

CUSTOMER JOURNEY

AND RETAILER ACTIVATIONS



OVERVIEW

HarvestInsights partnered with a leading CPG brand to explore how shoppers navigate the digital path-to-purchase. The study aimed to uncover actionable ways to better position products and experiences across retailer platforms—ultimately informing how brands and retail partners can increase conversion, grow basket size, and drive unplanned purchases during key seasonal moments.

CHALLENGE

Seasonal shopping is increasingly fragmented across online and in-store channels, with consumers moving fluidly between both. Retailer platforms vary widely in how they present holiday content, often burying key categories, offering inconsistent availability, or failing to connect seasonal missions with product suggestions—limiting incremental sales potential and diminishing the role of brands in the digital aisle.

SPECIFIC ISSUES

- Lack of prominent holiday-themed content on retailer homepages or search results
- Inconsistent availability of key items across delivery modes
- Limited cross-category merchandising
- Frustrating UX elements
- Incomplete or poorly filtered product suggestions reduced impulse buying

SOLUTION

Objective

To map the online holiday shopping journey and identify opportunities for optimizing digital content, navigation, and product presentation that encourage discovery, inspiration, and purchase of seasonal confectionery.

Approach

- Online shop-a-longs with participants across retailers
- Video diaries paired with follow-up interviews to capture real-time decision-making
- Tracking consumer behavior from inspiration through list creation, search, and cart building
- Evaluated platform performance on UX, navigation, product imagery, and promotional relevance

Conclusion

The study equipped the client to engage retailers with clear, data-backed recommendations for improving digital product placement and seasonal merchandising. By mapping the full shopper journey, the insights are now driving more strategic retailer conversations around app content, mission-based navigation, and enhanced brand visibility during key moments.

