

# 177: Amanda Cromhout and Marketing Mix Shopper Path to Purchase 2016

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 9 June 2016, from 9-10am, show host Warren Harding takes a look at the upcoming Marketing Mix, Shopper Path to Purchase 2016 event happening on 20 and 21 July at the Sunnyside Park Hotel in Johannesburg.



We chat to one of the event speakers, Amanda Cromhout, CEO of Truth, a boutique consulting business, specialising in loyalty, CRM, customer centricity and social CRM. Truth enables you to really understand and optimise the customer asset, by helping clients to understand their customers' needs and potential value to their business.

Amanda joins us to tell us more about Truth, loyalty trends in South Africa, the importance of data and her talk at the Marketing Mix, Shopper Path to Purchase 2016 event covering:

- Loyalty and shopper-centric strategies
- Learn how the frequent shopper and receipt model creates a far better experience for consumers
- Explore the cost efficiency of combining loyalty card data and receipt transcription
- Discover how retailer data and receipt transcription affects far meter measurement over time
- How loyalty programs are leveraging big data to deliver personalised marketing

Get all the info on the upcoming event [here](#).

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

## How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
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## Comments or questions

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## Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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