

# ABM Cheat Sheet: Retail

Meet the top retail prospects of 2019



What's your strategy to engage with these key accounts?

## west

AMAZON  
COSTCO  
DISCOUNT TIRE  
EXPEDIA  
FOREVER 21  
GAP  
NIKE  
NORDSTROM  
QURATE RETAIL  
ROSS STORES  
STARBUCKS  
WILLIAMS-SONOMA  
PETSMART  
PETCO

## central

BASS PRO SHOPS  
BEST BUY  
BIG LOTS  
DILLARD'S  
DOLLAR GENERAL  
GAMESTOP  
HOBBY LOBBY STORES  
J.C. PENNEY  
KOHL'S  
MICHAEL'S  
NEIMAN MARCUS  
TARGET  
WALMART  
WHOLE FOODS

## east

AUTOZONE  
BARNES & NOBLE  
CARMAX  
DICK'S SPORTING GOODS  
DOLLAR TREE  
HOME DEPOT  
LBRANDS  
LOWE'S  
MACY'S  
NEW BALANCE  
OFFICE DEPOT  
STAPLES  
TJX  
URBAN OUTFITTERS

## Account-Level Insights

Get familiar with the most strategic priorities for your named accounts.



**Dick's** aims to deliver the best omnichannel experience in the sporting goods industry. The retailer is investing in new supply chain initiatives to improve efficiencies, including a regional e-commerce fulfillment center in New York that will rely on robotics to improve throughput. Leadership at Dick's is also looking for ways to reduce unnecessary spending and lower costs across the board to invest more heavily in innovative omnichannel initiatives that improve the in-store experience and delivery times for online orders.

**Tip: when calling on Dick's Sporting Goods, speak their language – they refer to their customers as "athletes"!**

Now part of the Amazon family, **Whole Foods** is dedicated to delivering a high-tech, seamless customer experience while improving operational efficiency. Behind the scenes, Whole Foods has replaced technology solutions across the enterprise and has started the process of migrating many of those solutions to the Amazon Cloud. In 2019, there will be a continued focus on refining recently-announced offerings such as same-day delivery and order pick-up options, and further integrating in-store experiences with the Amazon brand.



## Industry-Level Insights

Can your solution help with these retail business issues in 2019?

**OMNICHANNEL IS PAYING OFF //** Today's consumers expect a seamless shopping experience across all channels – online, mobile, and in-store – and the ability to move effortlessly between them along the path to a single purchase. Successful retailers will continue to invest in digital technologies with the clear goal of enhancing the in-store experience.

**BIG DATA FUELS PERSONALIZED EXPERIENCES //** Retailers are harnessing customer data to provide more customized shopping experiences online and in stores. Information tracked across sales channels, supply chain, and customer preferences and demographics is used for everything from targeted real-time marketing, tailored promotions, effective pricing and product design. Retailers are investing in big data and predictive analytics technologies to help them track this wealth of data more effectively.

## Don't see your account, or looking for a deeper dive?

Since 2006, LeadBridge® has provided enterprise account intelligence that fuels Account-based Marketing (ABM). More than 100 software firms have used LeadBridge to shorten complex sales cycles, gain insights and get traction with key stakeholders across the Global 2000. [Learn more.](#)

