

Retail Week Prospect is key in helping OpenMarket create the best value propositions

BUSINESS OVERVIEW

OpenMarket helps the world's biggest brands use mobile messaging to connect with their customers in the moments when it counts. When customer experience isn't just a buzzword: it's an obsession. It works closely with clients to deliver timely, useful and context-sensitive mobile messaging that surprises and delights their customers around the world at massive scale.

“Retail Week Prospect is a dream for me: to get access to the information collated from retailers, and also an opportunity for me to gain access to those retailers.”

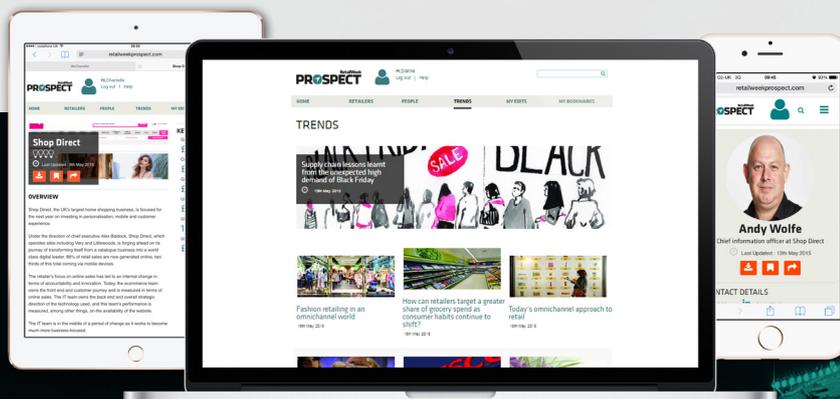
David Senior, Retail Sector Director, EU

THE CHALLENGE

Despite securing Tier 1 retail customers in their portfolio, OpenMarket still faces the challenge of raising brand awareness in the retail industry and promoting the power of their value proposition: improving customer experience while reducing costs.

“Don't waste time asking questions, research using Retail Week Prospect and help retailers with their business.”

David Senior, Retail Sector Director, EU



THE SOLUTION

It's been shown that 58% of the buyer's journey is conducted online before approaching the organisation to help solve their problems. **OpenMarket** differentiates itself by linking its unique strengths to commercial insights about the retailer. **Retail Week Prospect** provides this insight through primary research, gaining access to information, all in one place, that isn't generally known to the public. This saves **OpenMarket** an immeasurable amount of time when preparing a pitch for a meeting.

“ **Retail Week Prospect is essential to the sales cycle.** ”
David Senior, Retail Sector Director, EU

Retail Week Prospect is an integral tool that brings focus to **OpenMarket's** account-based marketing plan. The insights and data available on the platform enables **OpenMarket** to make tactical and strategic decisions to drive awareness of their brand to key retailers.

HOW RETAIL WEEK PROSPECT HELPED OPENMARKET

- Define key targets and structure account based marketing strategy
- Exclusive commercial insights for a better sales experience
- Live updates to track opportunities
- Saves an immeasurable amount of time

OpenMarket uses **Retail Week Prospect** to build a positive experience for the client, from the very start of the decision making process. Customers choose **OpenMarket** not just based on the brand, product and price, but also because of the sales experience it offers. **OpenMarket** builds their pitch around the commercial insights uncovered through **Retail Week Prospect**, presenting verified first-hand information that aligns the retailer's brand to **OpenMarket's** proposed solutions.

Retail Week Prospect's live feed and notifications also help to alter or support **OpenMarket's** sales strategy within its sales cycle, by keeping them up to date of any changes within the business that they need to be aware of.

“ The quality of information and data gathered through **Retail Week Prospect** enabled me to create value propositions for our target retailers. It has saved us an immeasurable amount of time and helped us to win business. ”
David Senior, Retail Sector Director, EU

For more information about **Retail Week Prospect**
visit retailweekprospect.com

To learn more about **OpenMarket**
visit openmarket.com