

Use Case

# Omnichannel? No Problem!

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This Retailer Ran  
Omnichannel  
Measurement across  
their Sales Channels.



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# Introduction

OKTA is a footwear provider operating in the clothing industry. They offer a range of products sold across different sales channels. In recent years, OKTA has grown its distribution channels with the goal of developing and optimizing an Omnichannel presence. Their customers can buy products in brick-and-mortar stores, wholesalers, and online on their e-commerce website. The Marketing team at OKTA contacted MASS Analytics to help them measure the effectiveness of their Omnichannel strategy.

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