summary and recommendations for online activations and promotions
- Presented panel data from an app tracking purchase phases, while the mini survey captured pre- and post-purchase insights

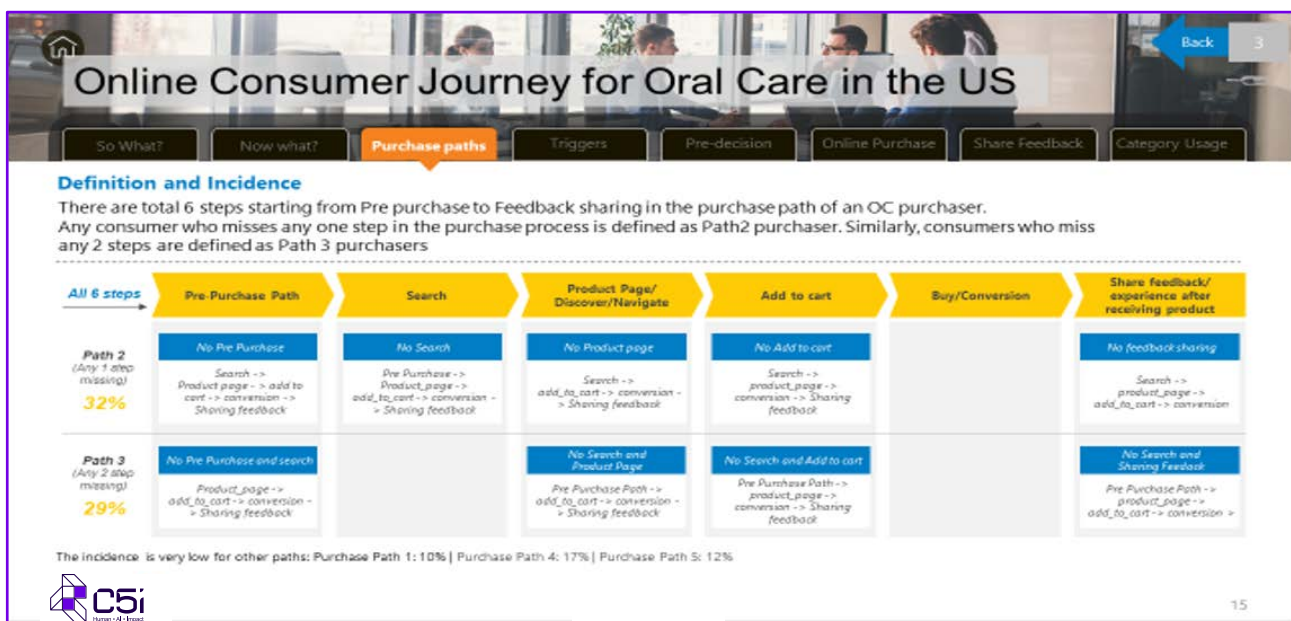
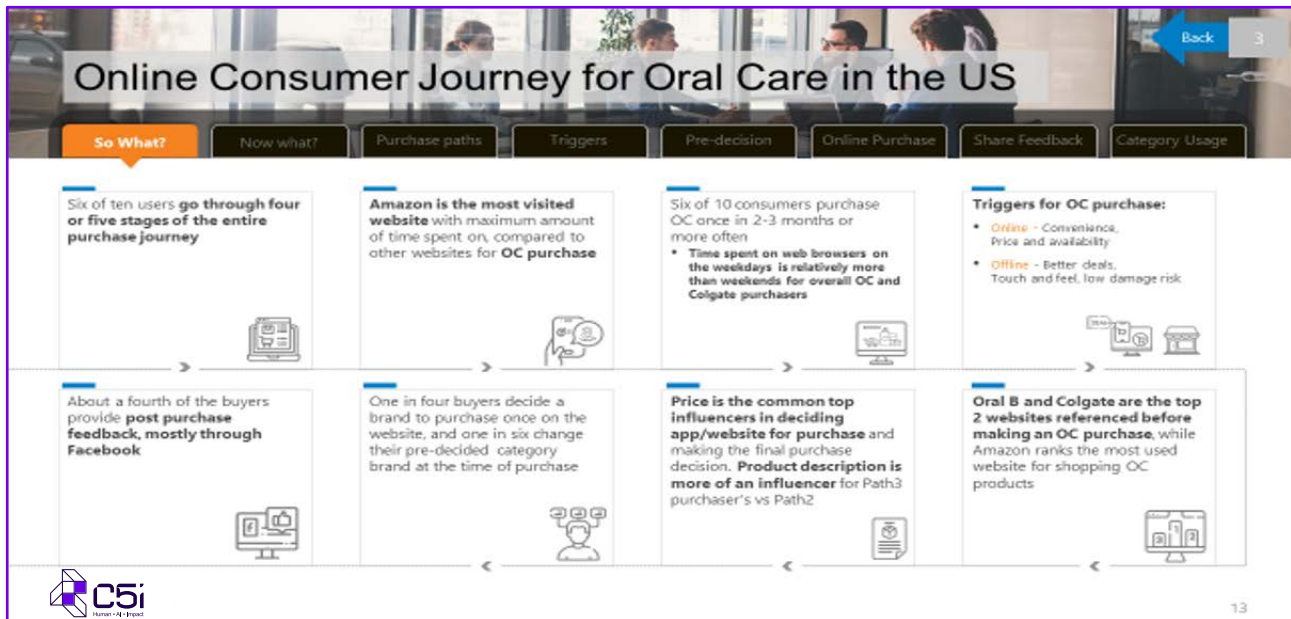


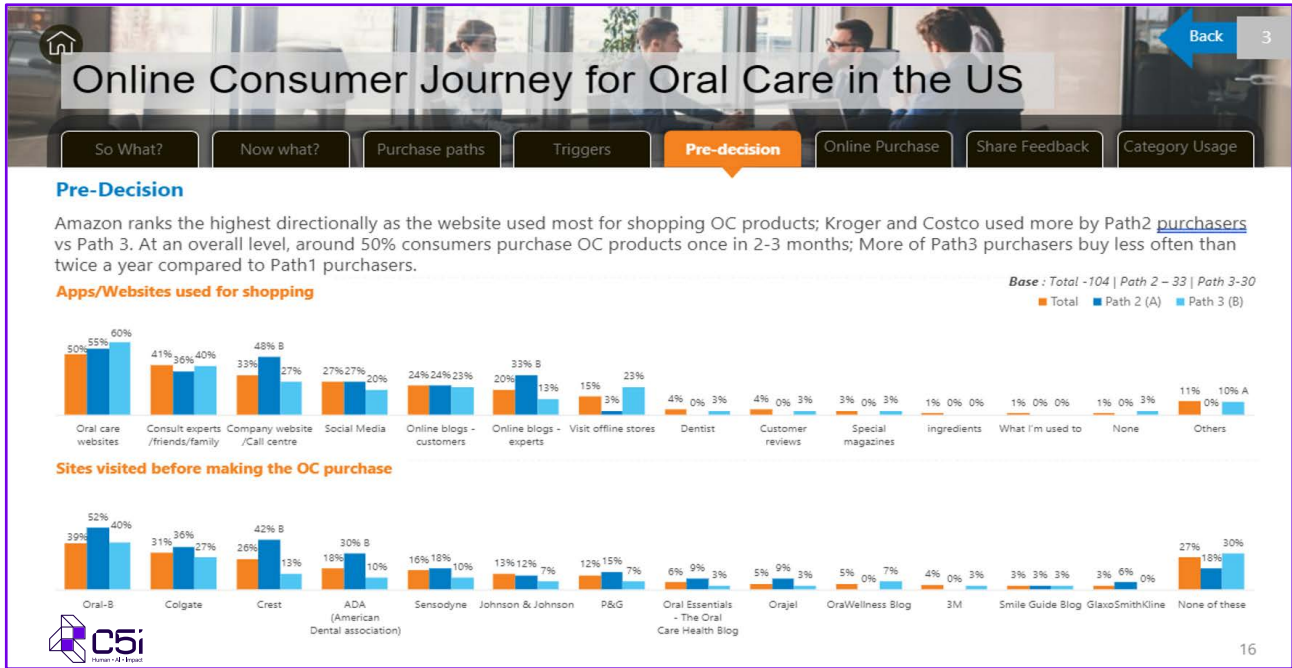
BUSINESS IMPACT

The client was able to:

- Identify key points of influence by stage to devise key retail strategies for toothpaste and toothbrush brands overall, as well as for targeted shoppers, in an efficient and cost-effective manner
- Place product communication throughout the purchase journey, (scrolling on top, blinking on side, etc.) and not limit to search or landing page alone, which was likely to increase reach
- Use quarterly bursts of communication to stay relevant in the minds of online oral care product buyers
- Facilitate product purchase on their website, either directly or by linking to Amazon
- Enhance the website to include more detailed information and expert videos highlighting key offers and solutions

Snapshots from the Study





16



17

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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