Webinar

Proven Tactics to Boost Your eCommerce Conversion Rate in 2022

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Moderator

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Speaker

ChannelSight™

About ChannelSight

We help global brands optimise the digital path to purchase, capture consumer engagement and increase eCommerce sales.

Whirlpool CORPORATION

B/S/H/

hp

crucial by Micron

Hill's

HOOVER

Perrigo

PHILIPS

COLGATE-PALMOLIVE

GALDERMA EST. 1981

P&G

Johnson&Johnson

32m+
Retailer sessions tracked annually

2000+
Active retail partners

1.5m+
Baskets generated annually

70+
Active markets
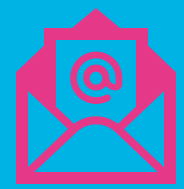
Webinar Agenda:

1 Welcome and panel introduction

2 How brands can optimise conversion rates to drive online retailer sales

3 Brands should aspire to 'trade' with retailers

4 Conversions = Optimisation of user experiences

5 Closing remarks

Interested in a 15-minute demo after the webinar?

Please email us at **hello@channelsight.com**.

Webinar Speakers

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How Brands Can Optimise Conversion Rates to Drive Online Retailer Sales

Aditya Labhe

Solutions Consultant, Sales Strategy
ChannelSight

2/23/2022

What we'll cover:

1 Why optimise conversions for retailer partners/customers?

2 Optimising the path to purchase to drive conversions

3 Increasing conversions from strategic stock prioritisation

4 Focusing on both on-retail and off-retail media

Part 1

Why optimise conversions for retailer partners/customers?

The rise of "one stop shops"

Consumers prefer marketplaces and retailers for the convenience, trust and product range that they offer.

64%

Consumers who say they are excited by the prospect of buying everything through one retailer or marketplace in future

Source: Wunderman Thompson Commerce's Future Shopper Report 2021

Give consumers what they want

Providing consumers with more buying options is an effective way to drive conversions.

+248%

Average conversion rate increase by switching from pure DTC to a hybrid model

Source: ChannelSight Data
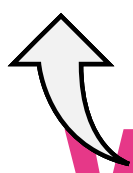
What do we mean by hybrid?

Hybrid provides consumers an easy route to wherever they prefer to shop – whether that be DTC or through a retailer, marketplace or offline. Hybrid models are key for eCommerce conversions.

Part 2

Optimising the path to purchase to drive conversions

83%

Consumers who find convenience while shopping to be more important to them now than it was five years ago

97%

Consumers who have backed out of a purchase because it was inconvenient

Source: National Retail Federation
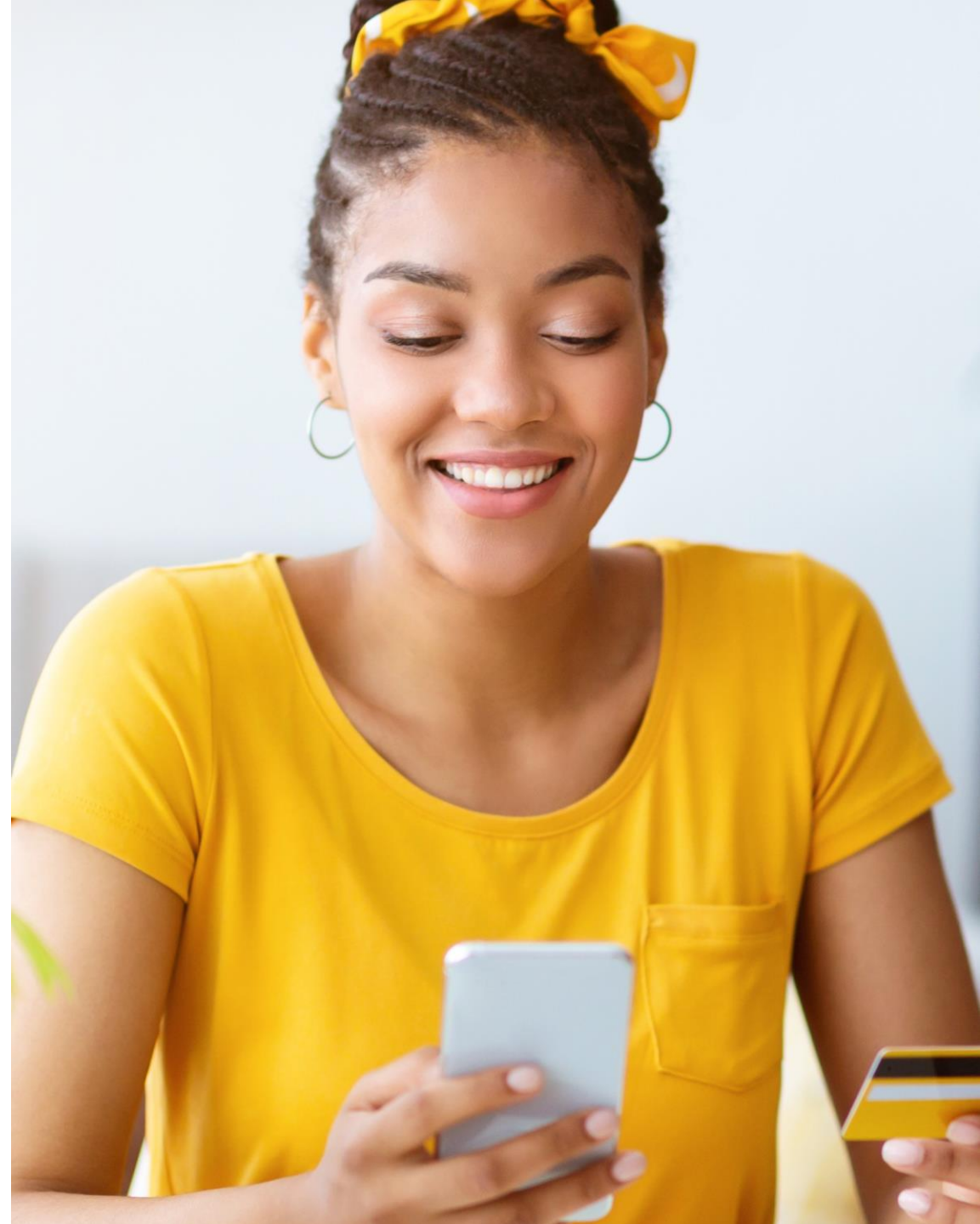
Less friction + more entry points = more conversions

Ensure consumers don't have to leave your brand site to search for the product and provide multiple entry points.

Available at **amazon**

READ REVIEW ☒   VIEW PRODUCT ☒

Example: **A 'select store' button can increase conversions on product pages**

B2C technology manufacturer, Tado°, seamlessly directs customers from their product pages to preferred retailers and marketplaces.
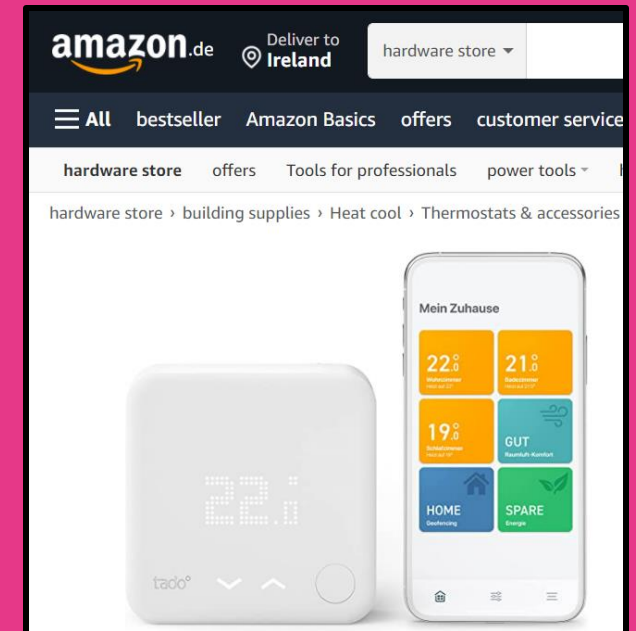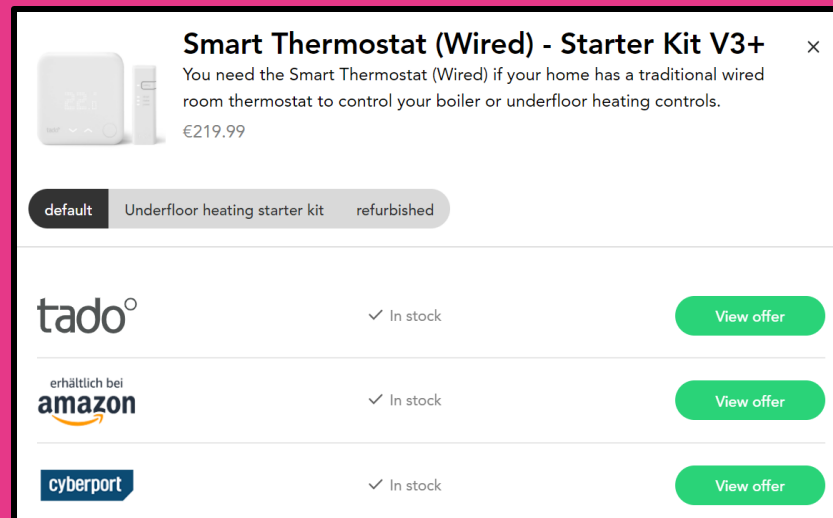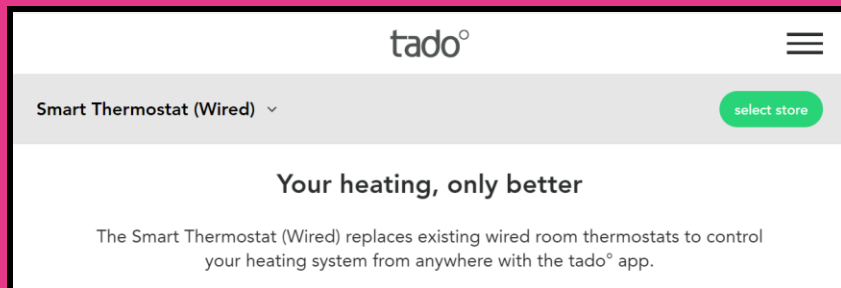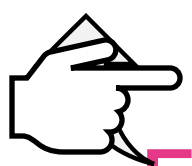
Example: A home page sticky button converts at around 3%

Cetaphil's sticky button provides customers a convenient path to purchase for top products right from the home page.

Source: ChannelSight Data

Example:
Category page call to actions convert at around 5%

Less steps equals more conversions. Yokebe adds call to actions directly to their category pages.

Source: ChannelSight Data
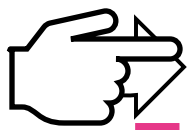
Example: Content page call to actions convert at around 7%

Meet customers when their purchase intent is highest. Quaker adds call to actions directly to their recipe pages.

Source: ChannelSight Data

Part 3

Increasing conversions from strategic stock prioritisation

Apply the 80/20 rule

According to the 80/20 rule, 80% of your sales will come from 20% of your products.

Tip #1

Prioritise the products that sell well on DTC and let retailers and marketplaces do the rest.

Tip #2

If the top performing products are out of stock on the DTC site, direct consumers to the retailers that have them in stock.

2/23/2022
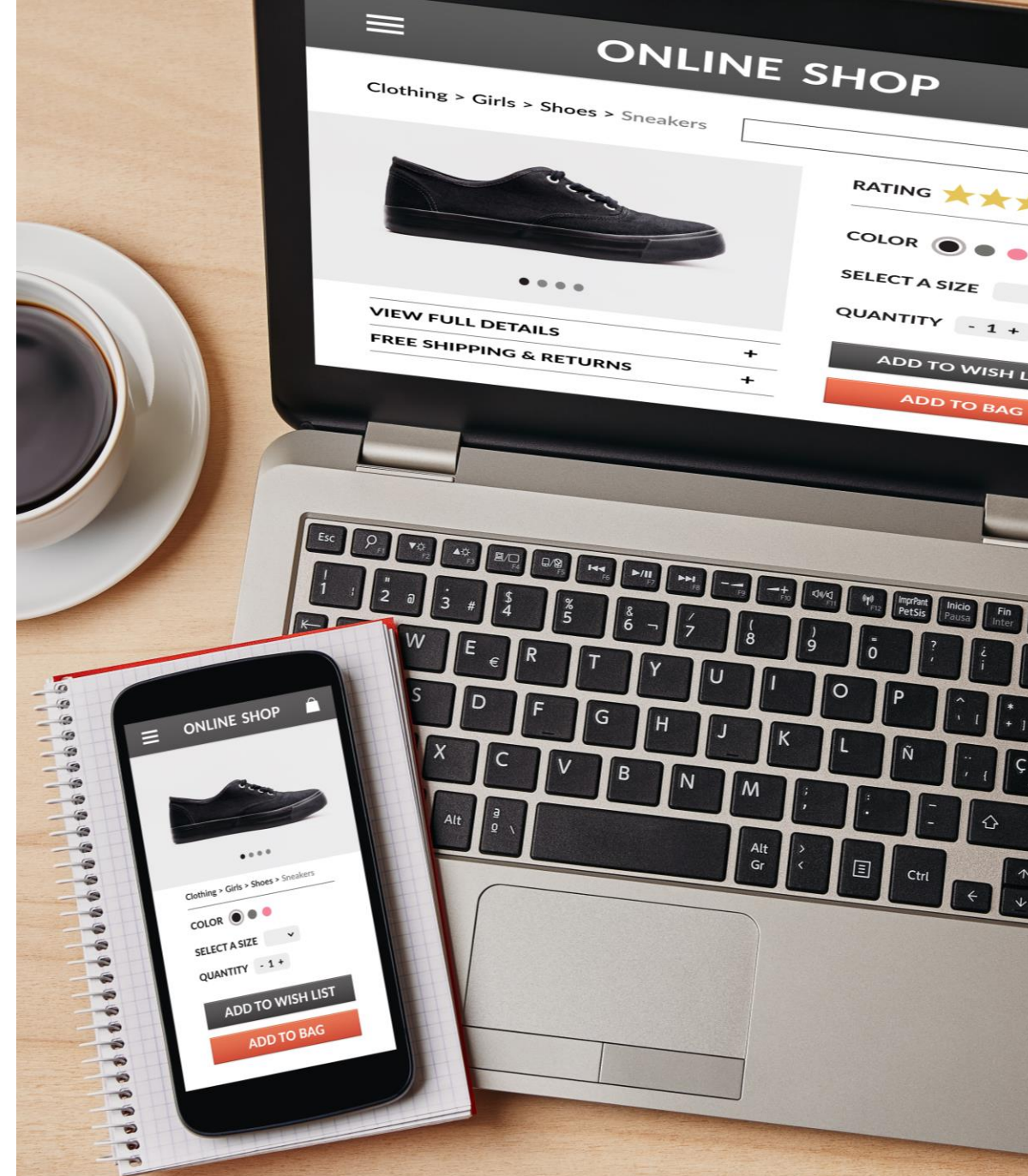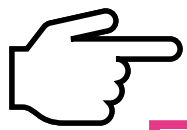
Example: **Hoover strategically prioritises their stock and sales channels**

Hoover directs customers to retailers and marketplaces for products that perform better on those sites. For top-selling products, the DTC 'Buy Now' button is more prominent.

Focus on mitigating stockouts

37%

Consumers who experience a stockout who will purchase from a different brand

Source: ECR Retail Loss
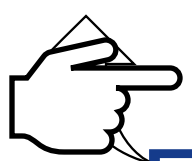
Example: Leverage retailers during DTC stockouts

Direct customers to retailers that have the product in stock. Maxi-Cosi does this with a 'View in other stores' button when the DTC product is out of stock.
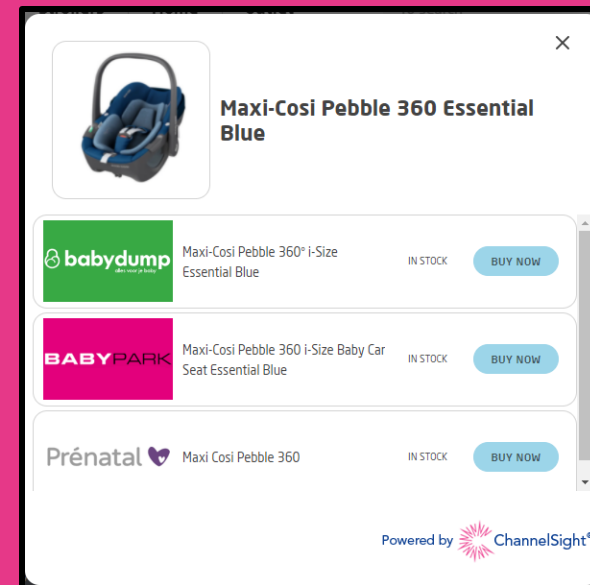
Part 4

Focusing on both on-retail and off-retail media

"Every digital point of contact with our consumer is a commerce opportunity. As consumer behavior changes, we want to meet our shoppers' needs with innovative marketing and easy ways to get their products delivered to their home in a matter of minutes".

Jackie Guarini (Northacker), Head of Commerce Media for Anheuser-Busch

Retail media is skyrocketing

The vast amount of valuable consumer data that marketplaces and retailers have access to is driving this surge.

+28%

Projected YoY growth in retail media advertising in 2022

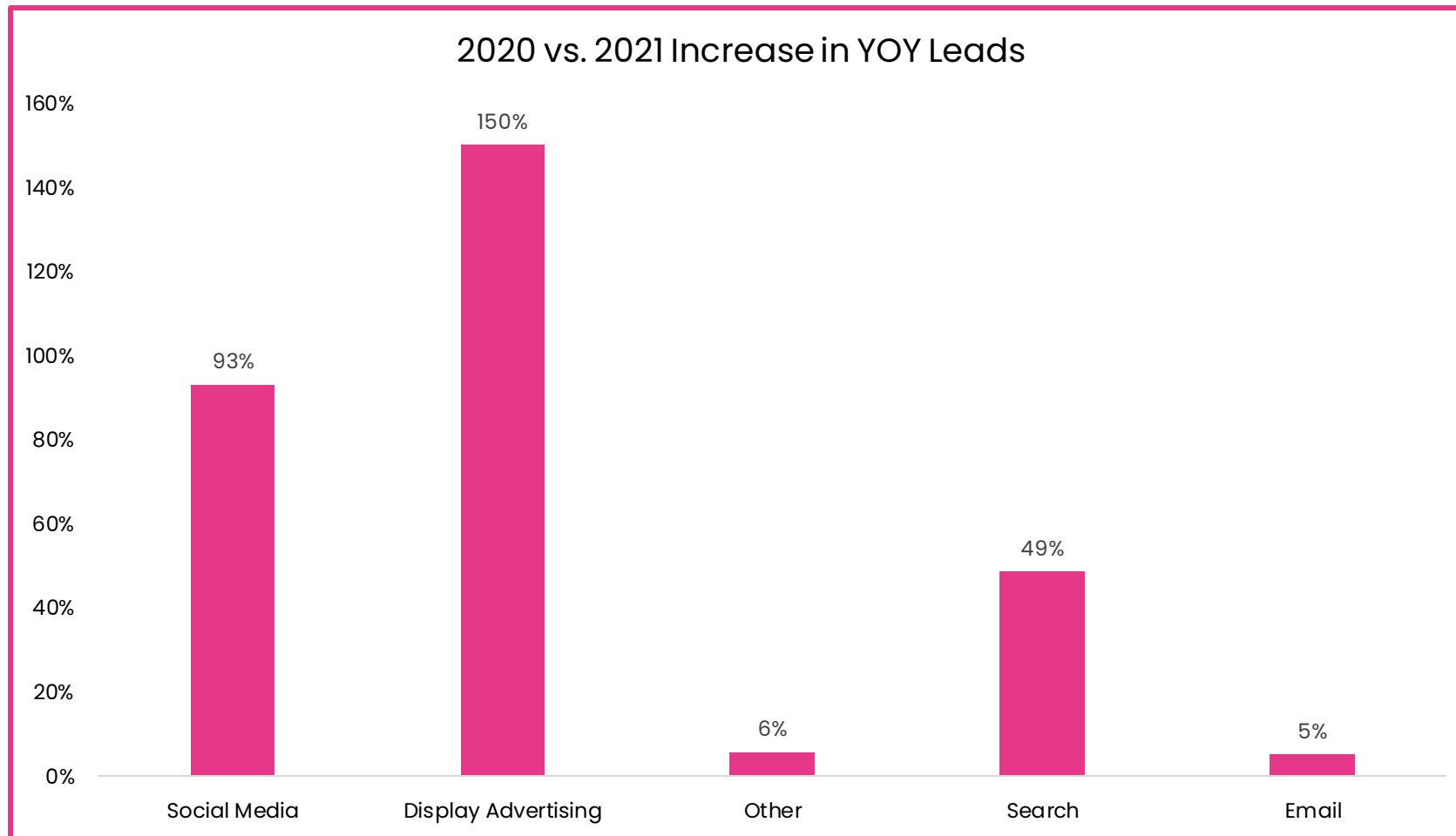Source: eMarketer

What is driving the retail media surge?

The hockey stick growth in eCommerce driven by the pandemic

Access to valuable first-party data from retailers and marketplaces

The opportunity to close the loop between marketing and sales

The need to reach customers in a fragmented media landscape

Display advertising and social media are surging as sales channels

2020 vs. 2021 Increase in YOY Leads

Channel	Increase
Social Media	93%
Display Advertising	150%
Other	6%
Search	49%
Email	5%

Source: ChannelSight Data

Integrated customer experiences are key to driving conversions

Consider the whole omnichannel consumer journey, not only the brand sales funnel.
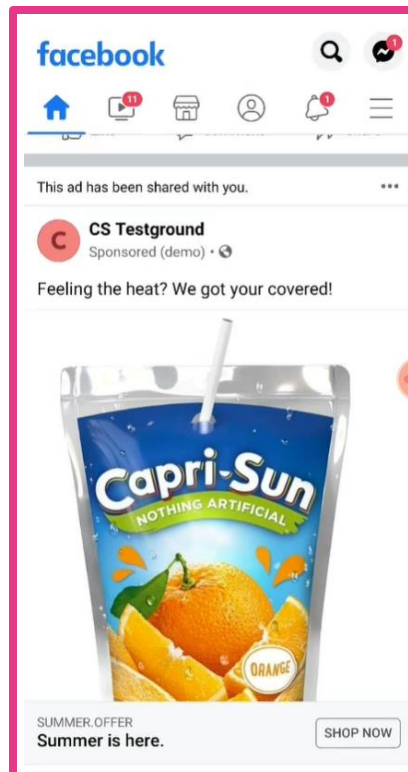
Social media

Retailers/ Marketplaces

Brand website

Consider everything a digital touchpoint to maximise conversions

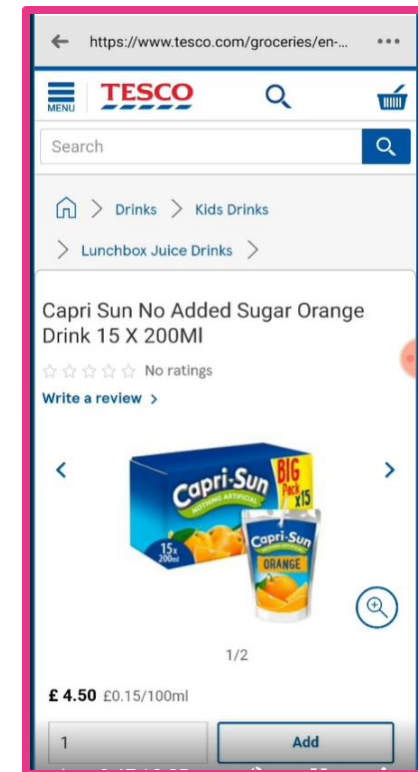# Utilise media tactics to include a shoppable element

Social media

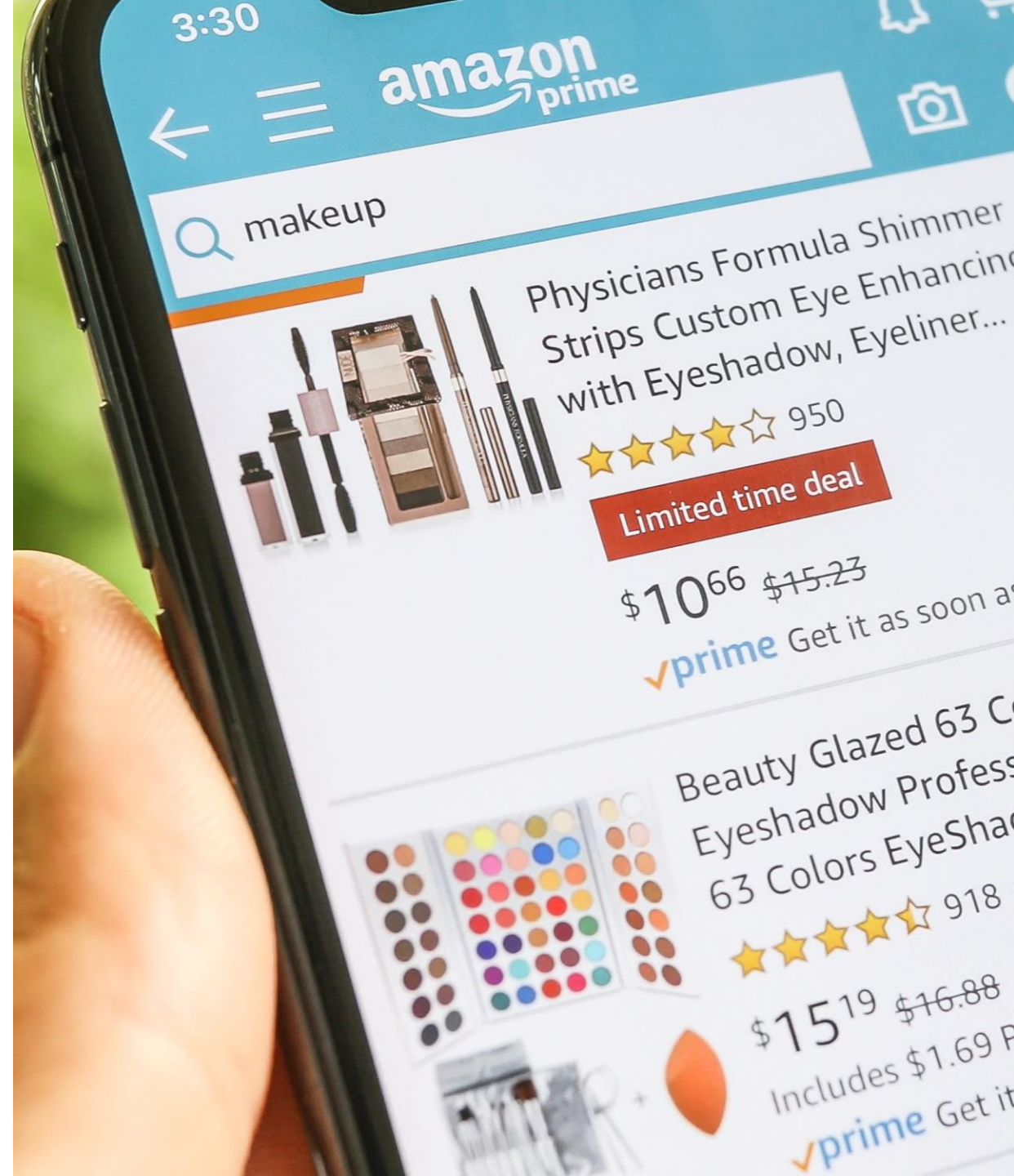### Landing page

Retailer

Don't reinvent the wheel

Apply what you already know about your customers and product performance to retail media.
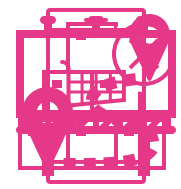
Tip #1

You know your audience best, so leverage this in your retail media strategy as well.

Tip #2

Focus on the hero SKUs that sell best online, (i.e., big packs, items over $25/£15).

Key takeaways

Marketplaces and retailers are preferred by consumers.

Optimising the path to purchase is key to driving conversions.

Strategic stock prioritisation ensures consumers stay in the sales funnel.

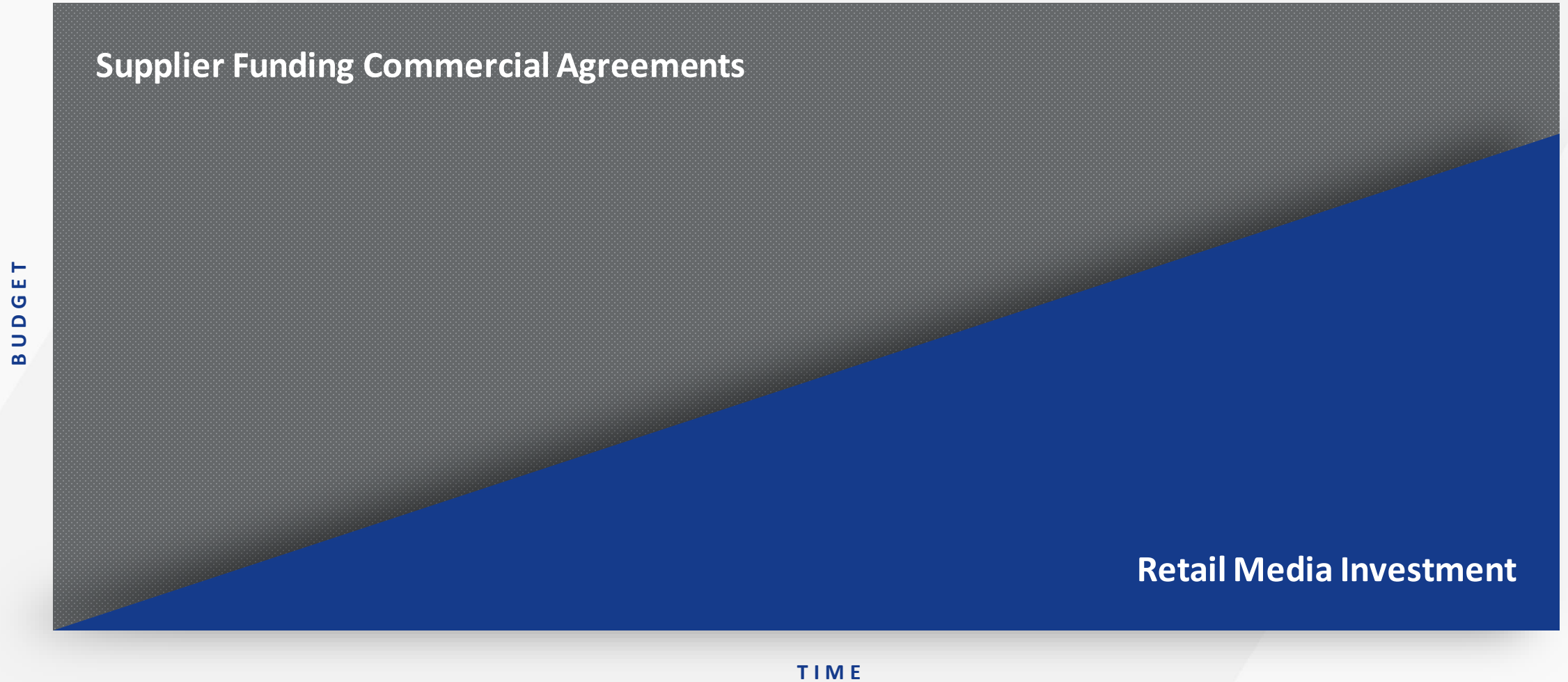The retail media surge cannot be overlooked by brands.

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Brand should aspire to 'trade' with retailers

Jonathan Lewis-Jones (Feb 2020)

Retailer Media is turning the nature of supplier funding deals on their head

Supplier Funding Commercial Agreements

Retail Media Investment

BUDGET

TIME

Therefore this is the right time for brands to ask retail partners for more

SPECIFIC MEDIA INVENTORY WITH ROI	**SKU LEVEL CONVERSION DATA**	**API REPORTING**
LOCAL STOCK LEVELS	**OMNICHANNEL ANALYTICS**	**CO-ORDINATED MEDIA STRATEGY**
AUDIENCE / INSIGHTS SHARING	**1-2-MANY LIVE EVENTS**	**PERSONALISED EXPERIENCE DEVELOPMENT**

Getting the right people round the table to start 'trading' in short term cycles.

PREPARE — Action Summary & Period Results sent out before meeting

REVIEW — Have we done actions by owner from last trading meeting?

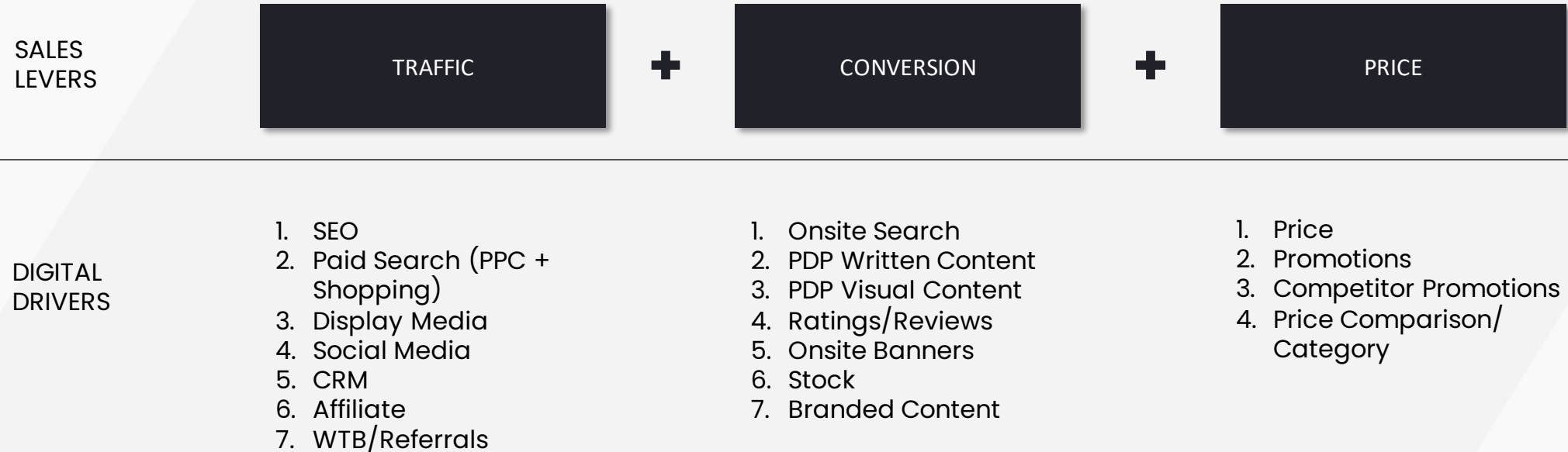**DIAGNOSE** — Review sales against redefined benchmark In each trading period.

ASSIGN — Assign task and responsibility to address specific issues

ACTION — Share action summary and Schedule next session

RETAILER (Brand Lead)

RETAILER (Digital Marketing)

BRAND (Channel Marketing)

BRAND (Campaign Team)

TRADING SQUAD

AGENCY (Retail Strategist)

BRAND (Retailer Lead)

AGENCY (Activation Lead)
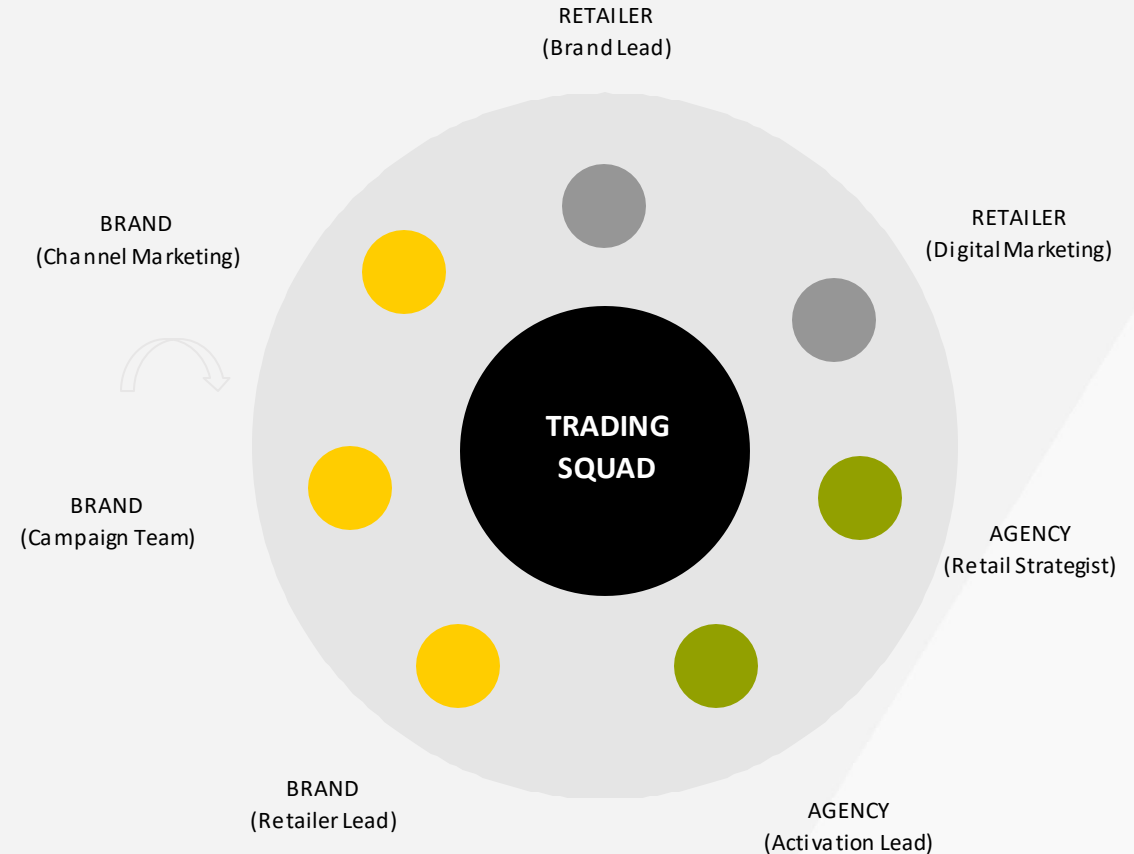
Understanding the actions that need to be taken to drive performance.

SALES LEVERS

TRAFFIC		CONVERSION		PRICE

DIGITAL DRIVERS

TRAFFIC
1. SEO
2. Paid Search (PPC + Shopping)
3. Display Media
4. Social Media
5. CRM
6. Affiliate
7. WTB/Referrals

CONVERSION
1. Onsite Search
2. PDP Written Content
3. PDP Visual Content
4. Ratings/Reviews
5. Onsite Banners
6. Stock
7. Branded Content

PRICE
1. Price
2. Promotions
3. Competitor Promotions
4. Price Comparison/ Category

Building a trading dashboard to diagnose issues and assign actions.

The barriers to this are commercial not technical

All the data and tech currently exist to make this trading way of working a reality.

The real challenge is undoing legacy ways of working and disrupting existing commercial relationships.

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Thank You

jonathan.lewisjones@publicisgroupe.com

Conversions

=

Optimization of user experiences
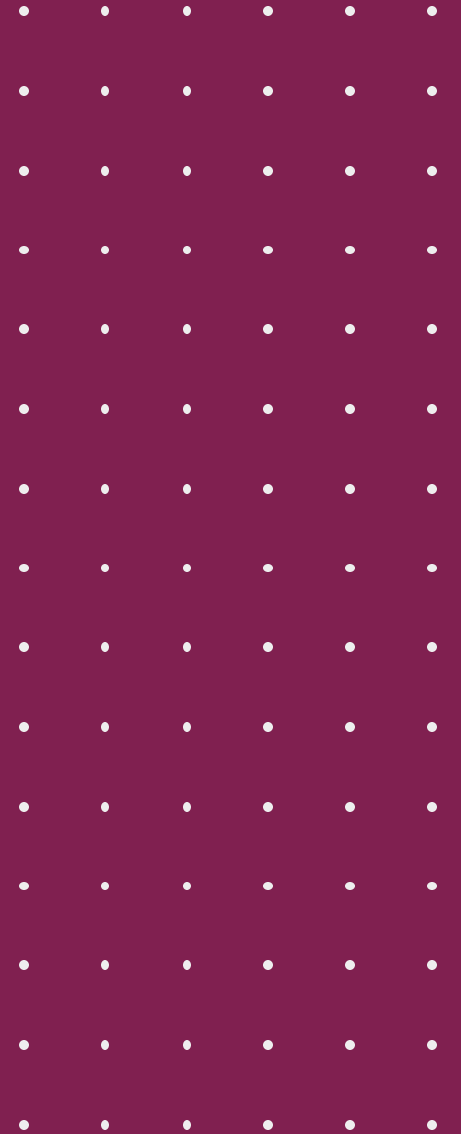
Why has Conversion rate become a priority for most companies?

- Traffic acquisition has become expensive

- More new users with less online-shopping experience arrive

- More than 95% of all visitors walk away without buying

- Optimizing the UX to increase conversion rates is mandatory, however …

- The number of possible optimizations in most channels' UX is infinite.

"CRO" or "UXO"?

Conversion rate optimization is actually not the right way to think about this. The actual focus needs to be on **the optimization of user experiences**. Increased conversion rates is an outcome of this activity.

8 experiences that have a greatest influence on whether a website visitor converts / purchases

Arrival Experience

Search Experience

Navigation Experience

Information Experience

Decision Experience

Checkout Experience

Payment Experience

Support Experience

We will cover these four experiences today

Email me for details on these four experiences

How can you use this?

The division of the "user experience" into these 8 individual experiences offers **a framework and a guideline** for a systematic selection for opportunities for user experience optimization.

This structure will help you to develop an effective roadmap for optimization and experimentation.

The Arrival Experience

1. The Arrival Experience

It is what your visitors experience during the first 10 seconds of landing on your site.This is the most crucial phase as it determines if the visitor progress to the next stage or not. It's important to remember that not every consumer journey starts on the home page. Are your category pages optimized to make a great first impression as well?

How do you make a great first impression?

- Neat Design layout
- Quick loading pages
- Mobile optimized performance
- Attention grabbing CTA buttons
- Niche specific trust badges
- No forced audio/video content

- More images than text
- Create curiosity
- Highlight USP and guarantees
- Relate to pre-click experience
- Highlight offers that relate to the user's interest detected in previous sessions

The Search Experience

2. The Search Experience

- Can they find the products or content or information with ease?

- Is your search bar finger-friendly for mobile devices?

- Do you offer advanced sort- & filter options?

- Do you remember search queries from previous searches?

- Do you have pre-populated search options?

- Do you offer real-time search suggestions?

Example of **bad** search experience

Example of **good** search experience
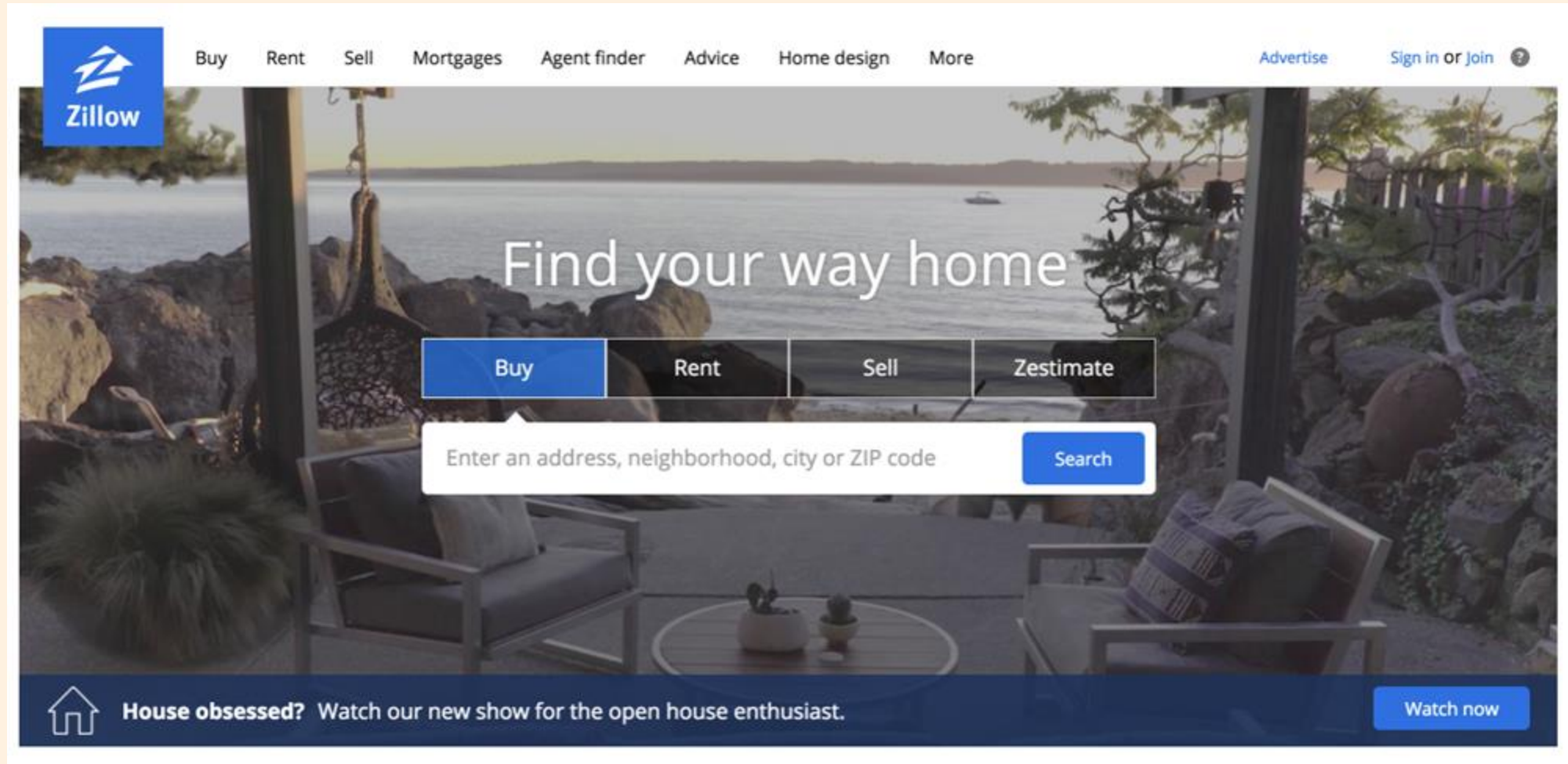
Best Choice Products Unlock Hidden Revenue Streams with "Search" Bar by **30%**
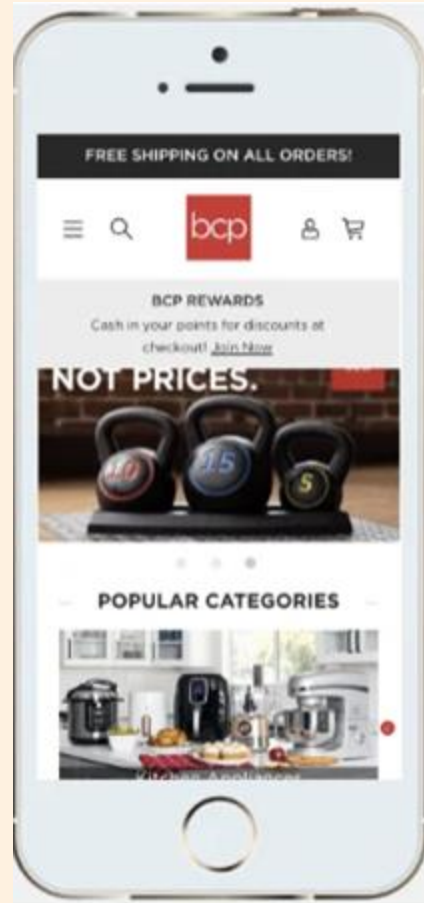
BEFORE
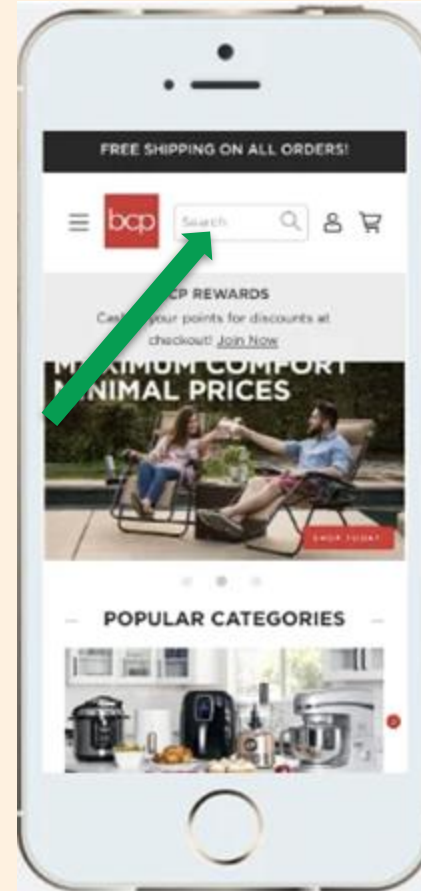
AFTER

30% ▲

Revenue

The Decision Experience

3. The Decision Experience

Users don't like taking decisions and many of them need a little help, a little push at the right time. Highlighting **scarcity**, **urgency** or **exclusivity** are common practises:

"Only 2 more available" … "12 other users are checking out this room" … "Members only"

Highlighting rare items, low stock, and exclusivity will not only increase their perceived value, but also help users discover and obtain something **'special'** that may not be available in the future.

Example of **bad** decision experience

Example of **good** decision experience

Hotel Pennsylvania ★★ 👍

Review score 34,568 reviews **5.6**

📍 New York City – Show on map ✉ (2.2 km from center) – Subway Access

This Manhattan hotel is located across the street from Madison Square Garden and Penn Station.

In high demand! Booked 500 times in the last 24 hours

Best Seller

Show prices

👤👤👤👤 + 👤	▶ 📷 **One-Bedroom Apartment with Two Queen Beds** **Bedroom 1:** 2 full beds 🛏 **Living room:** 1 sofa bed 🛋	**Show prices**
👤👤	▶ 📷 **Studio with Two Twin Beds** 2 twin beds 🛏🛏	**Show prices**
👤👤👤👤	▶ 📷 **One-Bedroom Apartment with King Bed** **Bedroom 1:** 1 queen bed 🛏 **Living room:** 1 sofa bed 🛋	**Show prices**
👤👤👤👤	▶ 📷 **Penthouse One-Bedroom Apartment with King Bed** **Bedroom 1:** 1 queen bed 🛏 **Living room:** 1 sofa bed 🛋	**Show prices**
👤👤	▶ 📷 **Penthouse Studio with King Bed** 1 queen bed 🛏	**Show prices**

⏰ **Don't Miss This:** Radio City Apartments was booked 10 times on our site in the last 12 hours.

The Checkout Experience

4. The Checkout Experience

How easy is to check out from your page?

1 out of every 5 shoppers abandon cart due to a too long or complicated checkout process. Optimize your checkout process to turn more visitors into customers.

- Reduce the information the customer needs to enter

  - ## One click check out

  - ## Don't require shoppers to register before check out

  - ## Everybody hates forms

  - ## Nobody remembers their log in details

- Mobile friendly check out process

- Use a progress bar to show shoppers the steps they need to take to complete checkout and where they are currently

- Display trust signals throughout the checkout process

Example of **bad** checkout experience

Example of **good** checkout experience
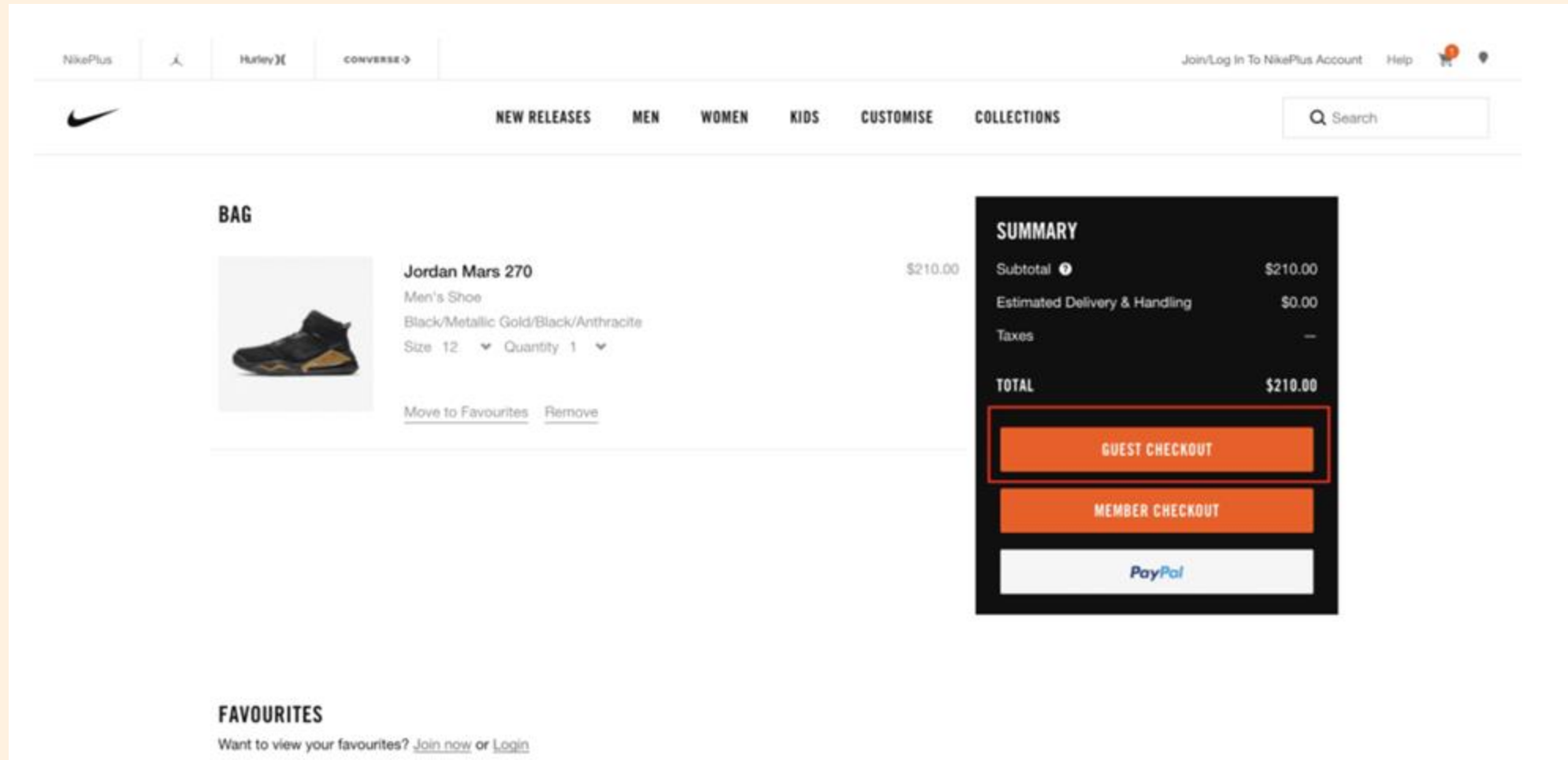
How ReplaceDirect Used A/B Testing To Reduce Cart Abandonment by **25%**

BEFORE

AFTER

Variation Page: 25% Reduction in Cart Abandonment

25%▼

Cart Abandonment

The key to optimizing user experience is **experiment velocity**
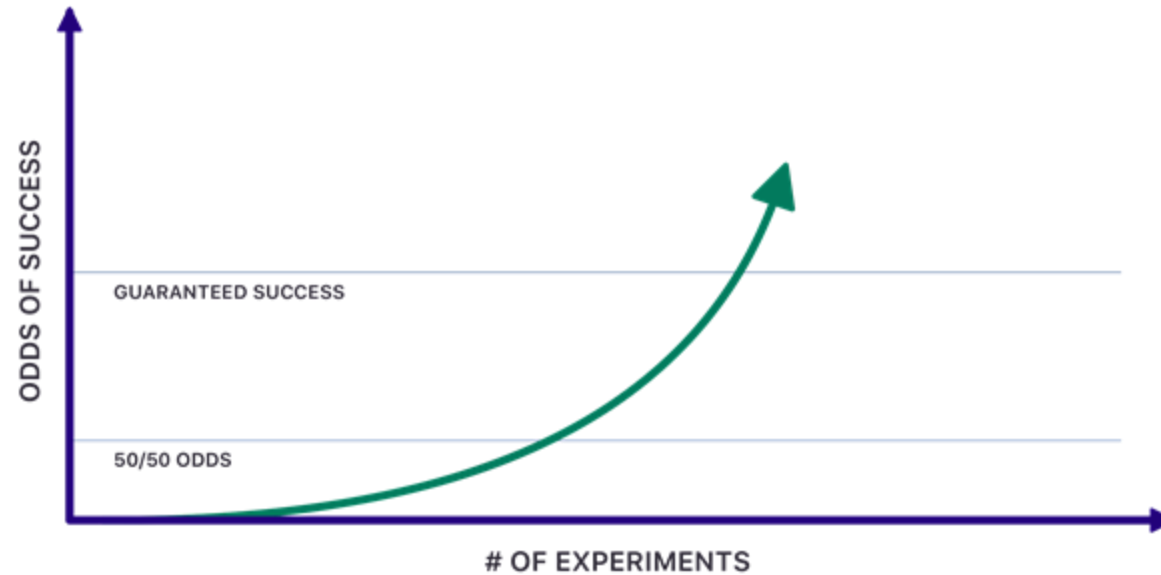
The more you experiment, the better your odds are.
The quality of each subsequent experiment increases as you apply the lessons learned from previous experiments. These lessons make your success curve exponential rather than linear.

One big winner pays more than enough for all the losing experiments
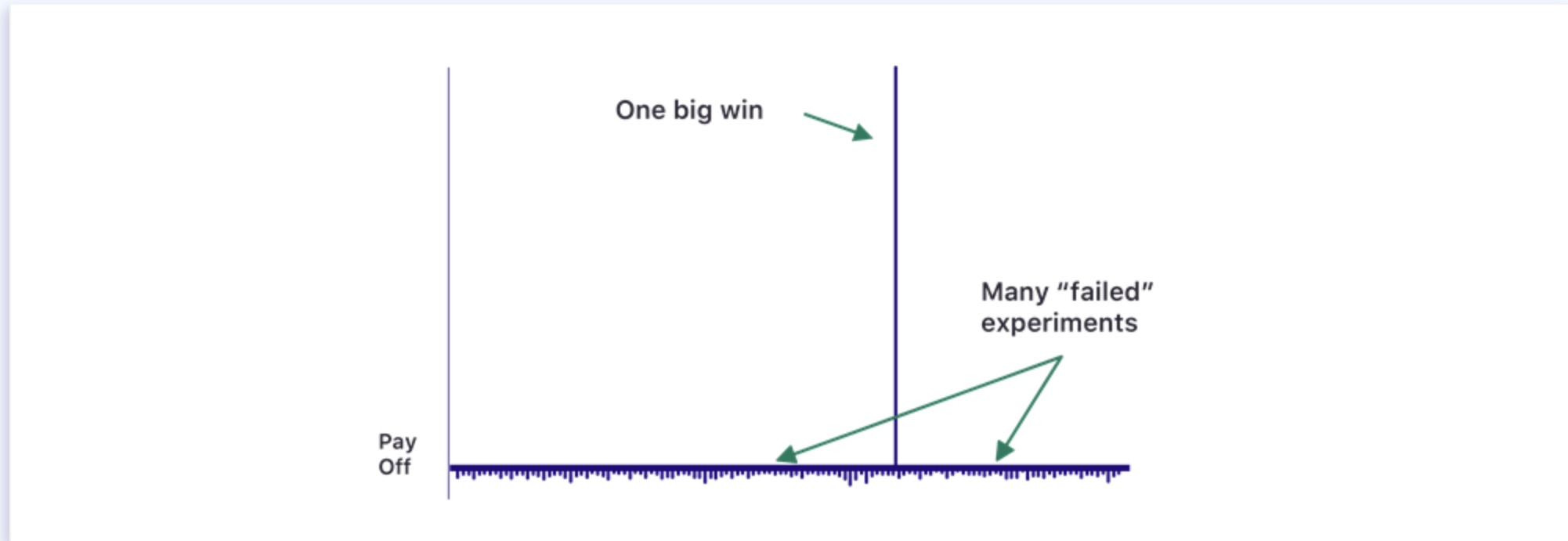
1 Winner >>> 10 Losers
A winner can pay for many failed experiments. You don't have to be right with every experiment, but whenever you are right you're rewarded with a disproportionate return.
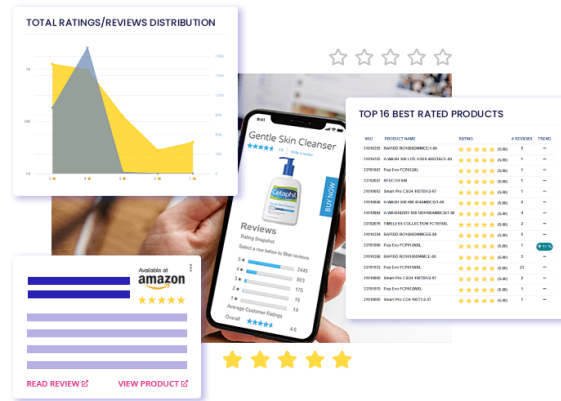
Thank you!

Keep in touch.

paresh@vwo.com

VWO

Let us help you optimise your conversion rate

Where to Buy

Make your website and online content instantly shoppable, while gathering detailed consumer journey insights.

Digital Shelf

Monitor your products' content, ratings, reviews, prices, and inventory levels on every retailer site or marketplace you sell on.
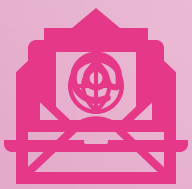
2000+
Active
retail partners

70+
Active
markets

270+
Global
brands

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Thank You

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