

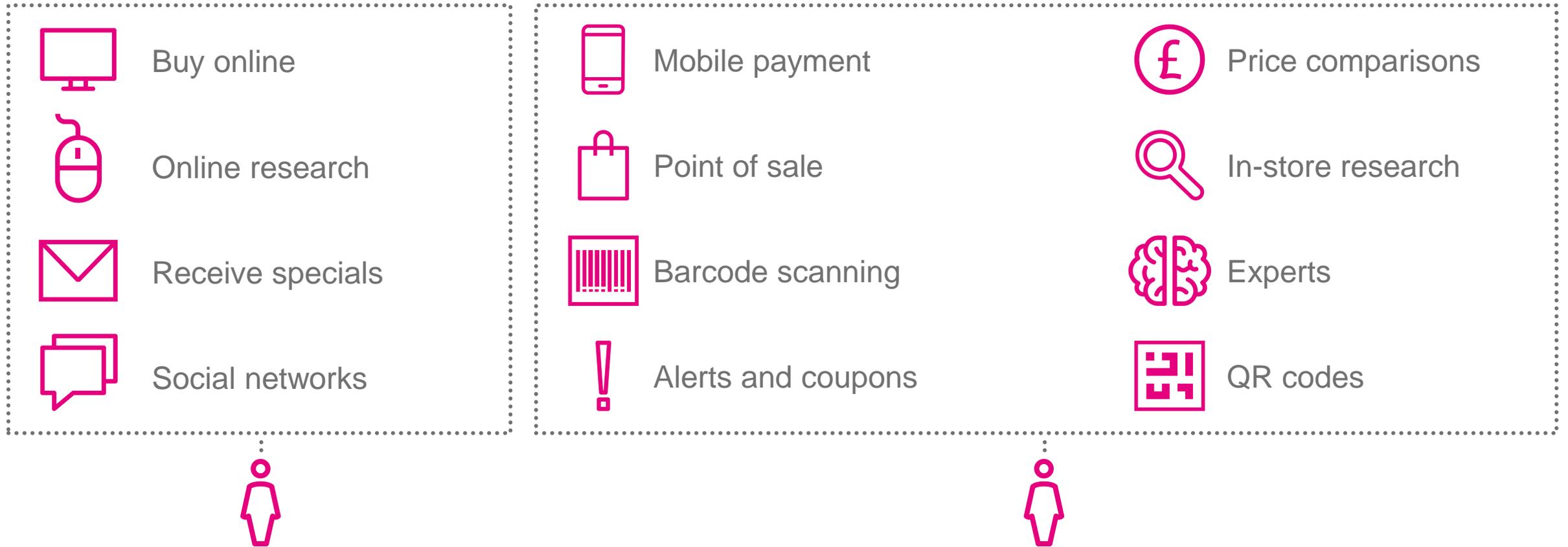
**e-Commerce & key touchpoints
in brand-building and
conversion**

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Lugano, 26.03.2018

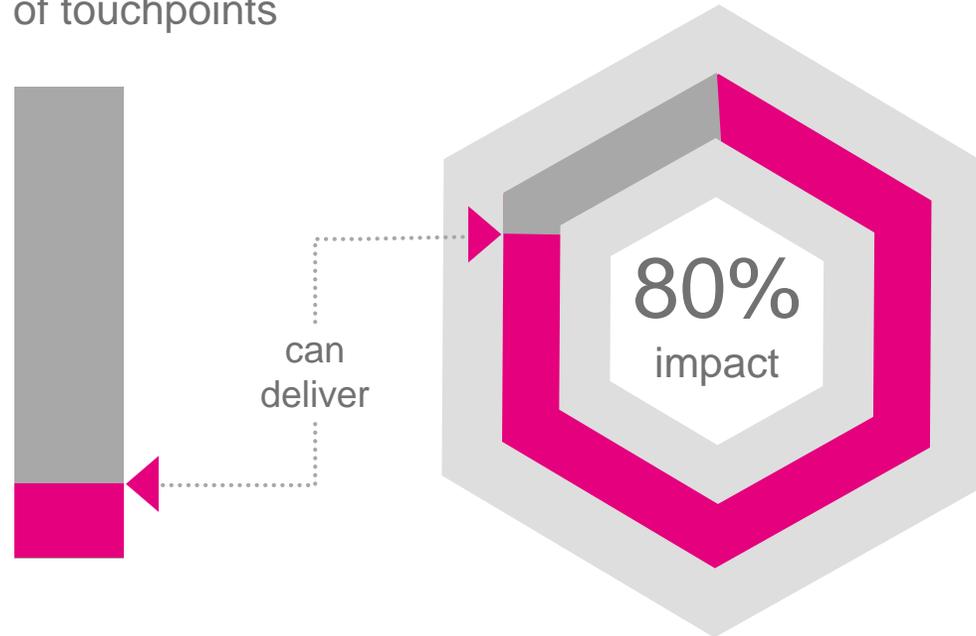
Today consumers experience brands in more ways than ever before



... and a minority of touchpoints have the majority impact on sales and equity

Our research shows that:

20%
of touchpoints

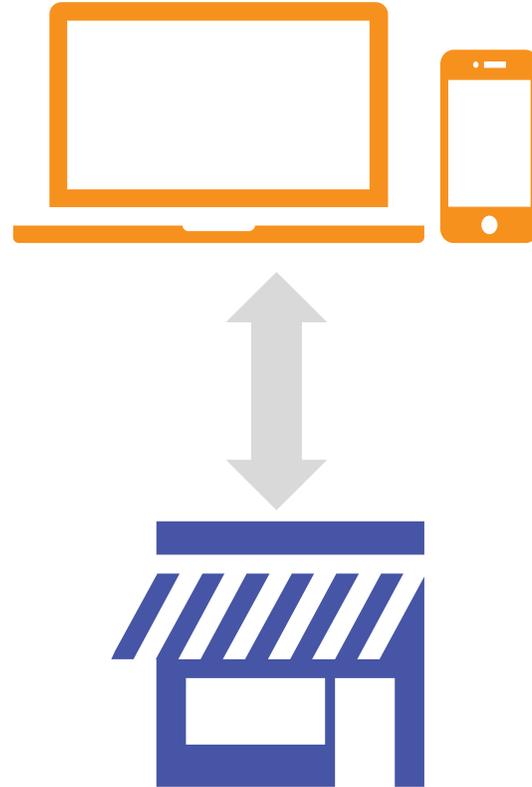


eCommerce role is changing: it is not only a matter of conversion, it's also a brand touchpoint

eCommerce is a brand engagement channel as well as a **shopping environment**

Mobile is a purchasing and marketing channel

The **store** is a brand-building space as well as a sales conversion site



In fashion, more than in other industries, omnichannel is the new normal

Transcendent retail

Shopping is leaping off the screen and morphing into **a more immersive experience**, as voice technology, augmented reality (AR), and artificial intelligence (AI) transform the retail industry

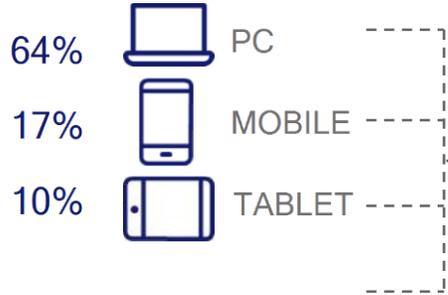
Why it's interesting: A streamlined online experience is no longer enough in retail. Customers are increasingly expecting retailers to **link the online and offline worlds** to create a seamless, intuitive customer experience that makes buying products **quicker, easier and more enjoyable**



In such a context, eCommerce is the link between online and offline experience

Apparel category - Italy

WHAT DEVICES ARE BEING USED TO MAKE PURCHASES ONLINE?

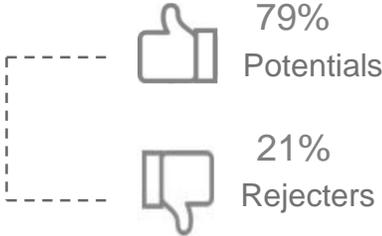


40%
BUY ONLINE

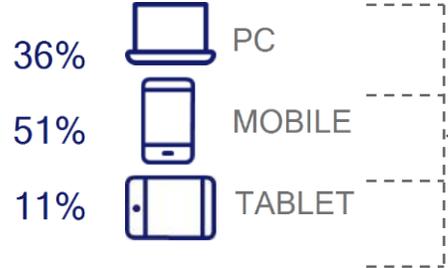


ARE OFFLINE BUYERS OPEN OR CLOSED TO ECOMMERCE?

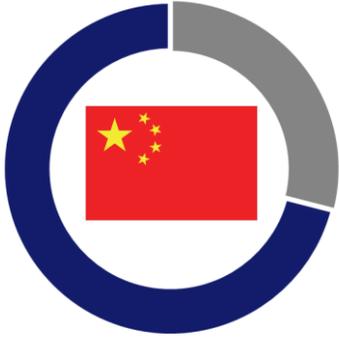
60%
BUY OFFLINE



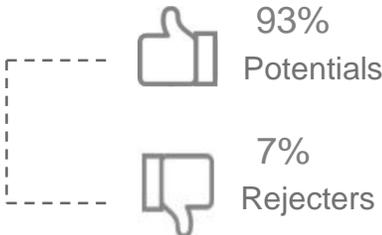
Apparel category - China



71%
BUY ONLINE



29%
BUY OFFLINE

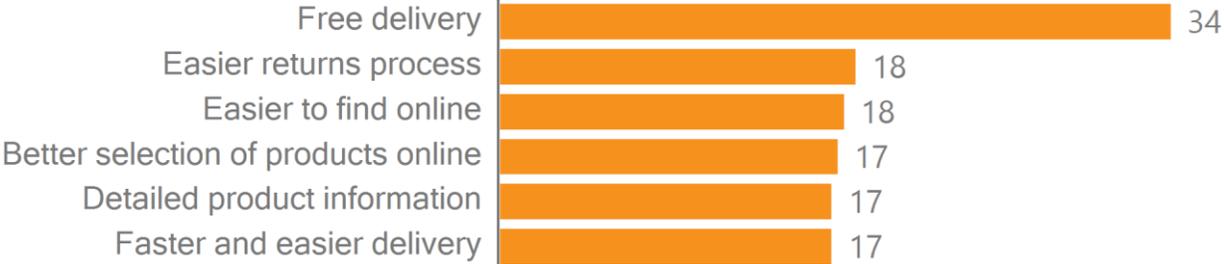


However local differences remain. In such scenario Brands must leverage on shopper insight to overcome them and deliver a great experience

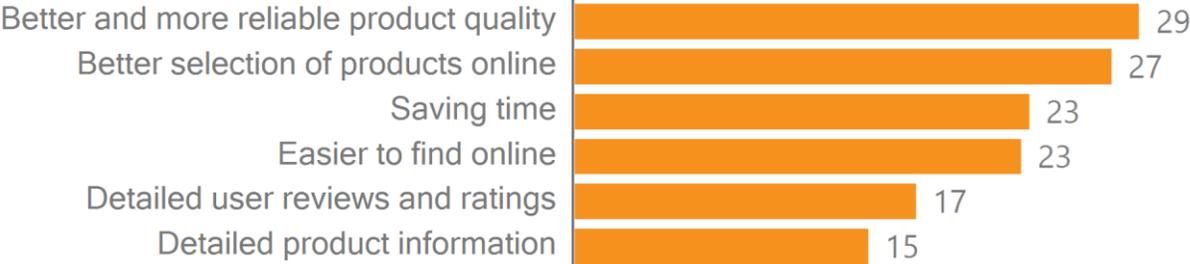
APPAREL Category



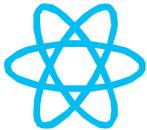
MAJOR BARRIERS FOR ECOMMERCE (TOP 6)



MAJOR BARRIERS FOR ECOMMERCE (TOP 6)



... that should be reachable from and aligned on different touchpoint



Connected



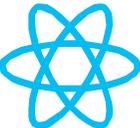
- Hands-Free Shopping**
Shopping is as easy as asking. Just ask Alexa to order your items from Prime Now. [Alexa Voice Shopping >](#)
- Everyday Essentials**
Prime Now offers tens of thousands of household items and essentials. [Prime Now >](#)
- FREE 2-Hour Delivery**
Ask Alexa to order "from Prime Now" and get FREE 2-Hour Delivery. [Available in select locations >](#)



Amazon Alexa, Mobile APPs, Dash button

Seamless

... integrated between touchpoints



Connected



Easy

Need it now? **Just ask Alexa.**
"Alexa, order popcorn from Prime Now."
Exclusively for Amazon Prime members.



- Hands-Free Shopping**
Shopping is as easy as asking. Just ask Alexa to order your items from Prime Now. [Alexa Voice Shopping >](#)
- Everyday Essentials**
Prime Now offers tens of thousands of household items and essentials. [Prime Now >](#)
- FREE 2-Hour Delivery**
Ask Alexa to order "from Prime Now" and get FREE 2-Hour Delivery. [Available in select locations >](#)



Amazon Alexa, Mobile APPs, Dash button




Ritira in negozio
anche con servizio *Drive*

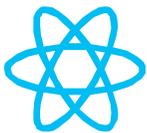


Prime now, click and collect, subscription services

Seamless

Frictionless

... offering personalization and emotion to be relevant



Connected



Easy



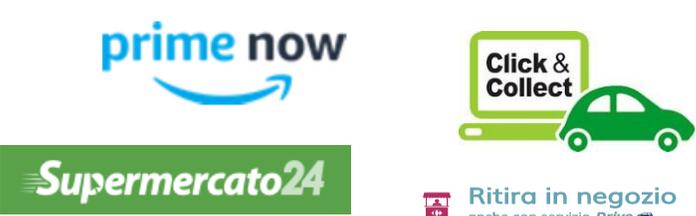
Esperiential



- Hands-Free Shopping**
Shopping is as easy as asking. Just ask Alexa to order your items from Prime Now. [Alexa Voice Shopping >](#)
- Everyday Essentials**
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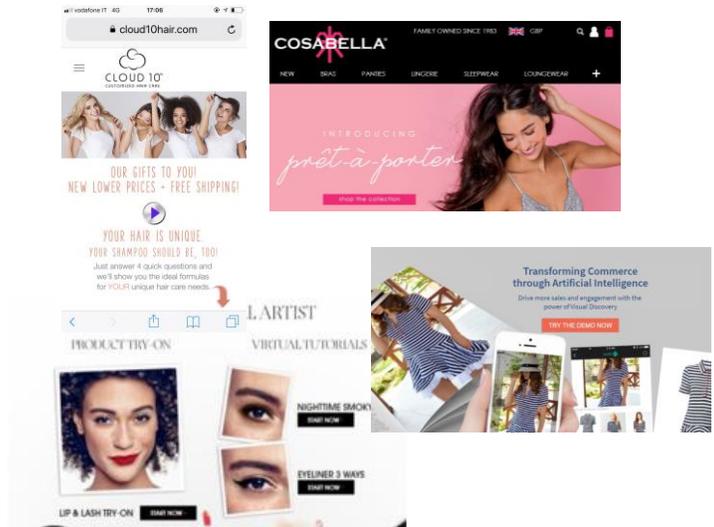
Amazon Alexa, Mobile APPs, Dash button



Ritira in negozio
anche con servizio *Drive*



Prime now, click and collect, subscription services



Personalized product offer and website layout with AI

Seamless

Frictionless

Relevant

How?

understanding **what and how to optimize, through Shopper insight on attitudes and behaviours of the connected consumer**

The chance is learning where to influence to convert

Good shopper marketing extends brand meaning into the store (offline as online) – going beyond promotions and discounts to increase sales and value.

Pre-store or in-store, online or offline, we believe that focusing on consumer and shopper moments is the only way to ensure shopper marketing creates meaning and goes beyond promotions.

How to **influence** shoppers



Where to **focus** shopper marketing investment



Which activations will have the most **impact** on sales

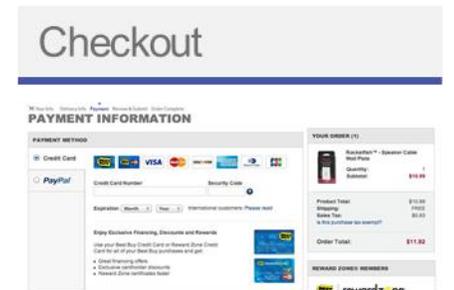
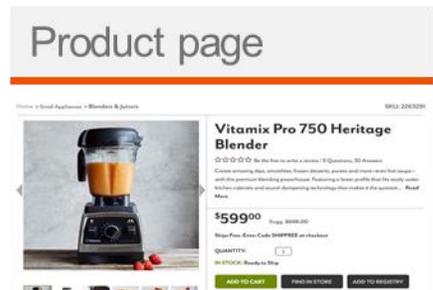
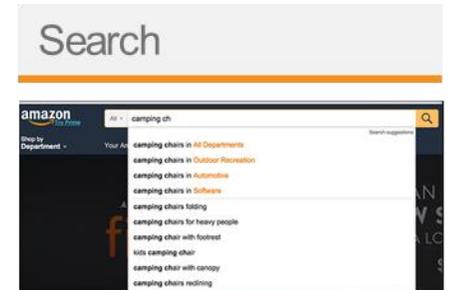
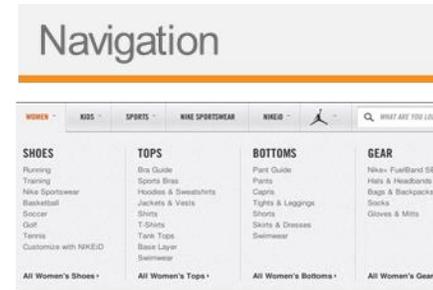
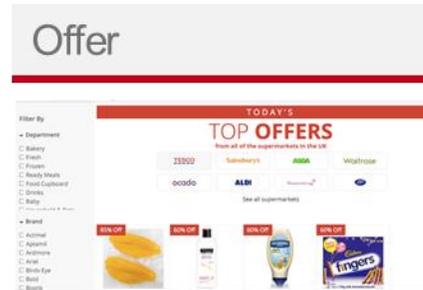
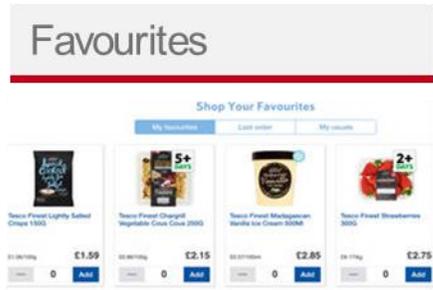


Shopper behaviours in eCommerce is NOT random walk



- Shopping in eCommerce is a **sequence of organized and cognitive behaviours** dominated by platform
- To understand shopper behaviours in eCommerce, structured and organized approach is needed

Not everything in eCommerce platforms but focus on leveraging 8 eCommerce marketing levers



The shopper path is the starting point for understanding eCommerce behaviour

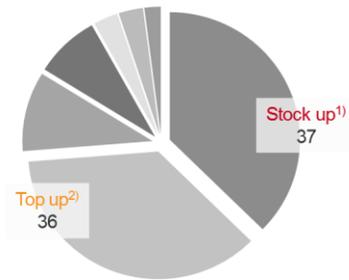
Which path are your shoppers taking? Which challenges do you need to prioritise?

There are four steps along the shopper path

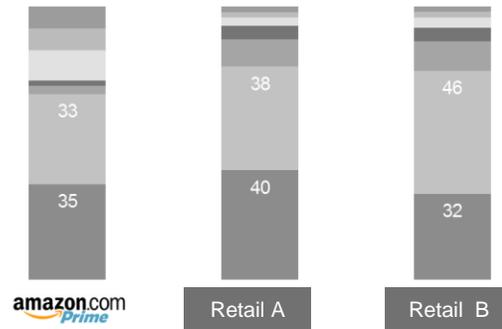


Attitudinal learnings help us to set out action priorities

Mission %



Mission by retailer %



1) Stock up: Satisfy household needs for coming weeks or months
 2) Top up: Satisfy needs to make it to next stock up (e.g., running low)

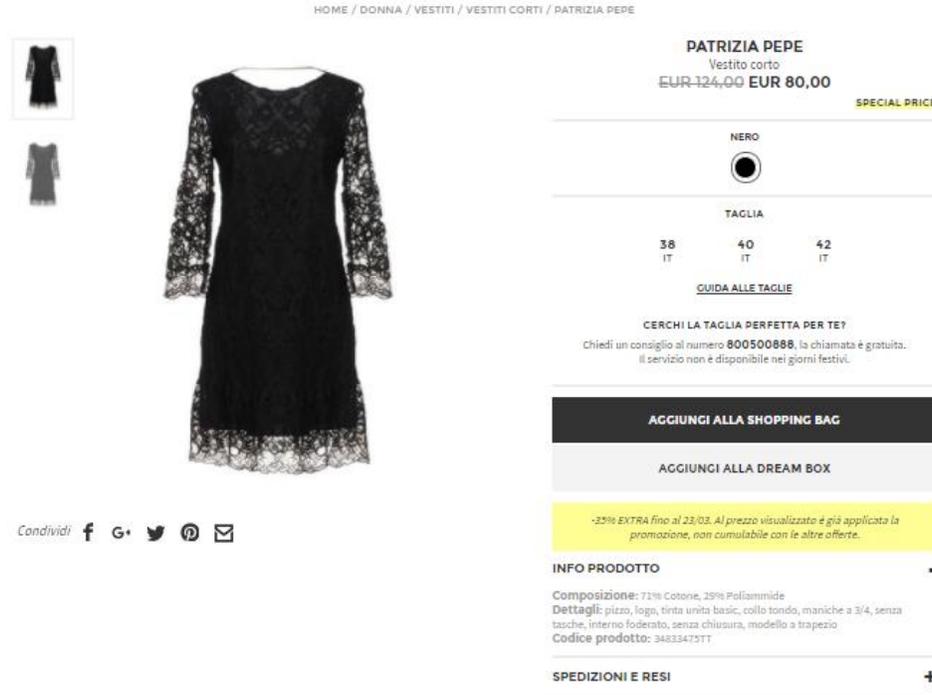
By understanding the **context** of shopper behaviours and **difference by retailer** and device

Product choice drivers by retailer %



By learning **what to be highlighted** across your contents in eCommerce

A lot more to be done with optimizing your brand and product contents



Black/dark products often not well seen

Specific info should be optimized according to

- what **Client** is looking for, in terms of info
- not what **company** intend to say/is used to say

Brand & product essentials in a space of a finger nail

Mobile hero images by Unilever & University of Cambridge

FMCG



By helping shoppers to see the 'inside' for flavour, sales increase by **3.6%**

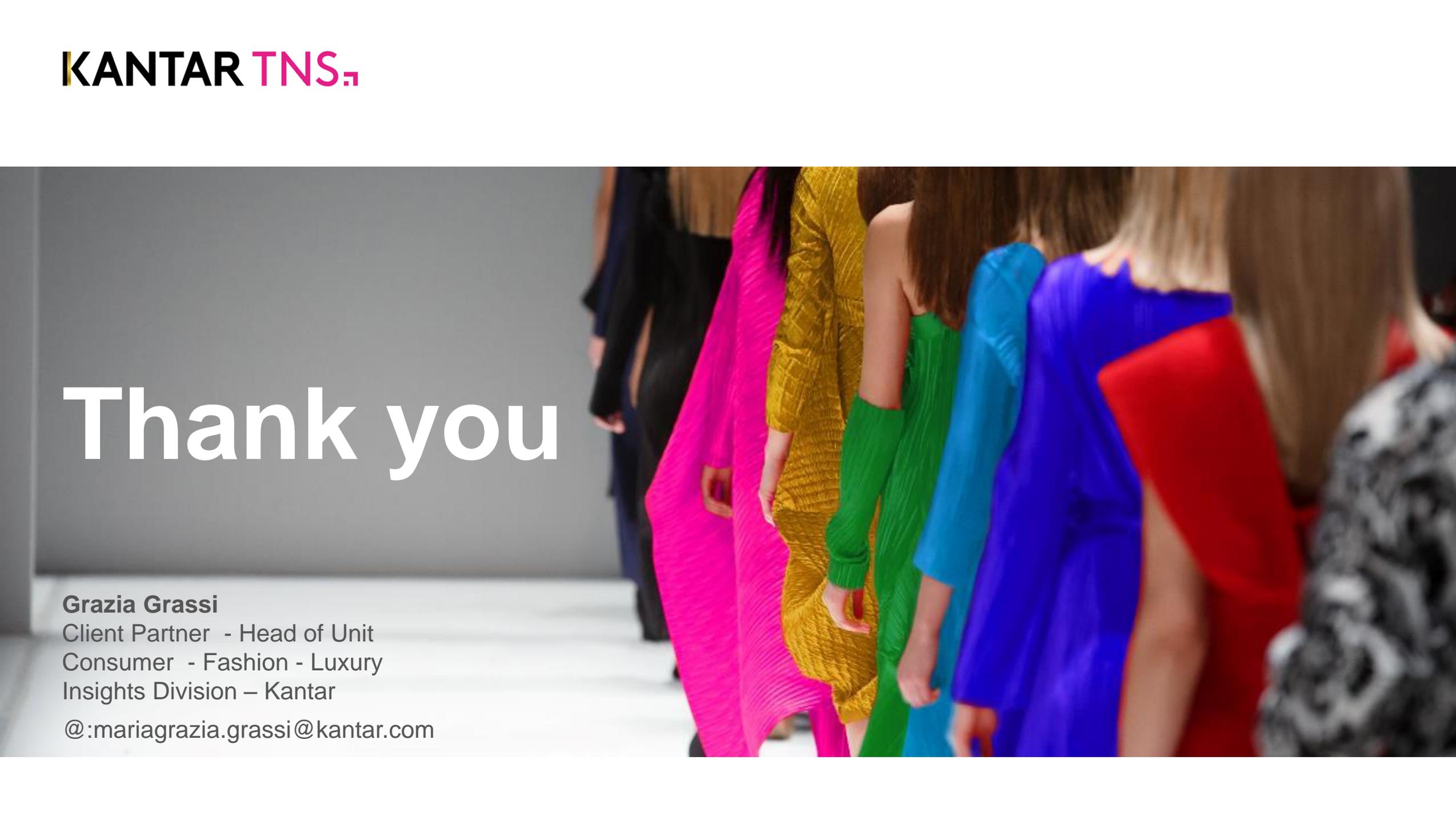
What about fashion?

Do you think your product images are

- answering Clients need
- getting shopper easier?

Accelerating the e-commerce roadmap

- 1** | **Expect the retail landscape to change faster than you think.** Online players are starting to take off. Online winners are not the same as offline. Learn how to optimize touchpoint (and eCommerce among those)
- 2** | E-commerce requires an holistic approach, Conversion Funnel Optimization is not sufficient. Think **Missions and Touchpoints**. Think how you can offer a **best-in-class brand experience**.
- 3** | **Leaders are acting, not reacting:** they're investing well ahead of the sized opportunity because they know that shoppers are, and will be, online.



Thank you

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