Webinar recap

3 creative content trends driving winning retail experiences this season

As we look toward the Fall/Winter 2023 and Spring/Summer 2024 seasons for retail, it's clear that operationalizing creative content will separate the leading brands from the rest. Let's explore the 3 trends that will shape successful retail experiences this season.

"Even though we've seen a bit of a slowdown in e-commerce, it's still the most important channel for retailers. Improving personalization and efficiency are key opportunities for e-commerce leaders."

— **Michelle Grant,** Director, Strategy and Insights, Retail and Consumer Goods, Salesforce

Trend 1: Personalization

While **93% of retailers are boosting their investments in personalization**, including personalizing reviews, filters, and creative assets, only 57% say that they have the full capability to use their data to personalize the retail experience across various touchpoints.

Trend 2: AI

Retailers are tapping into the power of generative AI to cope with the demands of content creation during the busy holiday season:

- 58% of retailers use generative AI to produce creative assets for ads, emails, social media, and websites.

- 56% use generative AI to write personalized marketing emails.

- 53% use generative AI to auto-generate personalized product descriptions.

Trend 3: Blending online and offline

Following the pandemic-driven digital boom, people now split their shopping transactions almost evenly: 49% in physical stores and 51% online. In 2025, shoppers predict that they'll only make 44% of transactions in stores, and make more purchases on digital platforms such as websites, apps, online marketplaces, social media, and voice assistants.

From photoshoot to purchase: harnessing DAM to implement the 3 creative content trends

	Create	Manage	Distribute
Personalization	Personalization at scale begins at the content creation stage, accommodating for volume and variety.	Makes personalization achievable with a system of record. Auto-tagging and AI Search in the DAM enable discoverability for quicker execution.	Automating creative asset transformations based on device, personalization parameter, or channel, increasing agility and time-to-market.
Generative AI	Kickstarts the creative process or enhances it later on (first drafts, ideation, editing, etc.)		
Blending online & offline	AI-powered DAM enables efficient creative asset auditing and planning for digital & in-store campaigns.	Governance and management around high profile asset collections (e.g. ensuring the right assets are used in the right partnerships).	Providing in-store customers and retail employees with the most relevant content to drive purchases (e.g. QR codes send in-store customers online).

If you want to get an in-depth look at the three content trends driving winning retail experiences, you can watch the webinar on demand here.

Want to learn more about Bynder and DAM? Book a meeting with the Bynder team.