



Webinar

How can you optimise the eCommerce Consumer Journey

Webinar Panel



Niall O'Gorman
Head of Strategic Partnerships
ChannelSight



Roberto Mainardi
Director, Digital Customer Journey
Haier Europe



Ben Taylor
EMEA Head, Omnichannel
Commerce
Publicis Commerce



Enda Breslin
Evangelist, Founder & CEO
Disrupt the Chain



Alex Lynch
Business Development Representative
ChannelSight



Agenda

- **Understand the digital path to purchase**
- **Optimize the brand site experience**
- **How channels impact customer journey**
- **Leverage retail media effectively**

If anyone would like an impromptu 15-minute demo today, please reach out to Hello@ChannelSight.Com and our team will facilitate this immediately after the webinar.



We help the world's leading brands to boost their ecommerce and digital marketing presence

65

Markets

+120

Global Brands

+2000

Retailer connections

logitech

PHILIPS

SONY

Coca-Cola

P&G

Perrigo®



COLGATE-PALMOLIVE



PEPSICO

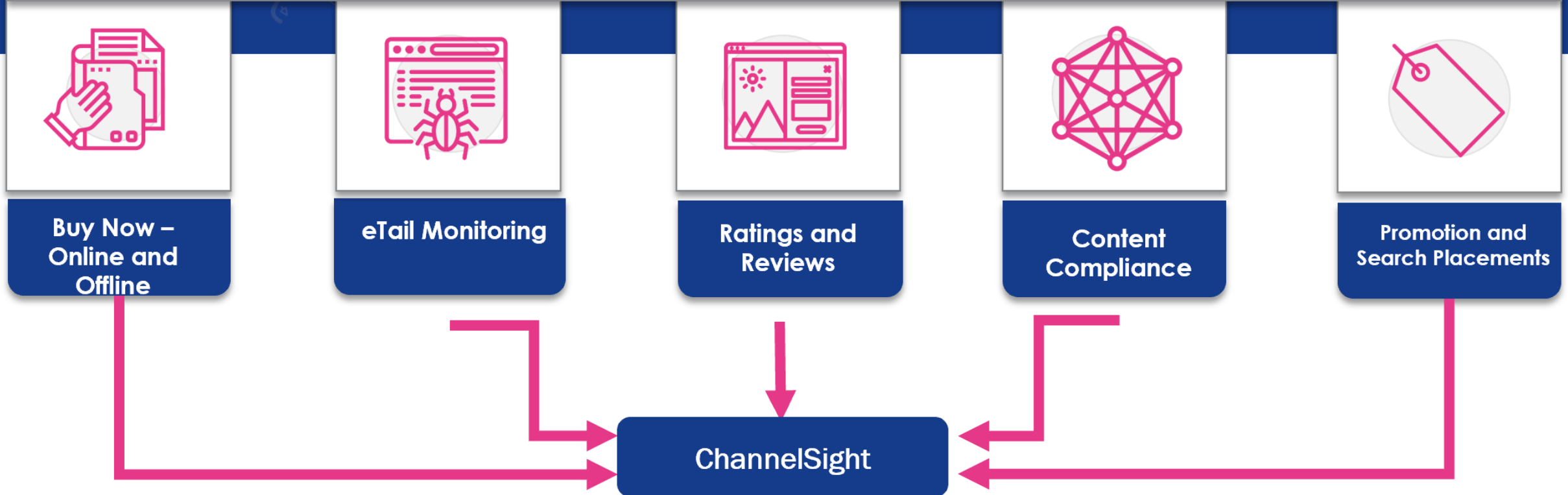


BOSCH



A Powerful Managed Ecosystem

ENABLERS OF YOUR ECOMMERCE SOLUTION



The above pillars combined with bespoke development and configuration brings brand a comprehensive view of the funnel .

Understand the digital path to purchase



Understand the digital path to purchase

Digital path to purchase metrics

Repeat customers are responsible for **40%** of an eCommerce store's entire revenue

58% of people churn with a company because of poor customer experience

Welcome to the new consumer paradigm



Customer
Is King







€26.00 from John Lewis & Partners

Converse Children's Chuck Taylor All Star Trainers

★★★★★ (9,537)

More options



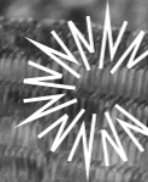
€49.98 from Lee-Online-Store - IE

Lee Rider slim Man Vintage Worn Size 30x34



€19.99 from H&M

H&M - Picnic blanket - Blue



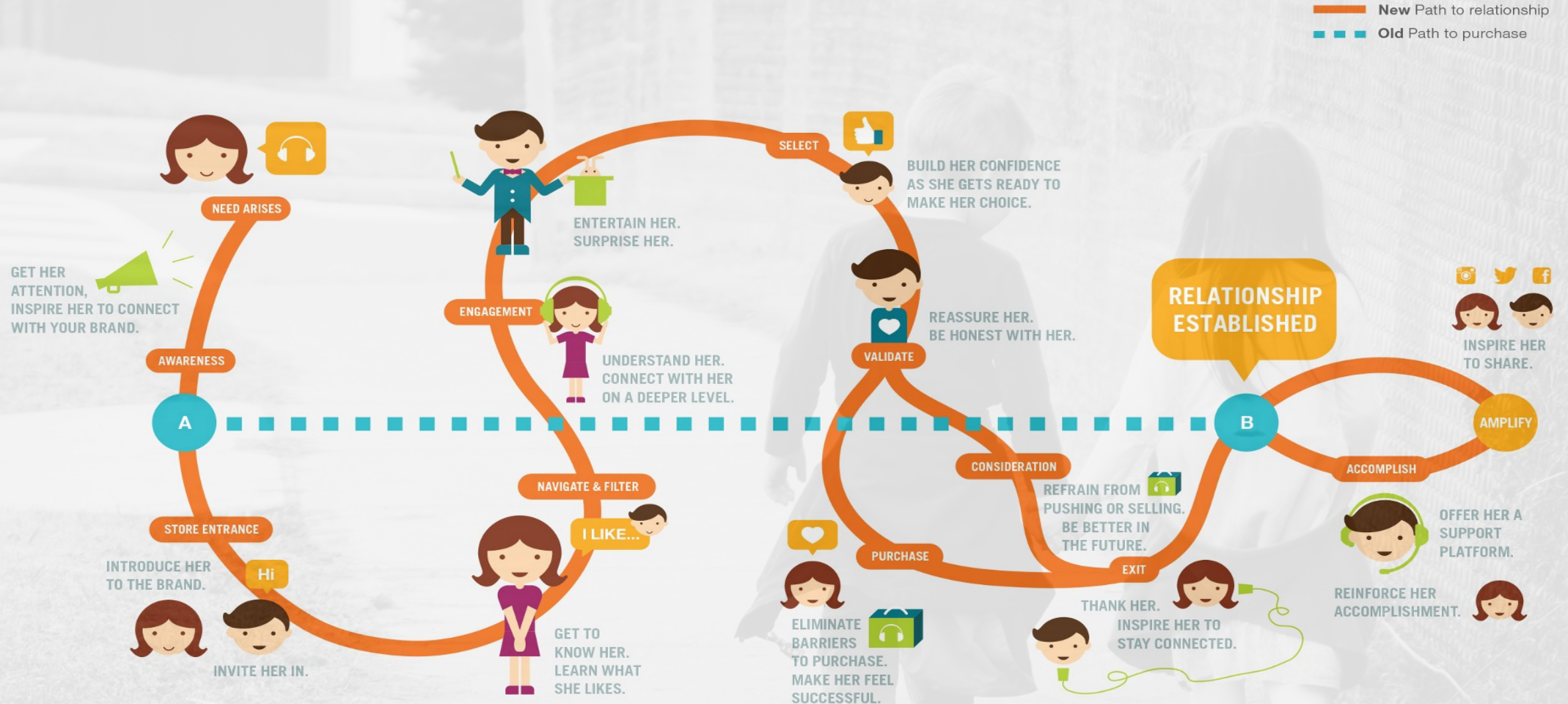
ChannelSight®
Know more. Sell more.

Success is now about
creating lots of great
experiences.

Just like dating.



Finding, engaging and cultivating those relationships over time will lead to higher conversions, bigger baskets & lifetime value.

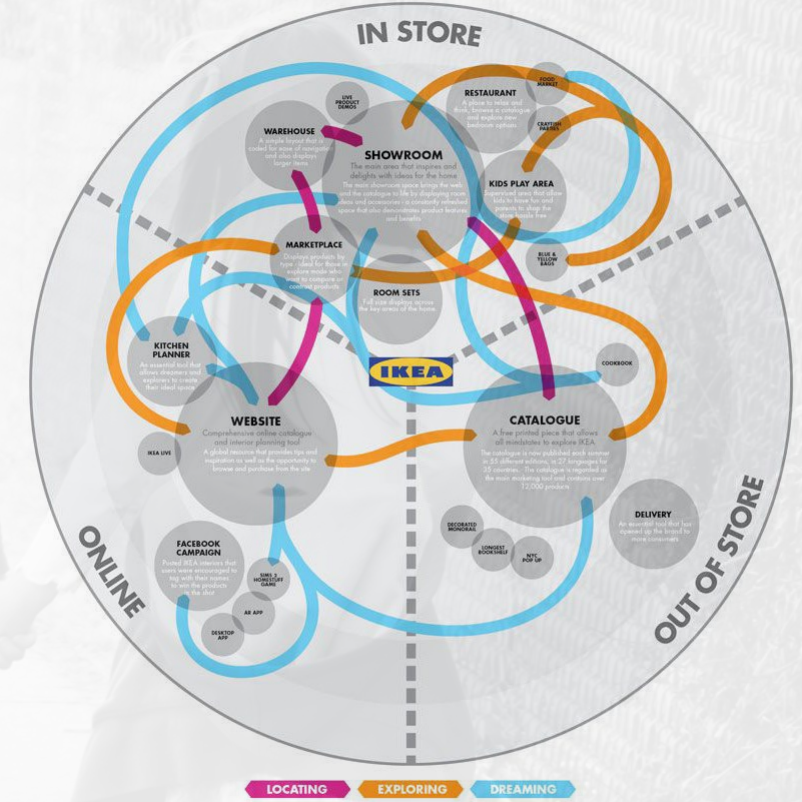
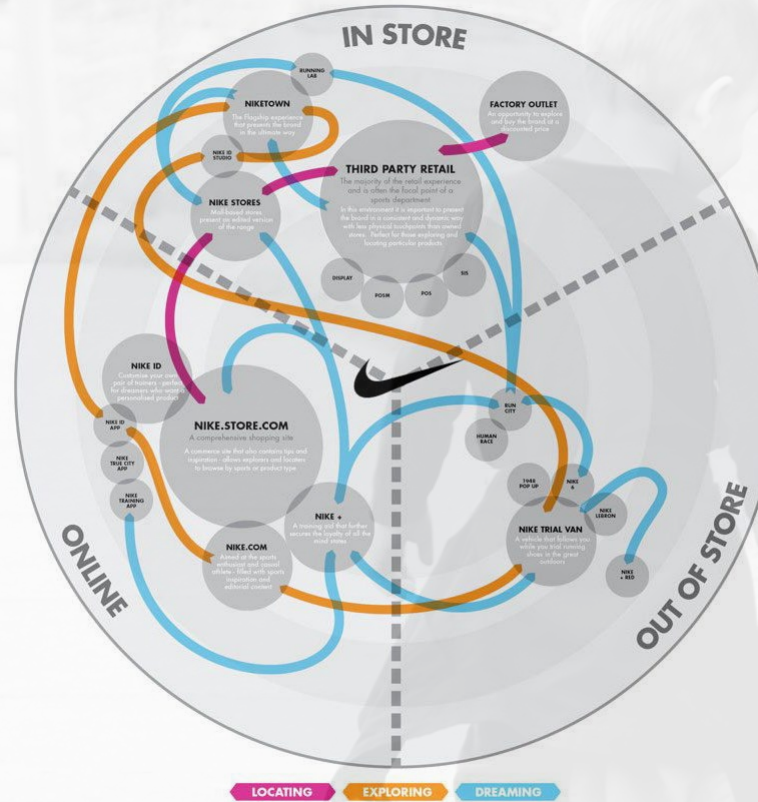
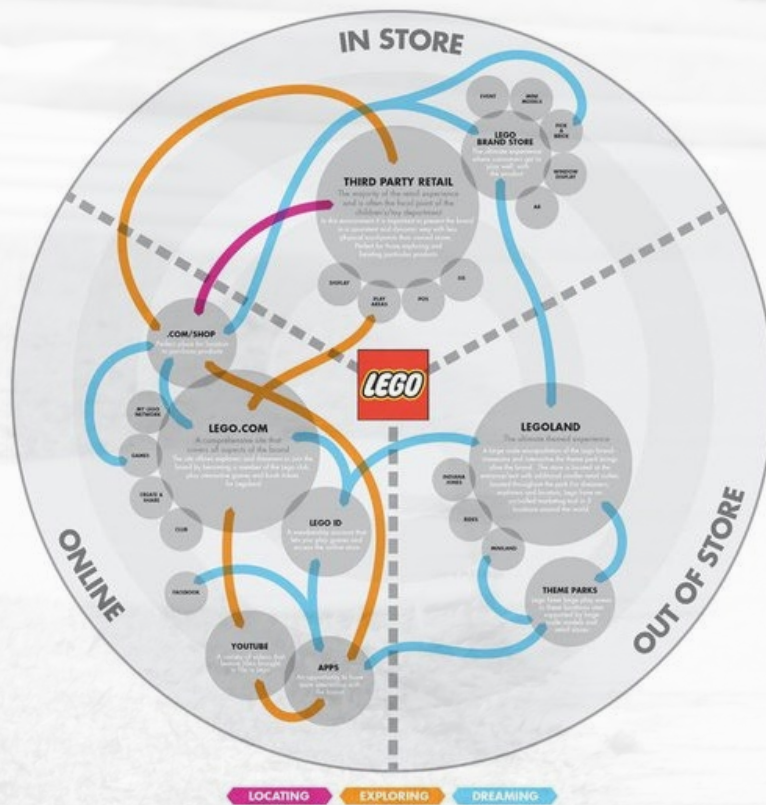


Source: *The future of retail. Success at retail is about creating great experiences. Just like dating.*

Mapping the **Digital Path To Purchase** to facilitate 1:1 relationships at scale across channels, devices & timelines.



80:20 Rule: Determine the 20% of 'Digital Pathways' that influence 80% of your sales online & in-store.



Like any other marketing practice, winning the digital shelf and the eventual sale is a collaborated effort of all the key factors of the shelf working in harmony.

Winning the ecommerce consumer journey is a combined effort



Optimize the brand site experience

Haier
Europe



15.7% M/S

4 years in a row

Leadership by segments

Refrigeration

21.7% M/S



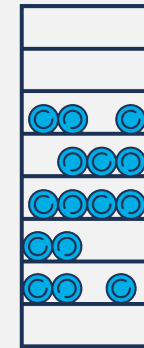
Home laundry

20.3% M/S



Winecellar

17.8% M/S



Freezer

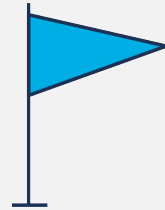
23.5% M/S



SOURCE : 2019 EUROMONITOR INTERNATIONAL

Haier Smart Home designs, manufactures and sells a wide range of household appliances and smart home scene solutions. Since **its foundation in 1984**, the Company has been constantly adapting to the development of eras through **entrepreneurship** and **innovation**.

The company is listed on the **Shanghai** and **Frankfurt Stock Exchanges**.



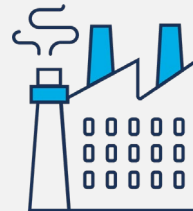
160+
Markets



25B €
Operating revenue



100,000
Employees



122
Factories



10
R&D centers



25
Industrial Parks

Haier



FISHER & PAYKEL

CANDY

AQUA

Casarte

Leader

ROSIÈRES

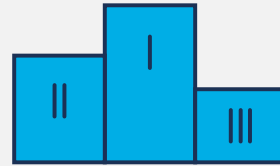




VISION



**First consumer choice
in smart home solutions**



**Being among the top #3
in the industry by 2023**



**Having the first IoT eco systems
for outstanding experiences**



STRATEGY

**Develop an
eco system of services**

100% of products connected by 2023

**Delight consumers with
a rich and relevant
connected user experience**

10M Registered user base by 2023

Haier

Advanced solutions for your home

UNIQUE ADVANCED TECHNOLOGIES

Fresher Techs, a unique set of state-of-the-art innovations integrated throughout Haier product range.

SUPERIOR DESIGN

It's not just a functional matter, Haier provides ultra modern designs that stand out from the crowd

TAILOR MADE

Solutions that respond to the individual specificities of any home





Deliver brilliant and simple ideas for your daily life

SMART

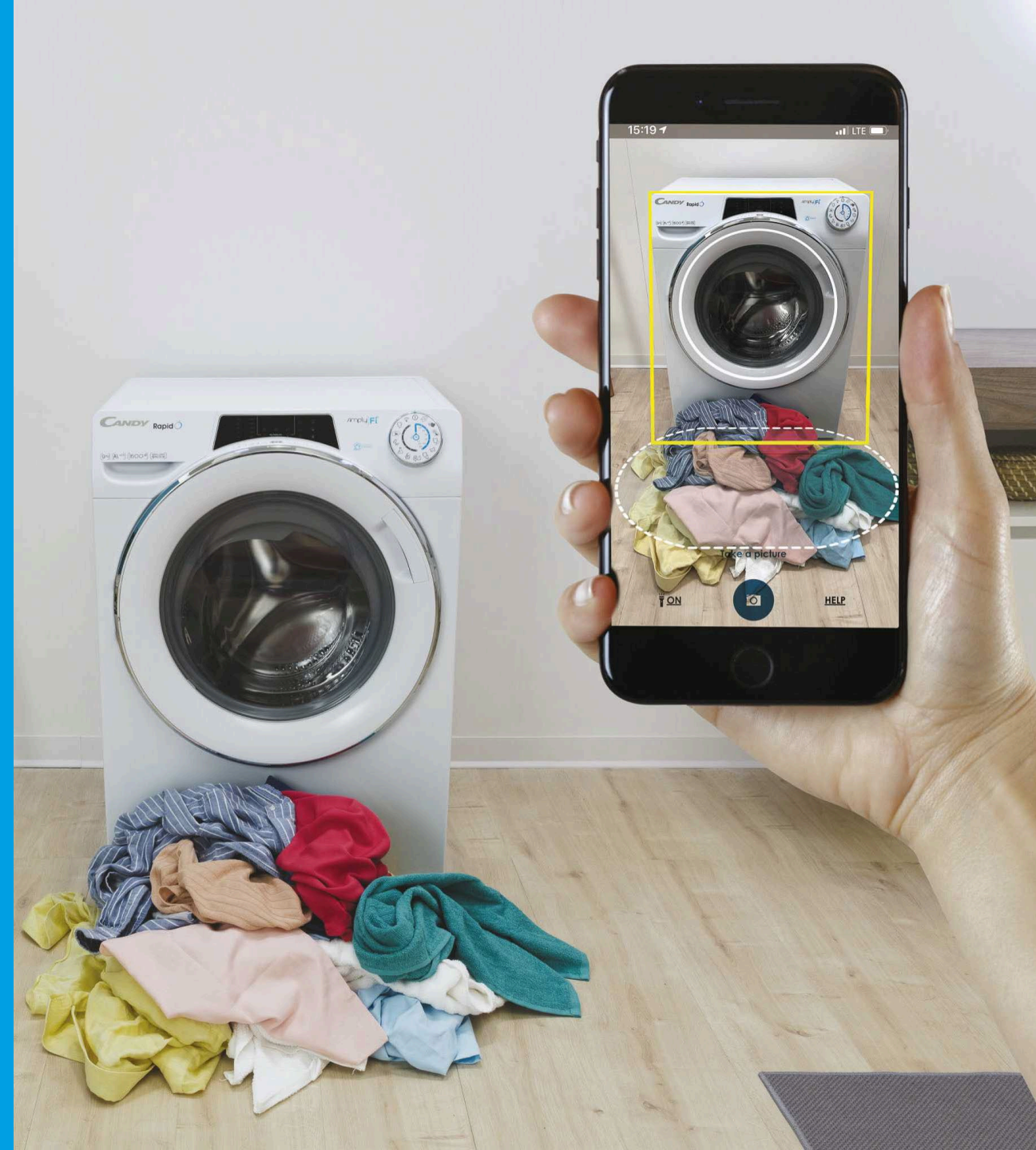
Complete range of connected products and unique solutions to simplify consumers' daily life

ACCESSIBLE

Value for money proposition and easy to use products and technologies

ITALIAN

An Italian touch in product design, attention to details and attitude towards home living, food and a lifestyle





Effective and trusted solutions for a healthier home living

PERFORMANCE

perfect results and total care

WELLBEING

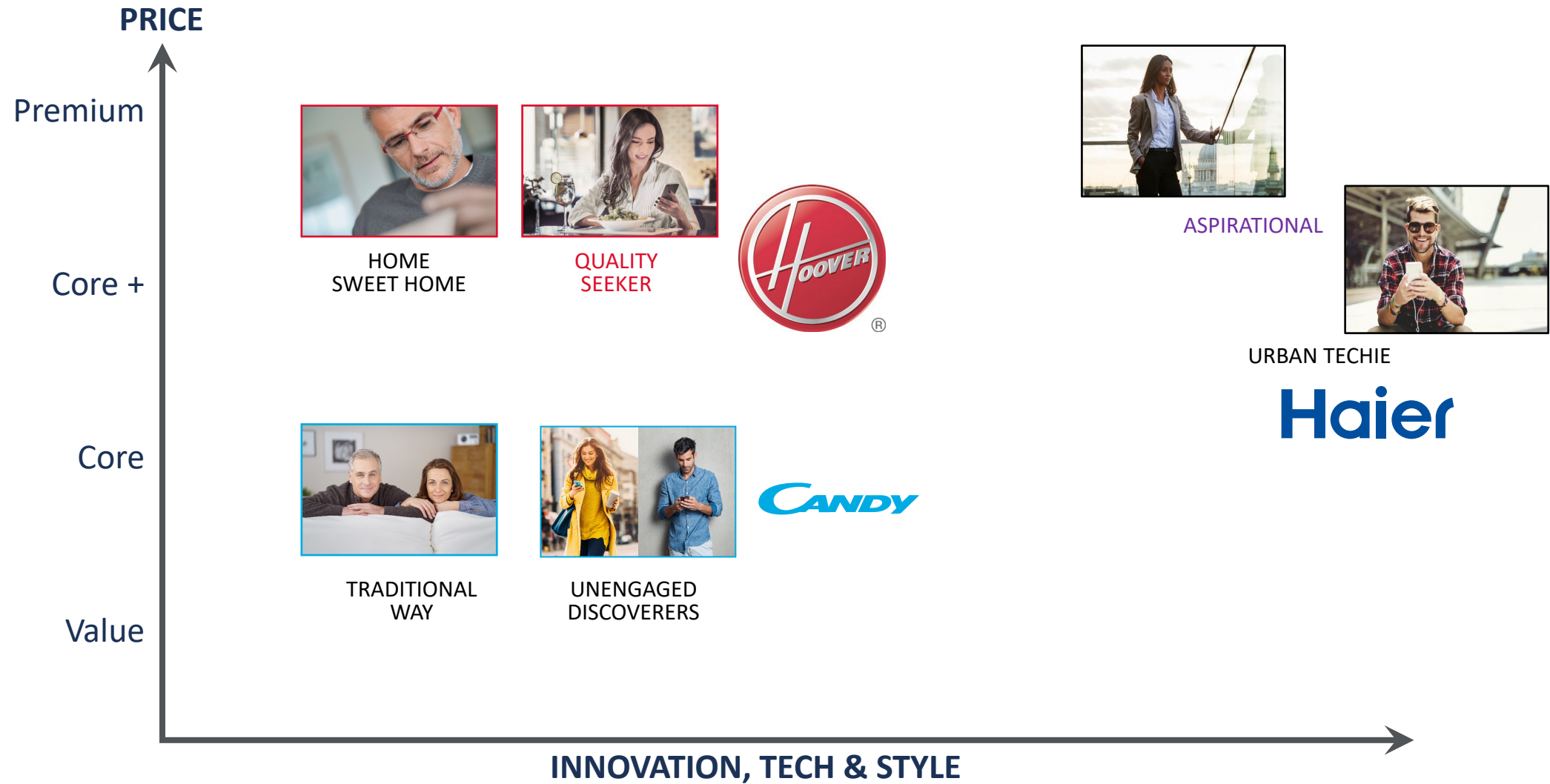
designed to provide a healthier home living

TRUST

from the first vacuum cleaner inventor, more than 100 years of experience



Target group per brand

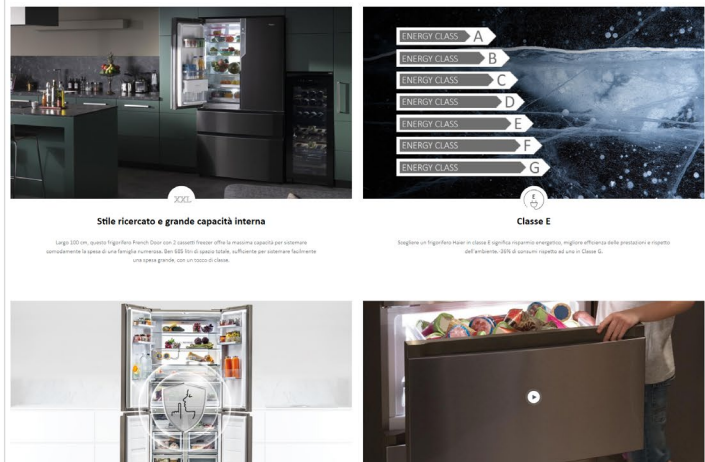




FD 100 Serie 7

I frigoriferi French Door 300 di Haier offrono il meglio delle nostre rivoluzionarie tecnologie Freshher Tech* e i 300 cm di larghezza assicurano una spaziosità extra, con una capacità che arriva a 985 litri. Le porte verticali del frigo e i cassetti del freezer assicurano una migliore visibilità del contenuto. Questo significa che troverai prima di ciò che cerchi, in questo modo si riducono i rischi di temperatura e consumi energetici e la qualità degli alimenti si preserva più a lungo. I frigoriferi F 300 Serie 7 di Haier assicurano la conservazione perfetta degli alimenti grazie a zone dedicate dotate di tecnologie avanzate, oltre alle altre funzionalità del frigorifero e del congelatore.

SCOPRI DI PIÙ



SOLUZIONI CONNESSE
PRODOTTI
BLOG
ASSISTENZA
CHI SIAMO

nome > frigoriferi > frigorifero double door

Candy

Frigoriferi DOUBLE DOOR

Libera installazione Libera installazione, 2 porte, Statico, Nessuna, Luce Standard, Classe F, Bianco, L x P x A (mm) 47x49x185x52

- ✓ Altezza del prodotto (mm) 1852
- ✓ Larghezza del prodotto (mm) 474
- ✓ Total Unit Capacity (L) 138
- ✓ Classe di efficienza energetica F
- ✓ Noise level dB(A) 40
- ✓ Colore del prodotto Bianco
- ✓ Rinnovo di controllo Meccanico
- ✓ Convertibile Nessuno

Vai alla scheda dettaglio ?

OMAGGIO PORTO D'INCHIO

Frigoporta DOUBLE DOOR

Libera installazione Libera installazione, 2 porte, Statico, Nessuna, Luce Standard, Classe F, Bianco, L x P x A (mm) 47x49x185x52

➤ Altezza del prodotto (mm) 1852

➤ Larghezza del prodotto (mm) 474

➤ Total Unit Capacity (L) 138

➤ Classe di efficienza energetica F

➤ Noise level dB(A) 40

➤ Colore del prodotto Bianco

➤ Rinnovo di controllo Meccanico

➤ Convertibile Nessuno

Vai alla scheda dettaglio ?

2399€ € 1.349,00 €

Assistenza su Candy Store

Tutte le opzioni di acquisto >

Altezza del prodotto (mm) 1852	Larghezza del prodotto (mm) 474	Total Unit Capacity (L) 138	 1852 474 497 DIMENSIONI PRODOTTO (mm)
Classe di efficienza energetica F	Noise level dB(A) 40	Colore del prodotto Bianco	

Scheda prodotto
 Livello di silenziosità
 Etichetta energetica EU
 Etichetta energetica UK

[Precedente](#)
[Schede di dettaglio](#)
[Prodotti correlati](#)
[Recensioni](#)

DOUBLE DOOR

Congelatore in alto e frigorifero in basso.

CLASSE F

Conforme alla Nuova Etichetta Energetica, questo frigorifero è in classe F. Paragonato ad un elettrodomestico in classe G riduce i consumi fino al 20% rispetto a uno in classe G, permettendoti di risparmiare energia, denaro e rispettare l'ambiente.

TECNOLOGIA STATICA

La tecnologia statica ti permette per la conservazione del cibo. Grazie al sistema di ventilazione variabile assicura una distribuzione più omogenea della temperatura, per una freschezza maggiore nel tempo.

Scheda di dettaglio

CARATTERISTICHE PRINCIPALI

CARATTERISTICHE TECNICHE


DISPLAY

ESTETICA


PERFORMANCE E CONSUMI

DIMENSIONI

Nulla vitae elit libero, a pharetra augue. **Aenean lacinia bibendum nulla sed consectetur.** Maecenas sed diam eget risus varius blandit sit amet non magna. Curabitur blandit tempus porttitor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed posuere consectetur est at lobortis. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.


[HOME](#) / [VACUUMS](#) / [CORVUUS INSIDER CLEANERS](#) / [H-FREE 300](#)

[NEW DESIGNS ONLINE](#)
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H-FREE 300

HF3229901 001

Product code: **HF3229901**


Separation system: **Single Cyclone Technology**

Filteration system: **Double Filter**

Accessories: **None**

Power control: **1 level and turbo**


[OVERVIEW](#)
[DETAILS SHEET](#)
[REVIEWS](#)



VOLT


VOLTAGE (V)

22




RPM TIME (RPM)

Up to 40 min



BATTERY TYPE

Li-Ion



ALL FLOORS

Yes

H-FREE 300

Equipped with the Direct Impulse Motor, the H-FREE 300 delivers effective performance, picking up the dust and larger debris particles. The Dual LED Indicator detects hidden dust and dirt on all floors and surfaces for complete and deep house cleaning.

[DISCOVER MORE](#)

EASY BRUSH RELEASE SYSTEM

Pulling out the roller is quick and easy thanks to the convenient Brush Release System. This makes it easy to remove any tangled hair, keeping your vacuum in top condition for longer.

CHARGE ANYWHERE

Simply attach the plug lead to the H-FREE 300 to charge it. Alternatively, you can remove the battery pack and take it to any power outlet for convenient charging. When the cleaner is in use and attached, the battery pack shows when it's time to recharge and when it's ready to be used.

EFFECTIVE PERFORMANCE POWERED BY DIRECT IMPULSE MOTOR

The Direct Impulse Motor has been developed for consistent power output (the highly efficient motor spins at 40,000 RPM and delivers 100W of suction power for effective dust and debris pick-up on all kind of floors).

QUICK PARK&GO*

Do you need to answer the phone while vacuuming the problem in H-FREE 300 can temporarily stand in vertical position in order to let you manage quick tasks comfortably. *When the cleaner is in use and attached, you can temporarily park it in vertical position on hard floors. However, if the vacuum is left unattended, it must be stored on its wall mount.

HIGHLY AGILE AND MANOEUVRABLE

Highly agile and manoeuvrable thanks to the H-Lift FieldDrive motor, the H-FREE 300 drives smoothly even around and under furniture. Switch between 90° and 180° steering angles with a flick of the wrist to clear around objects and into corners, easily reaching narrow spaces.

DUAL LED DUSTLOCATOR TO FIND HIDDEN DUST

Thanks to Frontal LED lights on the floorhead and 4000mAh LED light on the handle, the Dual LED DustLocator helps to find hidden dust on and



Brand websites must provide the right experience depending on the target customers.

Content must fulfill the expectations of our visitors (USPs, Technical specs, Manuals) from any journey they embarked into.

Websites + Content must delight visitors and turn them into customers, potentially in a click.

5 Ways Channel Choice impacts Customer Journey



5 Ways Channel Choice impacts Customer Journey



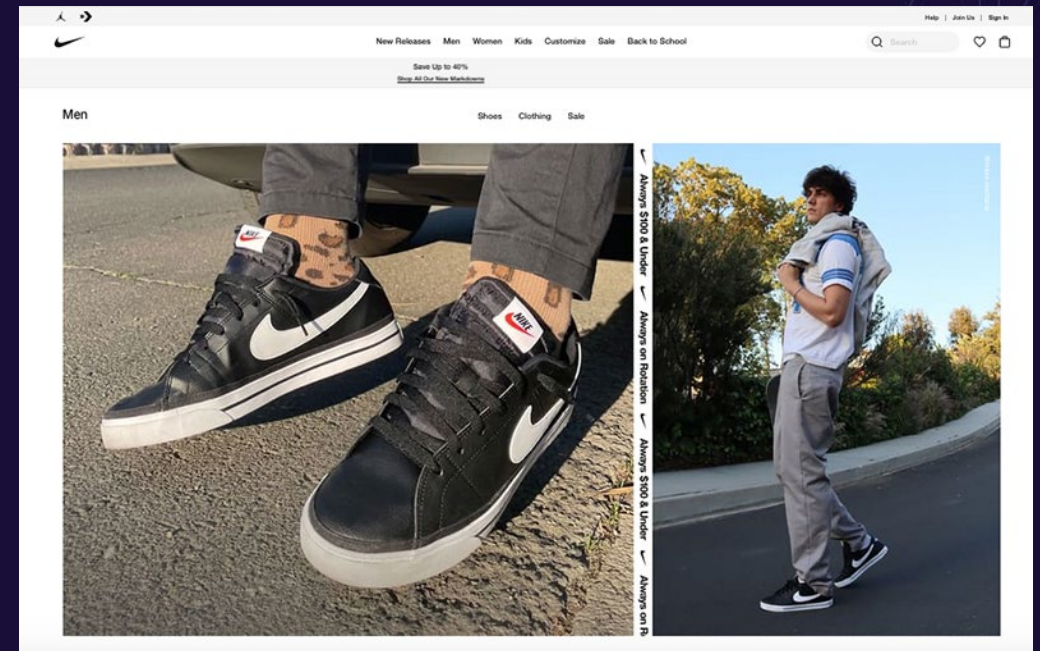
1

Bootstrap

Owner and operator model

Utilizing existing resources

Owning all parts of the customer experience



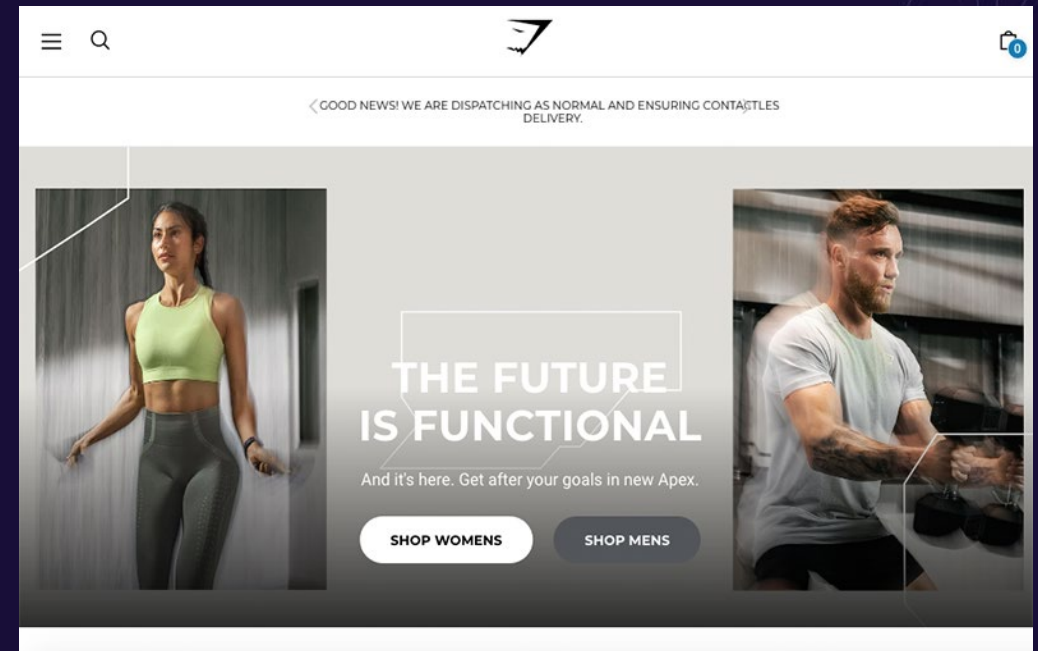
2

Outsource Selectively

Utilizing experts or assets
from external 3rd parties

Typically fulfilment
providers

Still own the customer



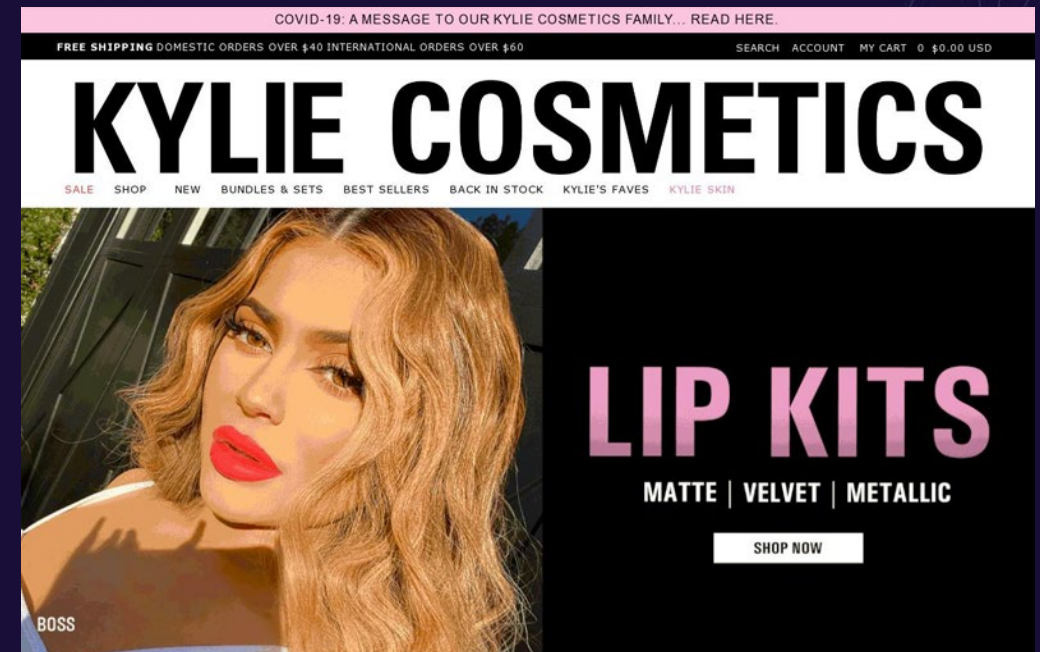
3

Fully Outsourced

Hands-off approach with ready made solutions

Typically used for low touch international expansion

Lack of customer interaction



4

Marketplace & Licensees

Utilize ready made audiences

White label solution

No customer ownership or engagement



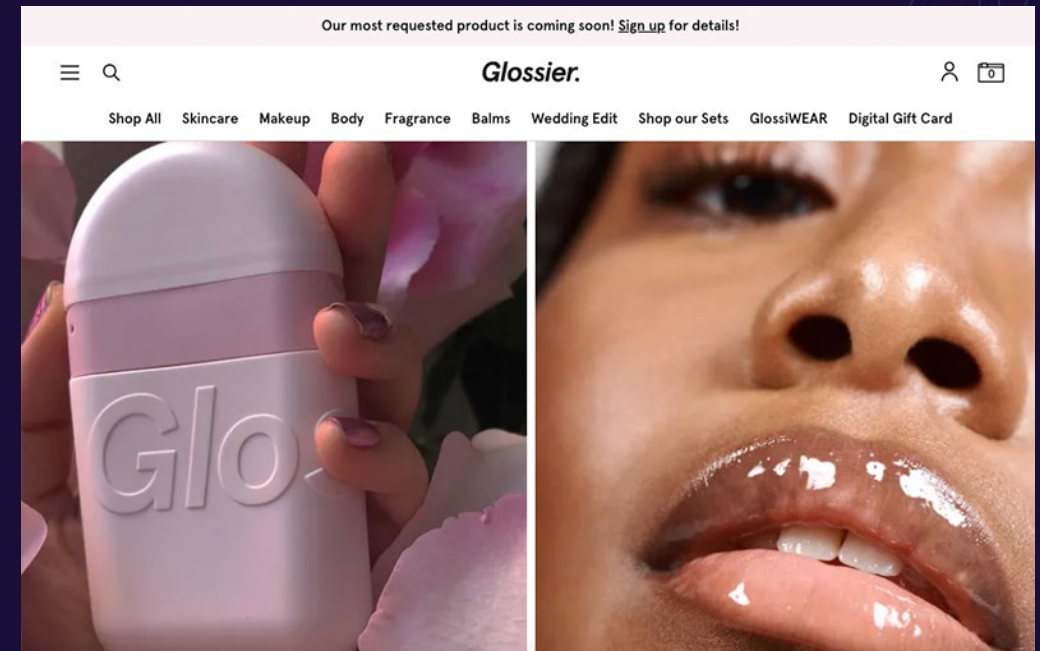
5

Omnichannel

Traditional expansion route

Higher levels of brand experience

Helps expand beyond your online reach



Leverage retail media effectively



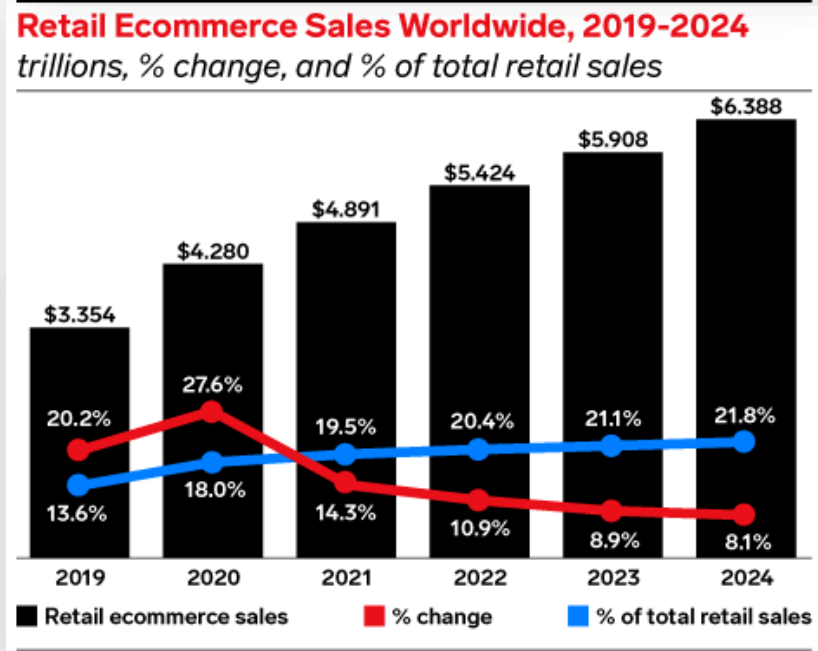


Leveraging eRetail Media

BEN TAYLOR, HEAD OF OMNI-CHANNEL COMMERCE

eCommerce growth means greater opportunities for brand experience and sales conversion

Global ecommerce sales grew 27.6%



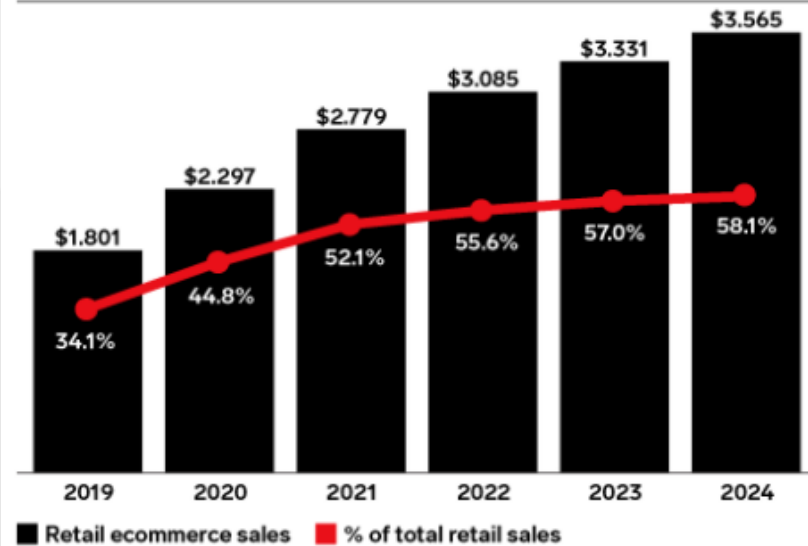
Growth is not restricted to a particular region



China leads the way in eCommerce and eRetail Media

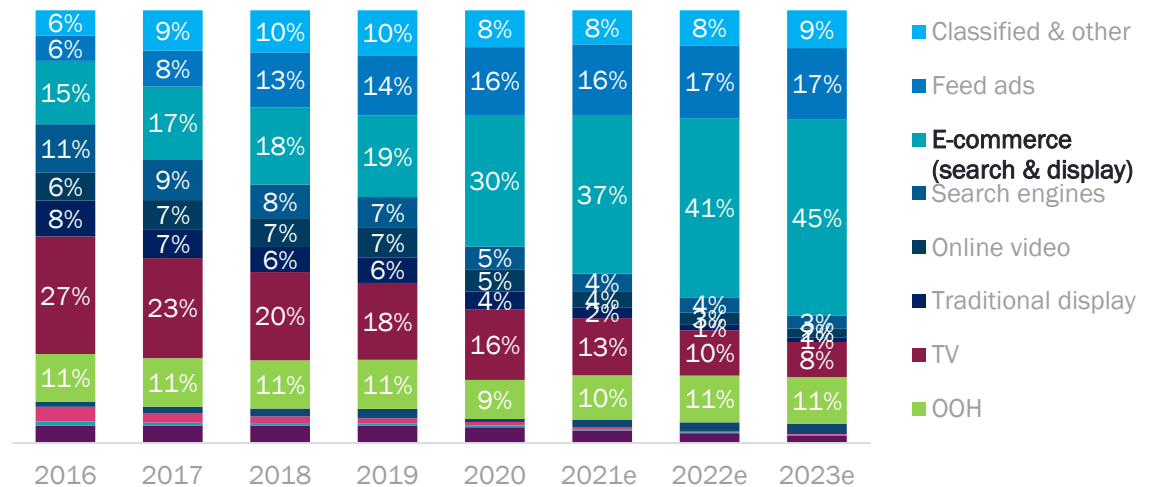
2021 – eCommerce sales exceed physical stores

Retail Ecommerce Sales in China, 2019-2024
trillions and % of total retail sales



2023 – eRetail media estimated to be 45% of total media market

TOTAL ADSPEND BY MEDIA (%)
by Publicis Media AdForecast, Dec 2020*



Note: "Classified" includes ads spending on classified websites, such as Ganji and 58.com; "Other" includes all the rest which couldn't be sorted into any listed categories, mainly seen as ads spending on Social Sites/Apps and Navigator Sites (e.g. Hao123.com).

eRetail media growth in the US has been a long term trend

Driven by Amazon success, retailers develop offer

DIGIDAY

NEWS • DIGIDAY • PODCASTS • EVENTS • AWARDS • VIDEO

Amazon's ad business grows 44% during the first quarter

BRIEF

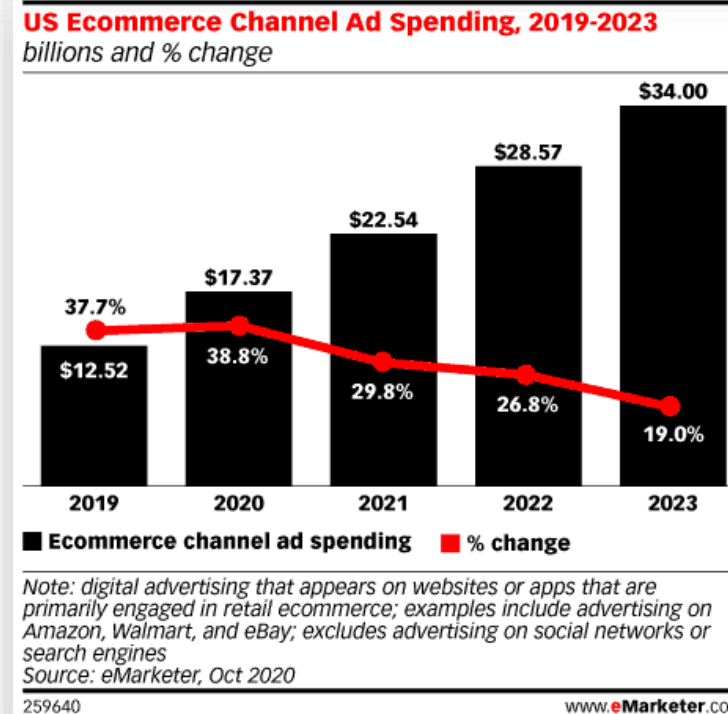
Walmart's self-serve ad platform arriving early next year, Business Insider reports

Kroger Beefs Up Its Retail Media Tech With Offline Sales Attribution

by Sarah Sluis // Thursday, February 13th, 2020 – 4:54 pm

ad **exchanger**

eRetail media in continual projected growth



Three key eRetail media channels

MARKETPLACES



Boosting product visibility within native search results, activating display and building brand partnerships

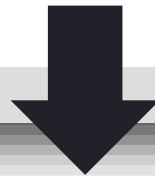


The Benchmark

RETAIL NETWORKS



Inventory in key locations on retail.com within onsite search results, purchased through third-party network platforms.



An Early Leader

DIRECT TO RETAIL

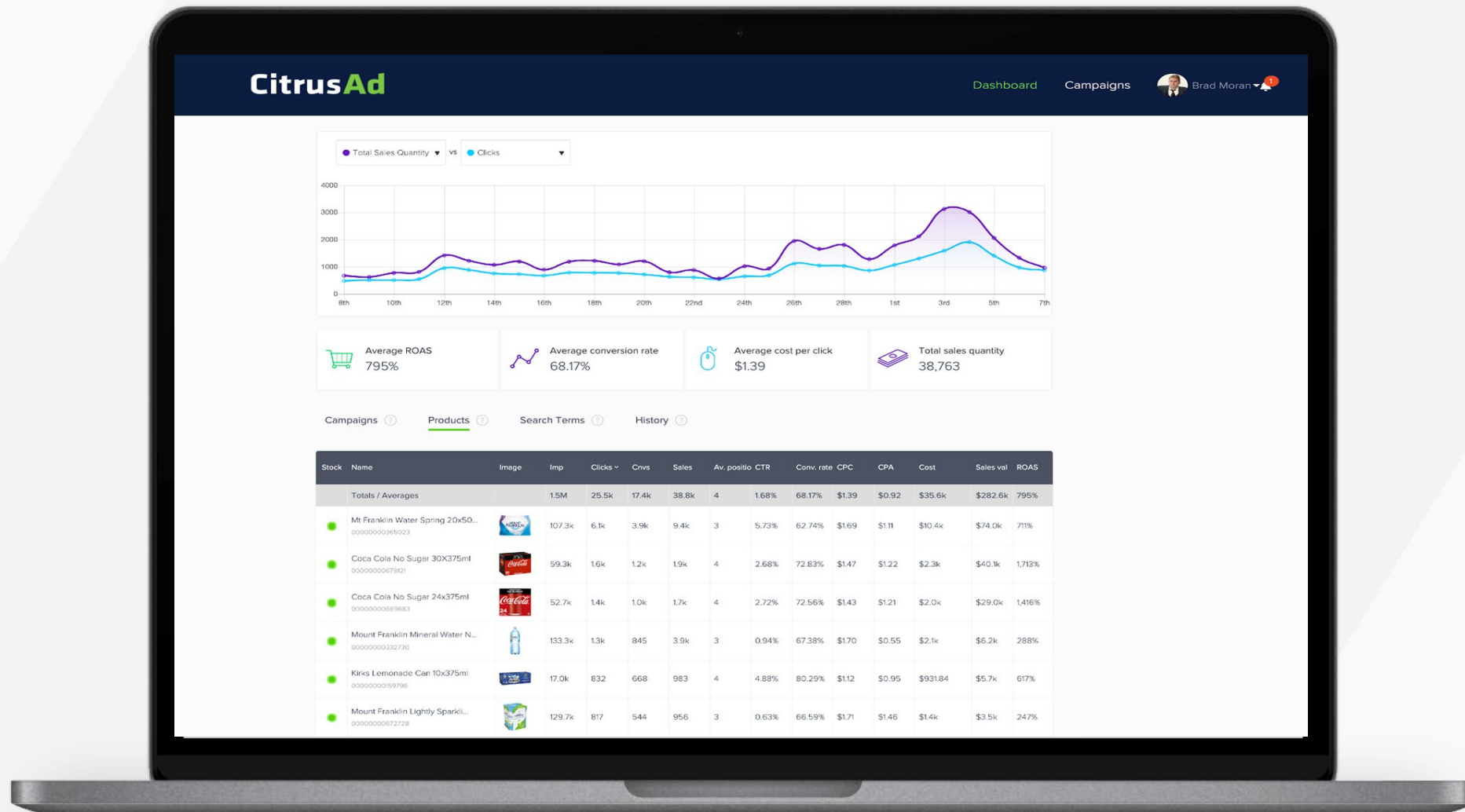


Both onsite and off-site negotiated and purchased directly from a retailer



Fast Evolving

New platforms have enabled mainstream retailers to transform its offer



eRetail media becomes essential to brands as it moves to data rich, performance managed inventory



FROM

FSDU and shelf barkers

Spreadsheet managed

Neither transparent nor accountable

Retailer sales tax

Tenancy Based



TO

Sponsored search and programmatic

Self serve platforms

Data Rich and ROI led

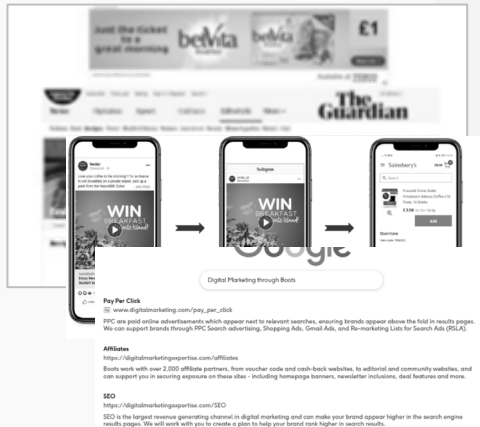
Essential media platform

Performance managed

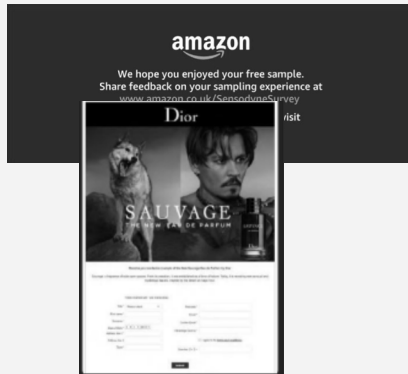


Media opportunities are wide and varied – they need to be leveraged with a clear framework

Digital, social and collaborative ads



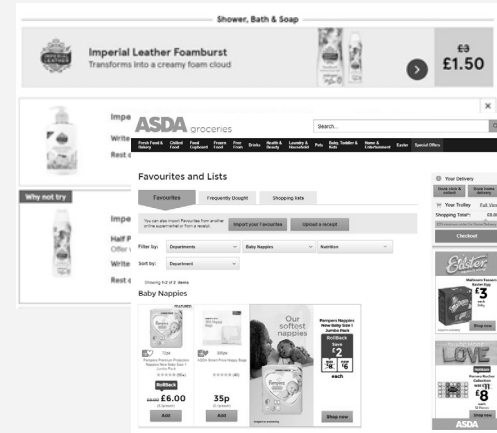
Sampling



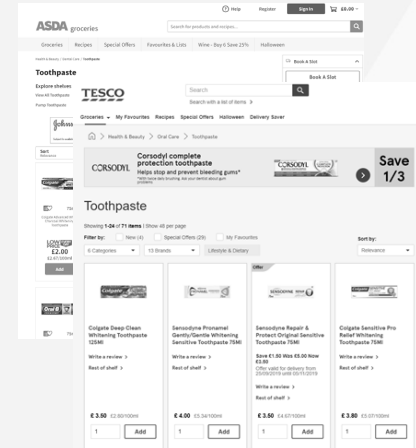
Search



Favourites



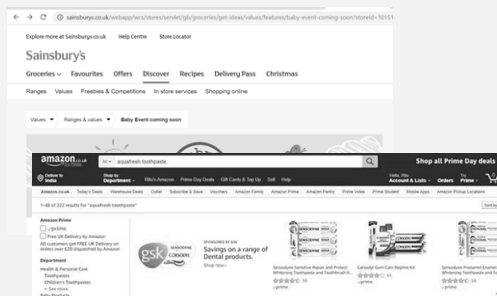
Taxonomy



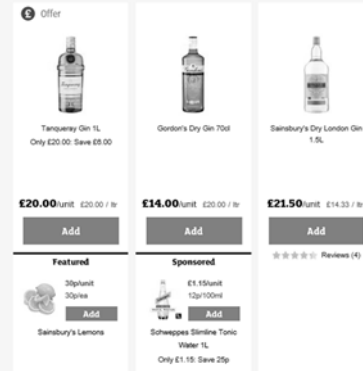
eCoupon & Sampling



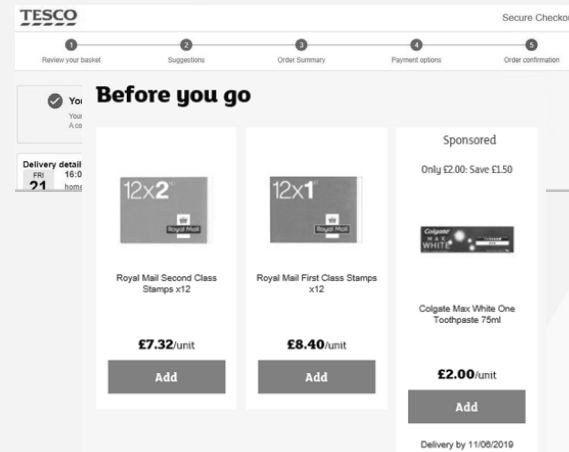
Events



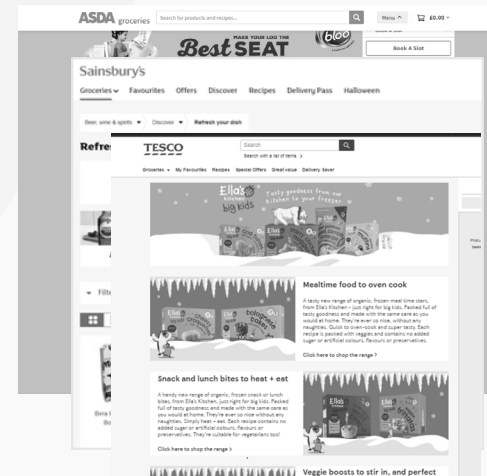
Cross sell



Checkout



Brand pages



To leverage eRetail media always start with an objective and KPI in mind

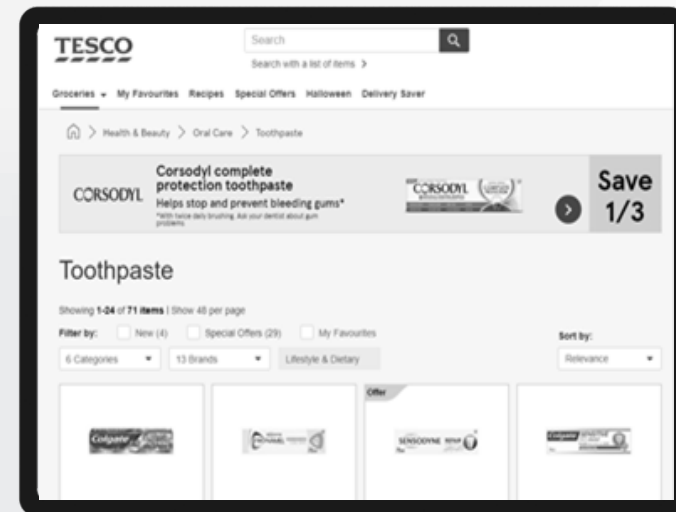
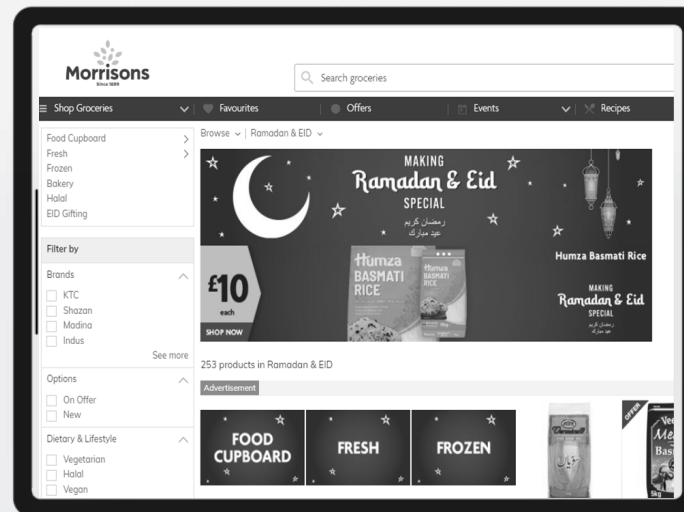
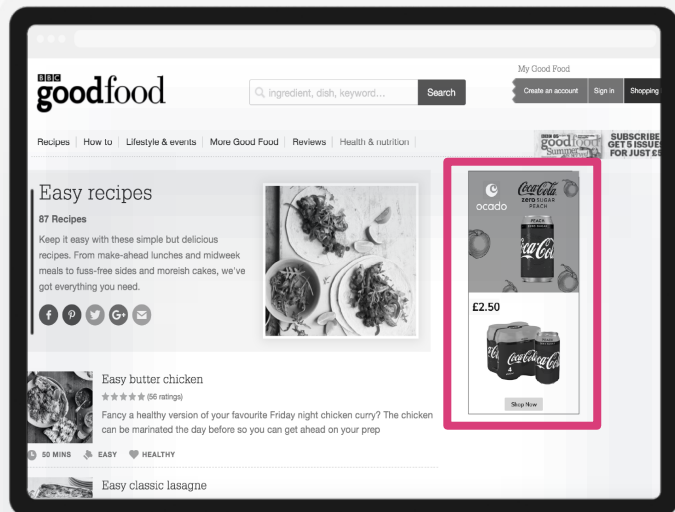
OBJECTIVES

Awareness

Consideration

Conversion

MEDIA CHOICE



Reach
Impressions
CTR
Trials

Impressions
Clicks
CTR
CPA

Sell thru
Shopper numbers
Conversion rate
ROAS

KPIS

Conclusion



Thank You

Dublin (HQ), Ireland

42 Pearse Street,
Dublin 2, D02 YX88, Ireland
Email: info@channelsight.com
Call: (01) 902 2822

London, UK

The Hoxton Mix, 3rd Floor,
86 – 90 Paul Street London, EC2A 4NE,
UK
Email: info@channelsight.com

New York, USA

56 Ludlow Street, Ground Floor,
New York, NY 10002
Email: info@channelsight.com

Amsterdam, Netherlands

World Trade Centre,
Strawinskylaan 1351 1077 XX
Amsterdam, The Netherlands
Email: info@channelsight.com

