



Webinar

# Holidays 2020 – How to navigate this year's key eCommerce events?

22nd October 2020

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# Today's Agenda

- **Overview of shopping weekends**
- **Key Areas, Challenges and Solutions into the shopping season**
- **Amazon Prime Day - Data Aftermath**

If anyone would like an impromptu 15-minute demo today, please reach out to [Marketing@ChannelSight.Com](mailto:Marketing@ChannelSight.Com) and our team will facilitate this immediately after the webinar.

# **Key Areas, Challenges and Solutions into the shopping season**

# Supply Chain

The Supply Chain is often overlooked or not talked about enough as a key foundation for any eCommerce business.

## Challenges

- Out-Of-Stock (Overselling)
- Wasted Ad-Spend
- Suppliers
- Operational & Technological Inefficiency

## Solutions

- Monitor Stock Levels
- Work with Sales teams





# Mobile-Ready eCommerce

In 2019, Statista estimated that by the end of **2021, 73% of eCommerce sales will take place on a mobile device**. Also during the Black Friday 2019, 61% of online transactions were on mobile.

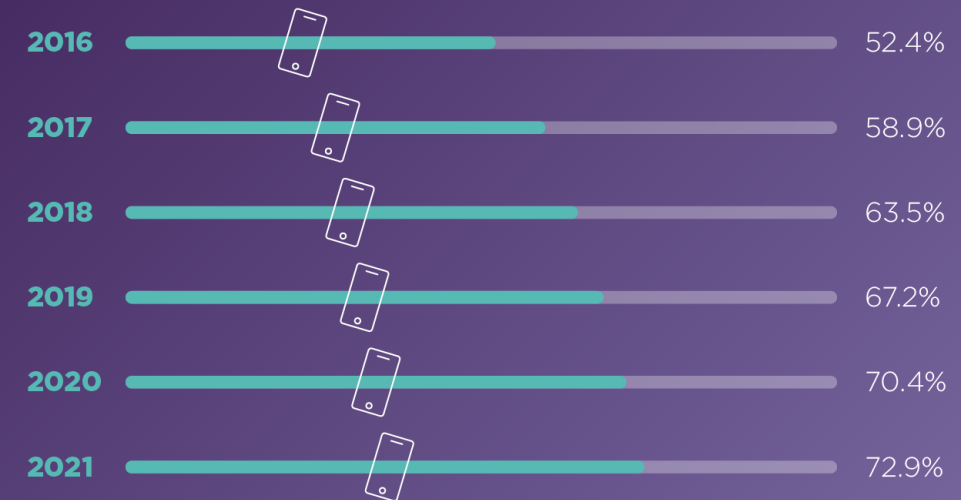
## Challenges

- Tracking digital touchpoints cross-device
- Hero Images
- Website infrastructure crashing

## Solutions

- Extensive research and adopting the right technology
- Website UI check
- Managing the content and hero images

Mobile Share of Global Ecommerce Is Still Growing



SOURCE: Statista

# Delivering an omnichannel customer experience

*“Any business that isn’t moving toward an omnichannel retailing strategy will likely be left behind by its online savvy competitors”.*

## Challenges

- Understanding where your customers like to purchase
- Path-to-Purchase

## Solutions

- Use the right technology
- Convert the consumer through the right medium
- Identify key channels



# Promotion and Messaging



## Challenge

- Finding the correct medium to speak to your consumer at the right time for them.
- Creating the right offers & bundles that actually interest your consumer.
- How to stand out

## Solution

- More stores will offer 'click and collect'
- Early Deals, Promotions, and Sales
- Brands have double-Down on Fast, Reliable Shipping (and Easy Returns!)
- Leverage 1st party data to do CRM Emails pushes and micro-target

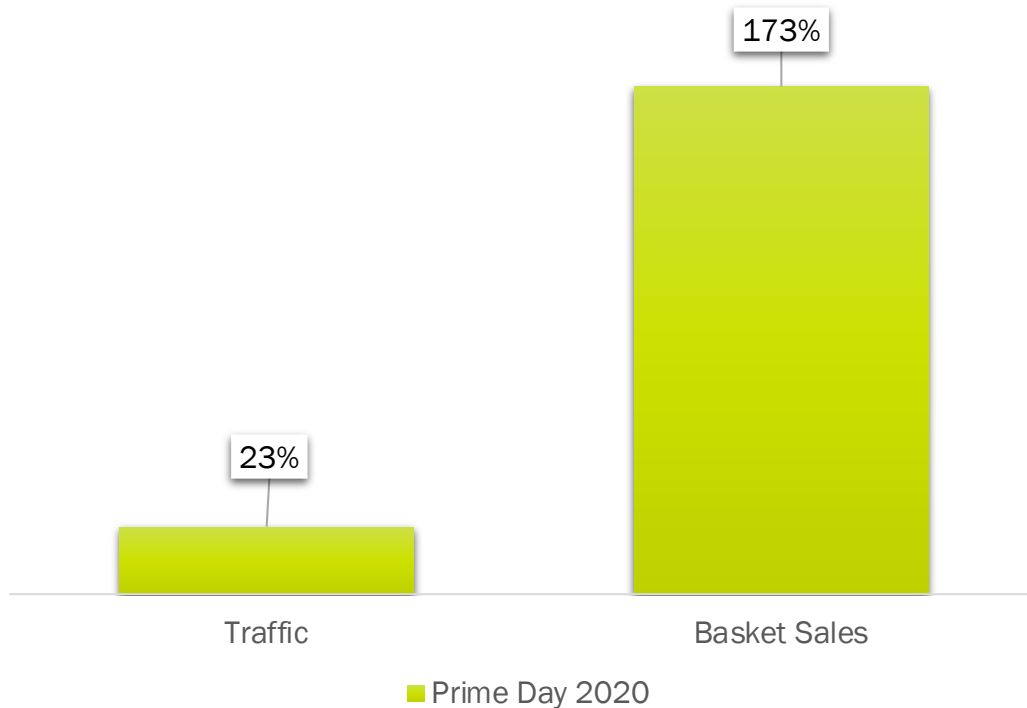
# Key Takeaways this Shopping Season



- This holiday season, stores may be closed, fully open, or somewhere in between, and consumer comfort levels will vary. With services like click and collect, think about how to **build trust and confidence in your consumer by communicating** how you're making your stores or how your partners are providing a safe and positive experience.
- **Identify key SKUs** to focus on and drive media initiatives on hero products.
- Understand **product insights, buyer personas, eTailer conversion trends**.
- Deeper integrations of **Buy Now solution** across CRM initiatives for retention and building LTV.
- **Examine online retail share of voice**, take 1st step towards product-listing ads and sponsored product ads.
- **Identify avenues** and solutions to further improve retailer content.
- **Mobile-ready** product management, images, keyword analysis and more.



# Traffic and Sales – Amazon Prime Day 2020

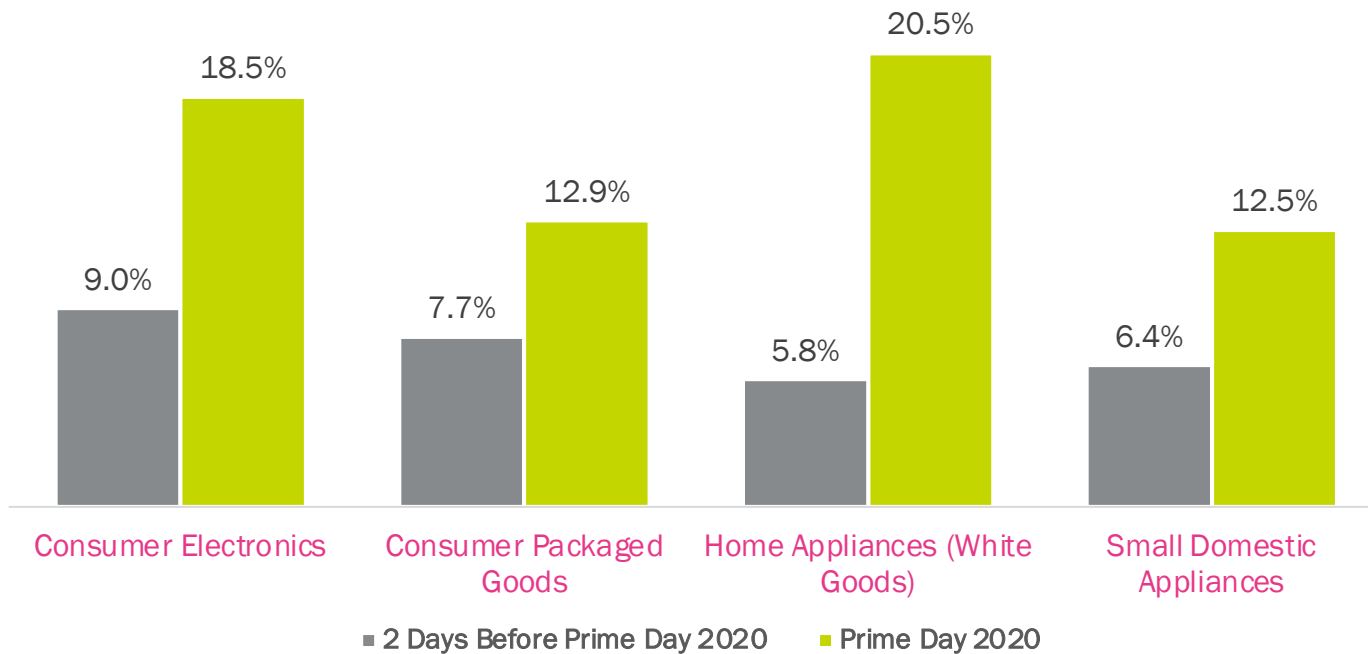


Here at ChannelSight we have gathered some very interesting insights on the recent Amazon Prime Day 2020.

- Traffic and basket sales performance spiked by **23% and 173% on Amazon Prime Day 2020**, respectively compared to normal days.



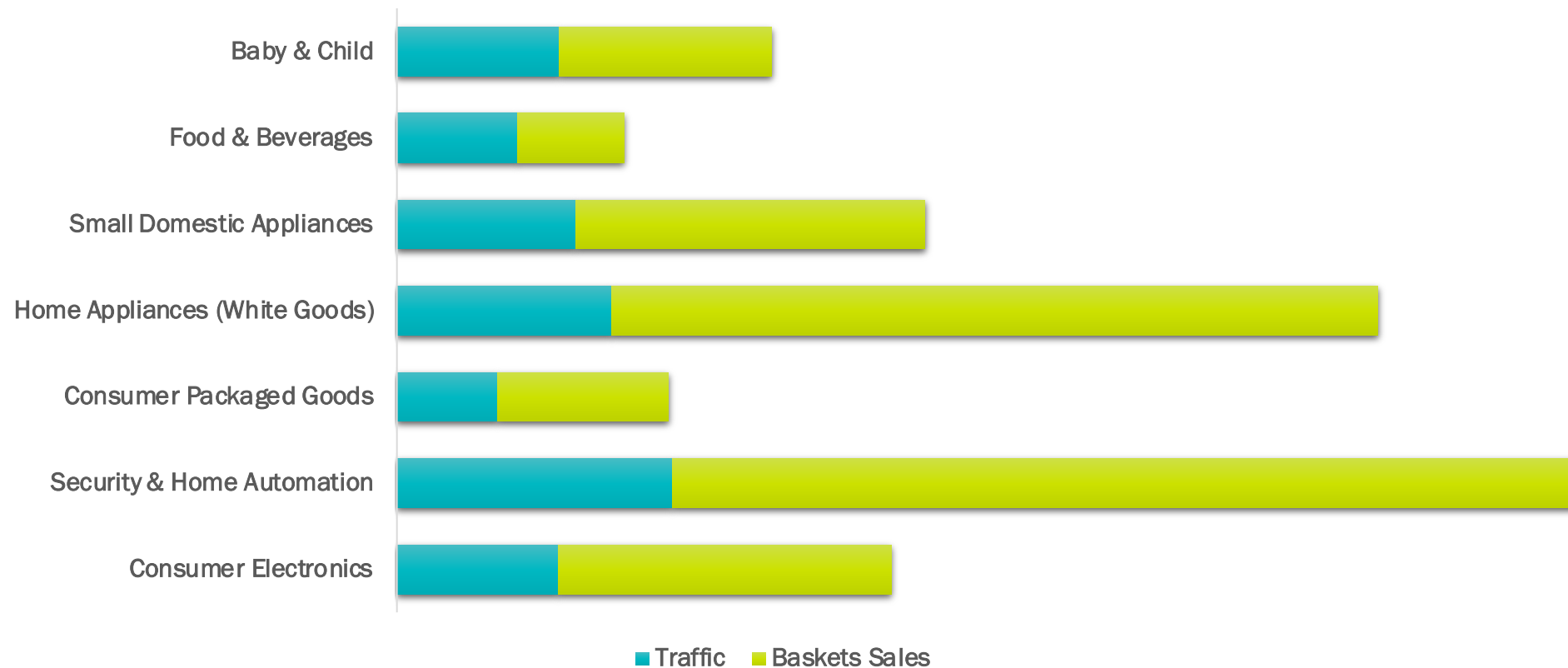
# Top-performing verticals - Amazon Prime Day 2020



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- Top performing verticals:  
**White Goods and Consumer Electronics**

# Traffic and Sales data of Different verticals - Amazon Prime Day 2020



# About ChannelSight



- ✓ Global **Buy Now** operations, fully localised in 62 markets
- ✓ Online & offline product solutions
- ✓ Access to unique channel sales data



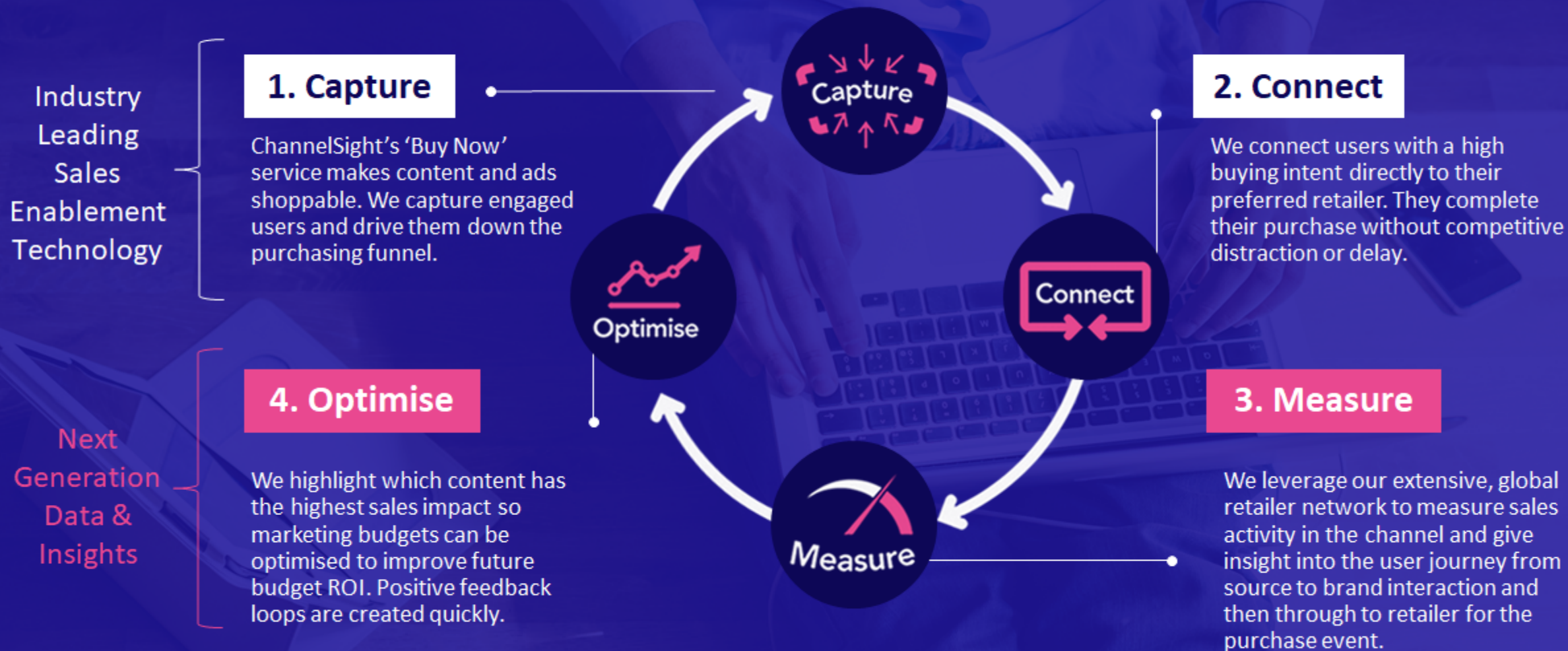
**PEPSICO**



**LAVAZZA**

**SIEMENS**

# Our **Solution** // Creates Sustainable Value





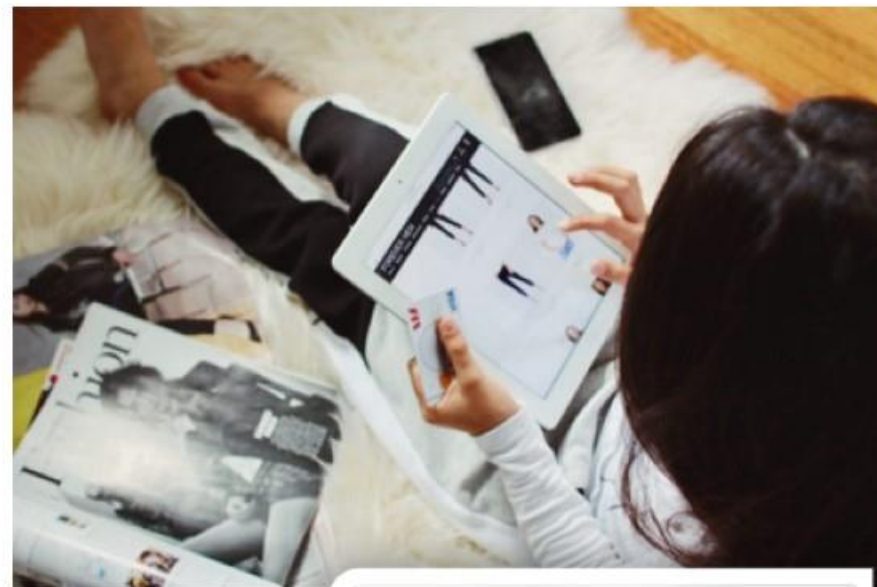
# ChannelSight Ratings & Reviews fits into your brand and retailer marketing strategies in two key ways.

1

ChannelSight helps you to enrich your product content by displaying retailer ratings on your brand assets.

2

ChannelSight provides analytics to help you understand product perception across retailers with detailed reports on best/worst-rated products and new product reviews.



4.5 ★★★★★ (7,599)

# Summary/ Key TakeOut

## Gain Control by analyzing new ratings and reviews

- Identify best and under-performing products.
- Automate checks on product average ratings.
- Understand how users perceive your products after purchasing them on online retailers.

## Searchable Reviews Content & Reviews Monitoring

- Easily find product feedback by searching for keywords and receive actionable notifications on good/bad reviews.
- Read through user reviews and identify if you have a problem or the retailer is letting you down.

## Use Ratings on your brand website

- Enable your brand to easily display the average consumer product rating from the retailer on brand owned content.
- Helping you to improve your products authenticity.





# Thank You

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