

Webinar

# How to Future-Proof Your eCommerce Brand for 2022

Expert Panel



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# Agenda

- **What eCommerce brands can expect next year – challenges and opportunities**
- **Deep dive into fulfilment and supply chain challenges**
- **Increasing efficiency in digital marketing campaigns**
- **Embracing opportunities and overcoming challenges**
- **Conclusion**

If anyone would like an impromptu 15-minute demo today, please reach out to [Hello@ChannelSight.Com](mailto>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



# What eCommerce brands can expect next year – challenges and opportunities



What to expect in 2022

# Reasons to be optimistic

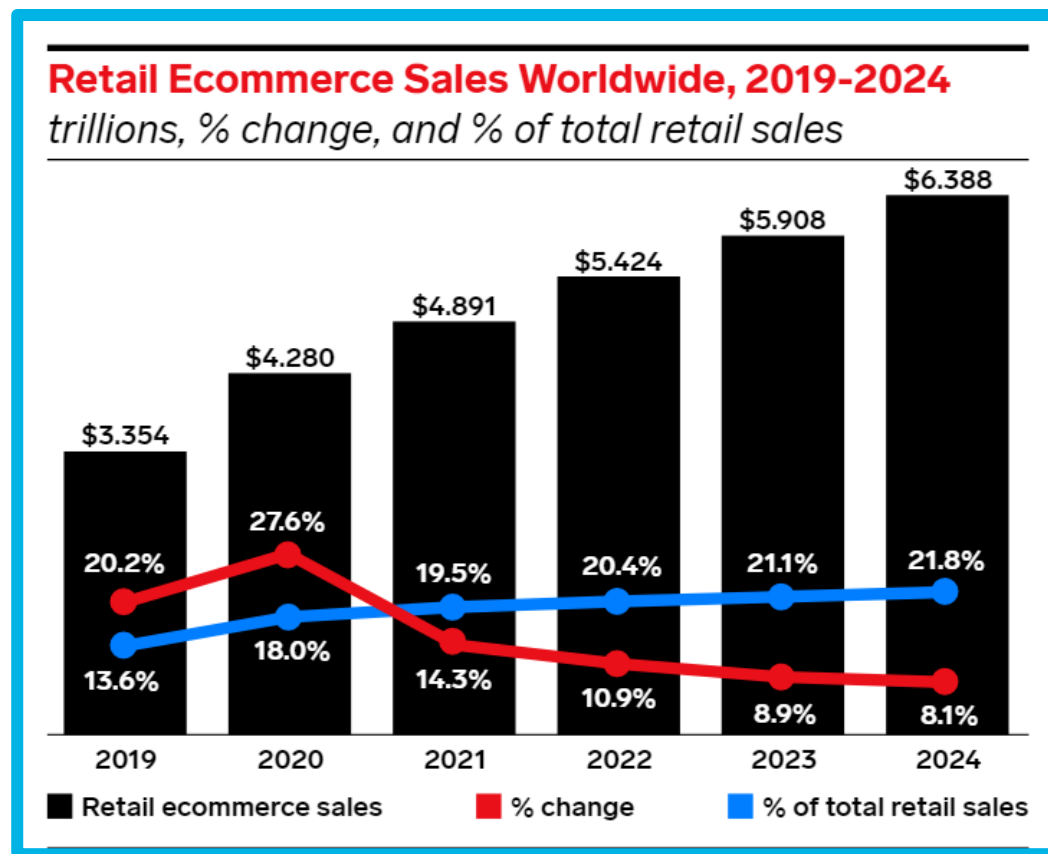
Continued eCommerce growth worldwide is projected to continue into next year and beyond.

**\$4.891 trillion**

**Projected  
eCommerce  
sales in 2021**

**\$5.424 trillion**

**Projected  
eCommerce  
sales in 2022**





What to expect in 2022

# Reasons to be optimistic

New technology and consumer demand for subscription models open new doors.



New **retail technology** will lead to more opportunities to understand customers through data and better meet their expectations

Increasing popularity in **subscription models** means more opportunities to onboard and retain customers



What to expect in 2022

# What are the challenges ahead?

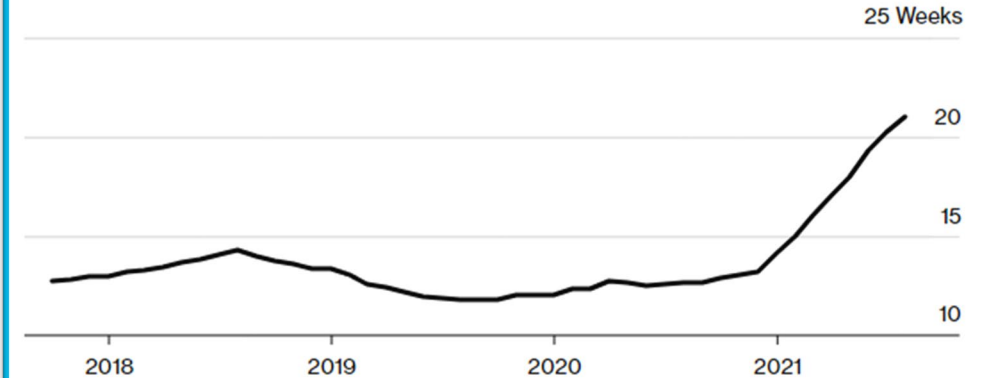
Chip shortages are expected to continue into next year.

**15 days**

**Chip lead time increase in August 2021**

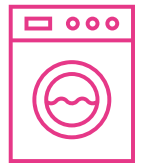
## The Wait For Chips Grows

Gap between ordering a chip and delivery is still growing



Source: Susquehanna Financial Group

*"Chip shortage is at its worst right now. It will get incrementally better as we go through '22, but we expect the shortage to persist into 2023." - Pat Gelsinger, CEO of Intel*



**Some of the most affected industries include consumer electronics, automobiles and home appliances**

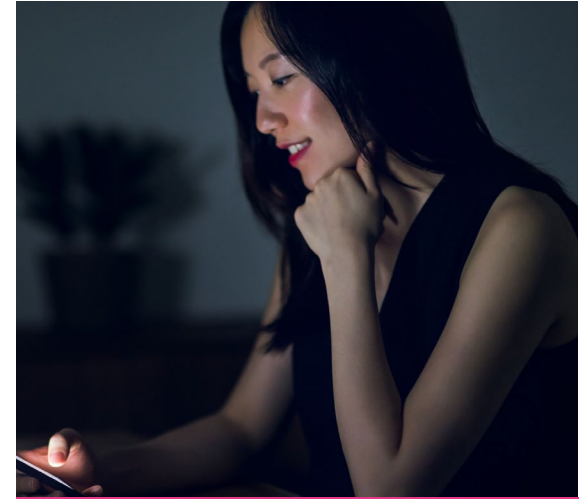
What to expect in 2022

# What are the challenges ahead?

Further expected challenges are around the economy, supply chain, increased competition and changing consumer expectations.



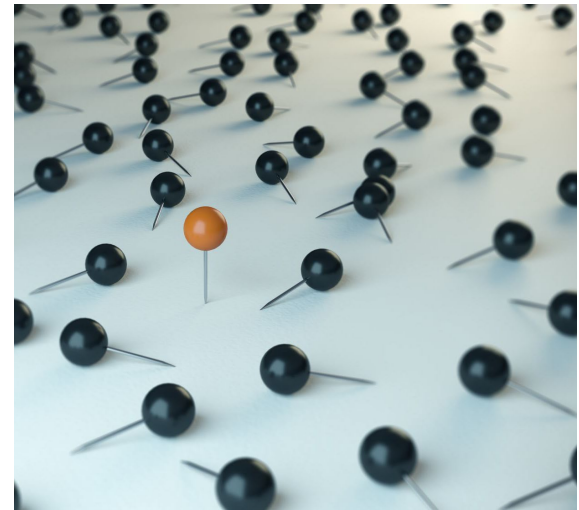
Inflation



Customer expectations



Shipping and fulfilment



eCommerce competition



# Tackling fulfilment and supply chain challenges

presented by  ShipBob

**Enda Breslin**  
*GM of Europe, ShipBob*



# About ShipBob

**ShipBob is a global logistics platform that fulfills ecommerce orders for DTC brands.**



25+ global fulfillment centers.



Custom packaging, gift notes, and inserts.



Carbon neutral fulfillment and B2B capabilities.



100% coverage for 2-day delivery across the US.



30+ direct integrations.

**Warehouses available in:**

GB US CA EU AU



# How it works...

**A 3PL manages a brand's inventory and order fulfillment operations.**



## 1. Connect

Connect your store, import your products, then send us your inventory.



## 2. Store

We store your inventory in any combination of our fulfillment centers.







## 3. Ship

As soon as a customer places an order, we ship it from the nearest fulfillment center.

# WMS: Your single source of truth

## A WMS reduces multi-warehouse complexity and enables:

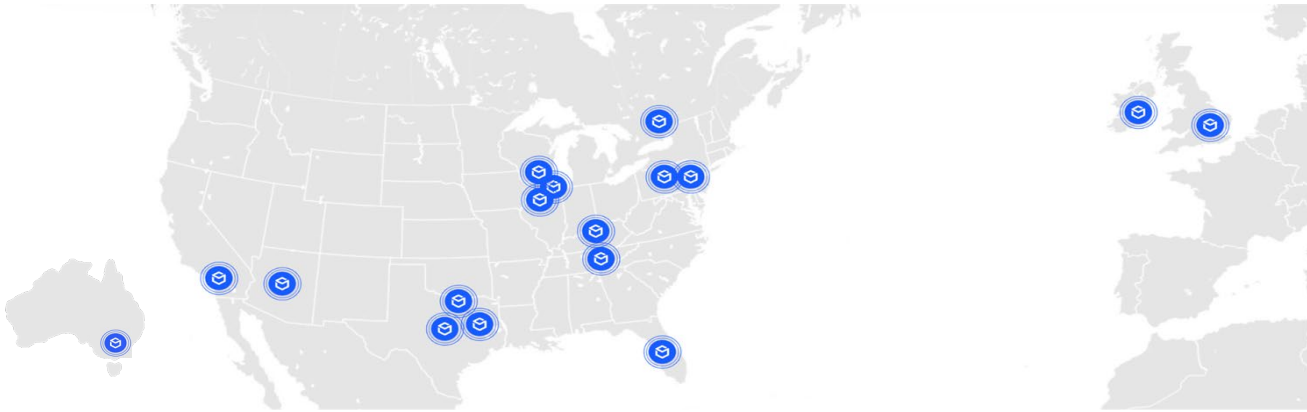
- ✓ Real-time, global fulfillment visibility.
- 📊 Accurate inventory levels across warehouses.
- 🚚 Dynamic connections to local carriers.
- ⚙️ Expanded functionality through apps.
- 📁 Customization at scale.
- ⌚ Less time spent on orders and inventory.

Orders		Status
	<b>Bryan Graham</b> 4x items, Kilkenny Fulfillment center Ship date: 24 June	Processing
	<b>Jeanette Hall</b> 11x items, Feltham Fulfillment center Shipped date: 20 June	Shipped
	<b>Sue Newton</b> 15x items, Toronto Fulfillment center Shipped date: 19 June	Shipped
	<b>Jon Bradley</b> 9x items, Dallas Fulfillment center Shipped date: 18 June	Processing

# Distributing Inventory

## A big value of 3PLs is distribution.





Splitting inventory across multiple FCs allows you to deliver faster, and more affordably – especially across borders.





# Grow globally. Fulfill locally.

## 3PL networks that support distributed inventory can help:

-  Reduce carrier costs, and transit times.
-  Prevent customs fees, and import taxes.
-  Reduce cart abandonment.
-  Enable expansion with lower costs, and less operational complexity.

**ShipBob has warehouses in:**  
GB US CA EU AU



# Offer faster, reliable shipping options.

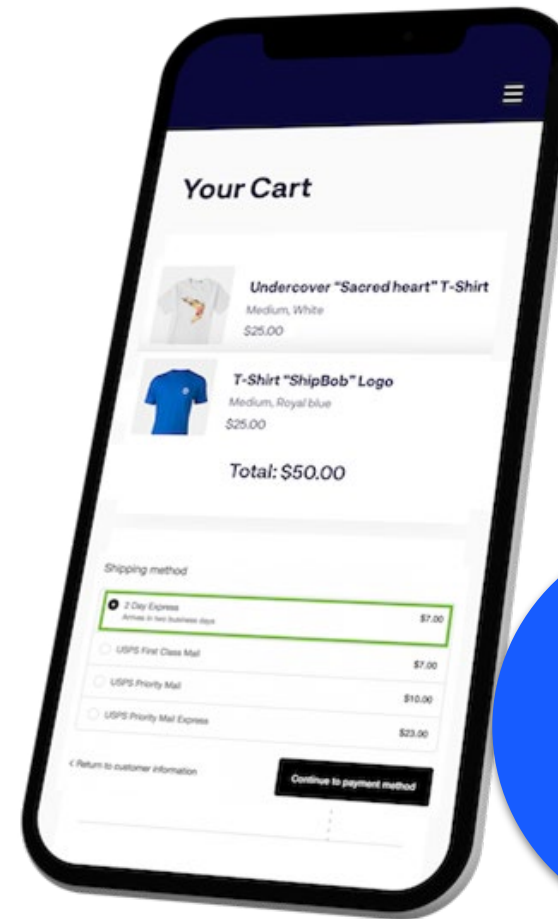
Thanks to distributed inventory, merchants can use ground shipping services to **offer 2-day delivery for less money than expedited shipping.**

**Fun Fact:** ShipBob's proprietary algorithm uses a combination of all these options to provide cost-effective rates and on-time delivery. 🚚



# The value of more shipping options.

- **Encourage repeat purchases** by meeting expectations with fast, on-time delivery.
- **Convert more shoppers** by offering 2-day shipping to **reduce cart abandonment**.
- Entice shoppers to **spend more** to unlock free shipping or free 2-day shipping by using minimum spend thresholds **greater than your current AOV**.



**67%**

of shoppers  
expect 2-day  
delivery.

# Increasing efficiency in digital marketing campaigns





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Customer Success Lead

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in : [jennifermbunga](#)



boohoo PRETTYLITTLETHING FARFETCH MISSGUIDED RIVER ISLAND

s.Oliver® Cartier M&S LPP Littlewoods Ireland.ie HOUSE OF FRASER  
EST. 1884 SINCE 1849



# The Future is Dynamic

But we lack the visibility to see it

ROI  
HUNTER

+54%

E-commerce  
growth from  
2020-2021

~80%

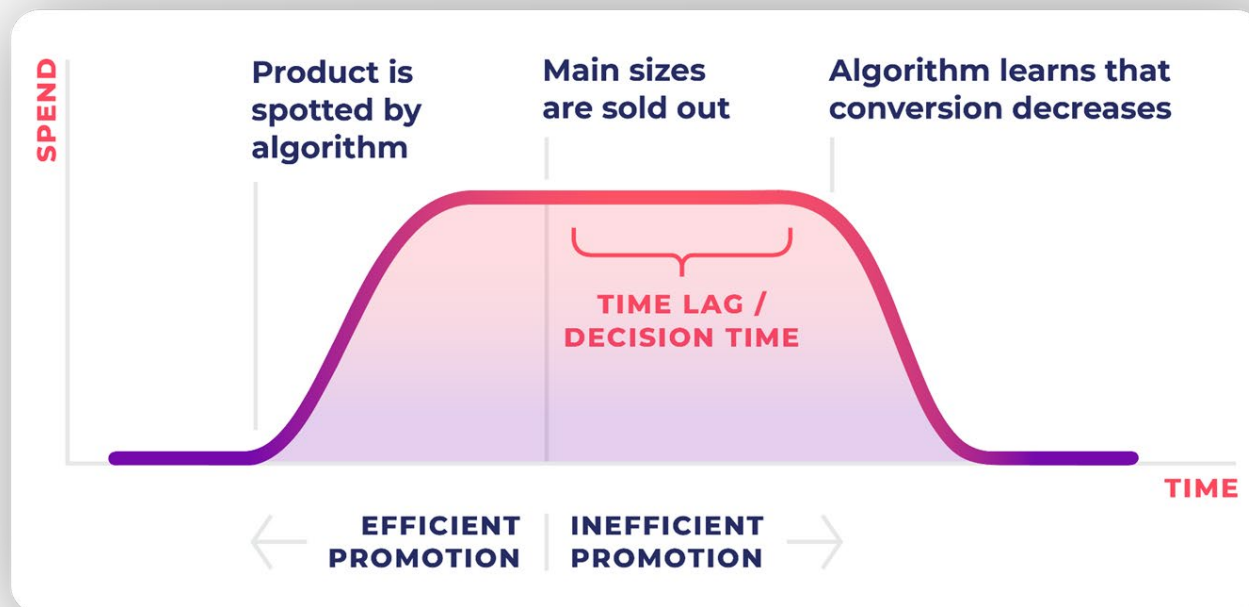
Of e-commerce  
ads are DPAs

5%

Of your catalogue  
uses 80% of your  
dynamic budget

How much visibility do you have into that 80% of your online spend?  
How do you know you're promoting the right products?

## Machine Learning is Powerful



But without control and visibility,  
feedback loops can't emerge

# Product data is siloed

## Marketing Visibility

## Buying Visibility

### REVENUES

Ad Spend

?

Contribution Margin

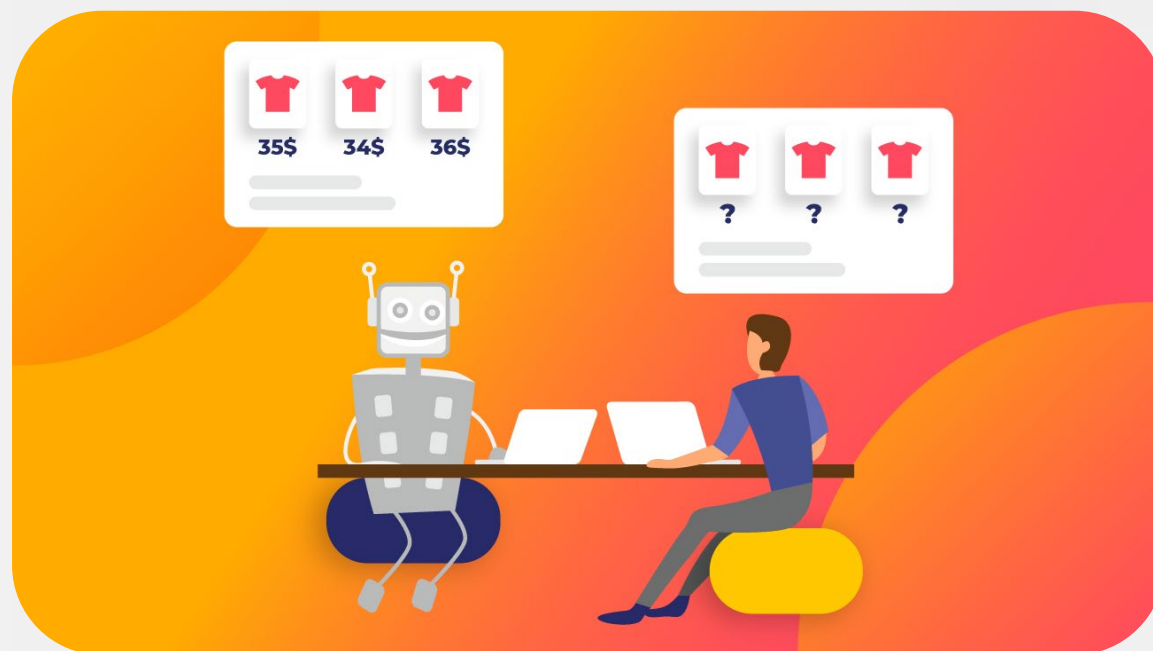
Contribution Margin = Sales Revenue - Variable Costs

Cost of Goods

?

Contribution Margin

Marketing and purchasing can't collaborate



# FLANNELS

What did they do?

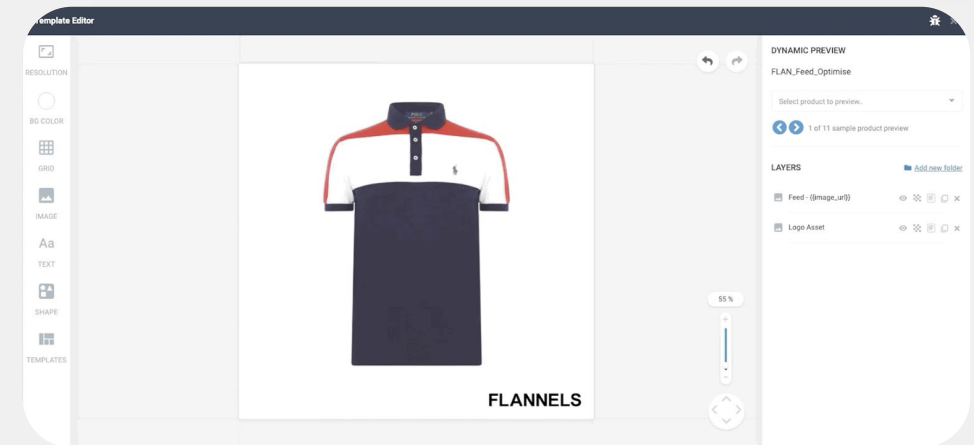
ROI  
HUNTER

## Challenge

Scale their dynamic campaigns, exclude products that wouldn't add value, and become more granularly data-driven

## Solution

- Created product set of top 10% bestsellers
- Identified products with low Facebook impressions, but high transactions on Google Analytics
- Used first-party margin data to exclude low margin products
- Scaled creation of image-based promos



**21%**  
INCREASE IN  
CLICK-  
THROUGH RATE

**76%**  
INCREASE IN  
CONVERSION  
RATES

**107%**  
INCREASE  
IN  
ROAS

## Key Takeaways

1. De-silo your data and make it actionable across departments

2. Consider your products part of your creative

3. Shift your focus from ROAS to POAS



Thank you!



# Embracing opportunities and overcoming challenges



Embracing opportunities  
and overcoming challenges

# Key areas to focus in 2022

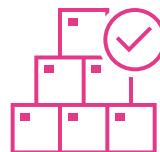
Synergy and technology are two areas where eCommerce brands should be focusing their attention.



**Synergy within the organisation**



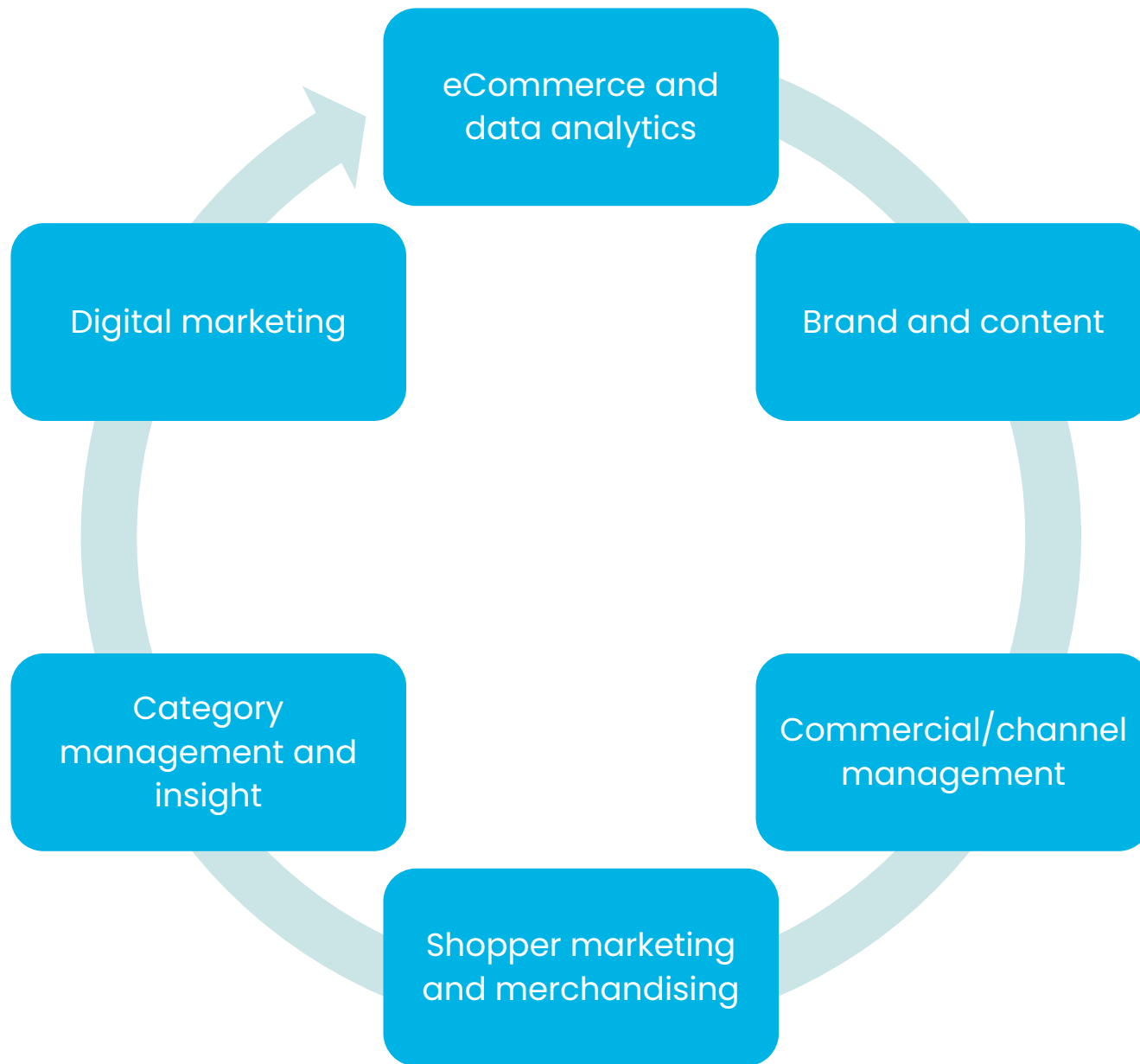
**Meeting customer expectations**



**Staying on top of inventory**

“Whatever you spend on digital tech this year, don’t promise the board that spend will go down. Every year the bar will go up, and retailers need to stay competitive, so every year, look for room in your profit and loss to fund that. We’re in an era with constant spend on technology.”

– *Christiana Shi, Former president of Nike’s D2C business*



Embracing opportunities and overcoming challenges

# Optimise Synergy

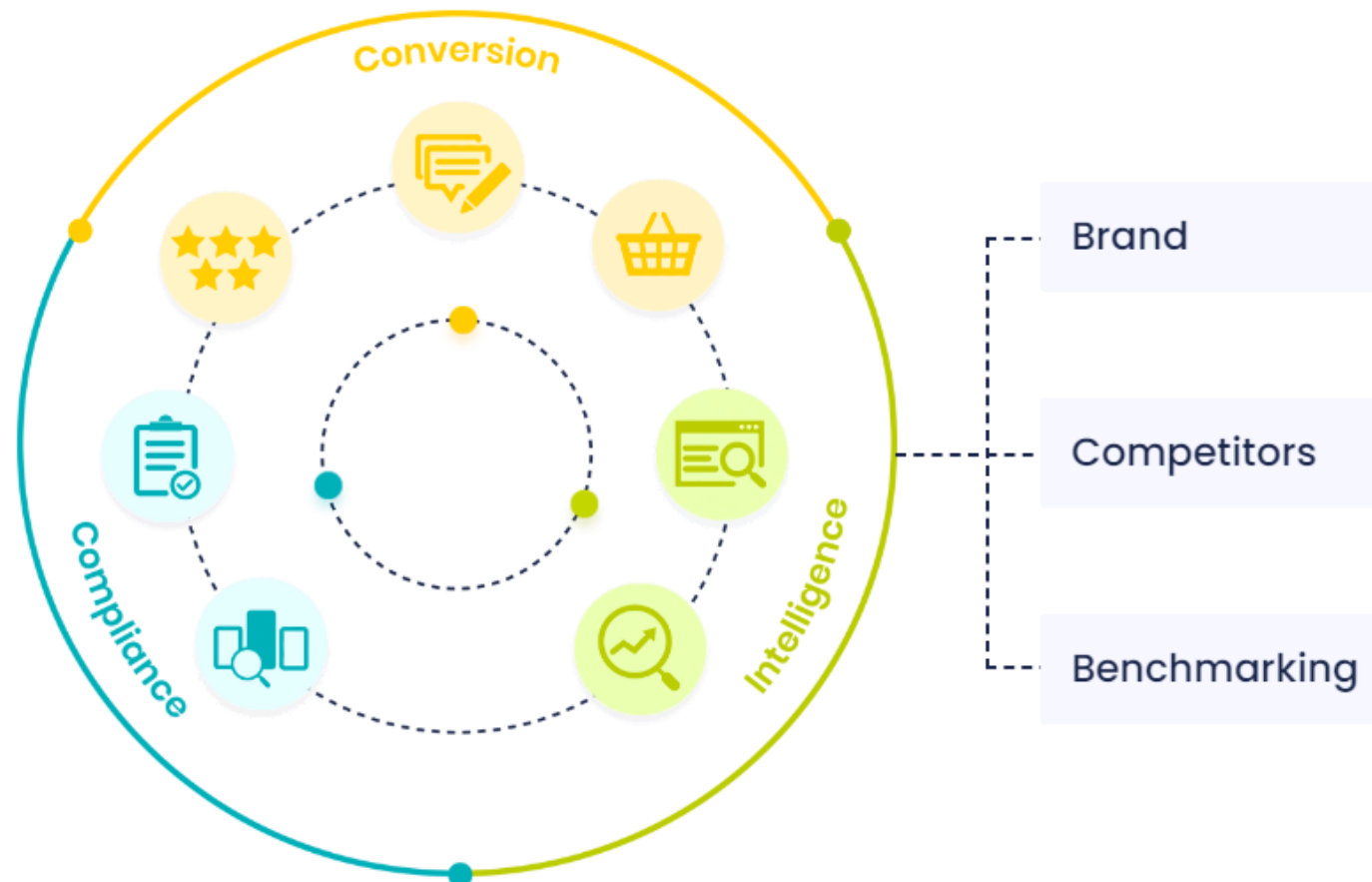
*"The whole is greater than the sum of its parts".*

eCommerce brands that embrace synergy across all technology and sales channels will be the ones who come out on top.

Embracing opportunities and  
overcoming challenges

# Meeting customer expectations

Analyse data from the whole  
path to purchase – so you can  
compare and optimise your  
performance and customer  
experience on every site.



# Meeting customer expectations

Winning the digital shelf and the eventual sale is a collaborated effort with all elements of the shelf working in harmony.





Embracing opportunities and overcoming challenges

# Meeting customer expectations

Optimising your digital shelf to ensure content is consistent across platforms will be key to meeting customer expectations.

**Why are accurate and consistent product listings important to customers?**

- Consumers expect a consistent brand experience across all retailers
- Inaccurate product listings lead to higher returns and reduced brand trust

**53%**

Respondents who say that having ample product information is what defines a positive experience with digital brands/retailers

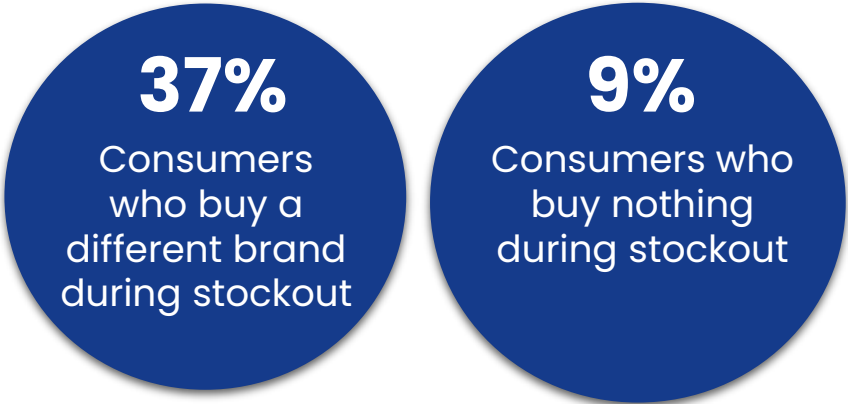


Embracing opportunities and overcoming challenges

# Staying on top of inventory

Staying on top of inventory should always be priority – but particularly during periods of supply chain disruption.

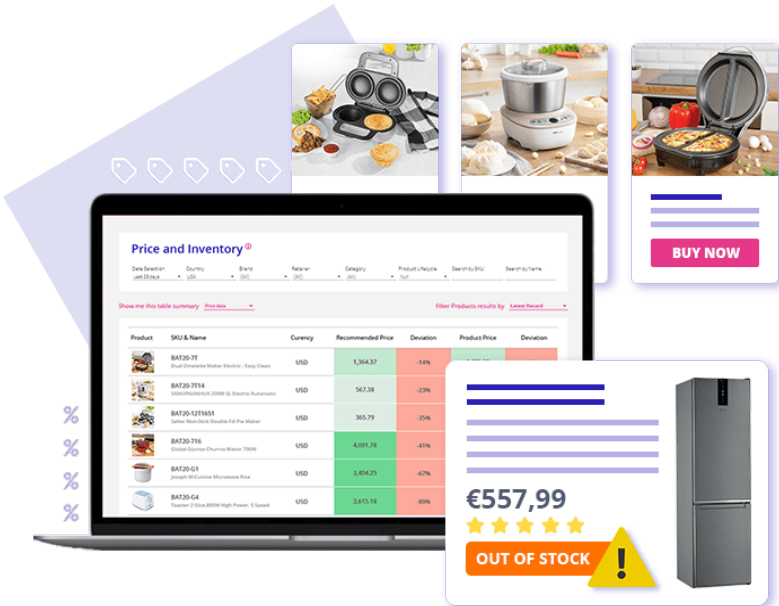
How do **stockouts negatively impact sales?**



*What you can do:*

✓ *Use a price and inventory monitoring solution to keep an overview of stock levels*

✓ *If shortages are unavoidable, focus on advertising inventory that is currently in stock*



# **Conclusion**

## **Monday morning playbook**



# Thank You

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Call: (01) 902 2822

