

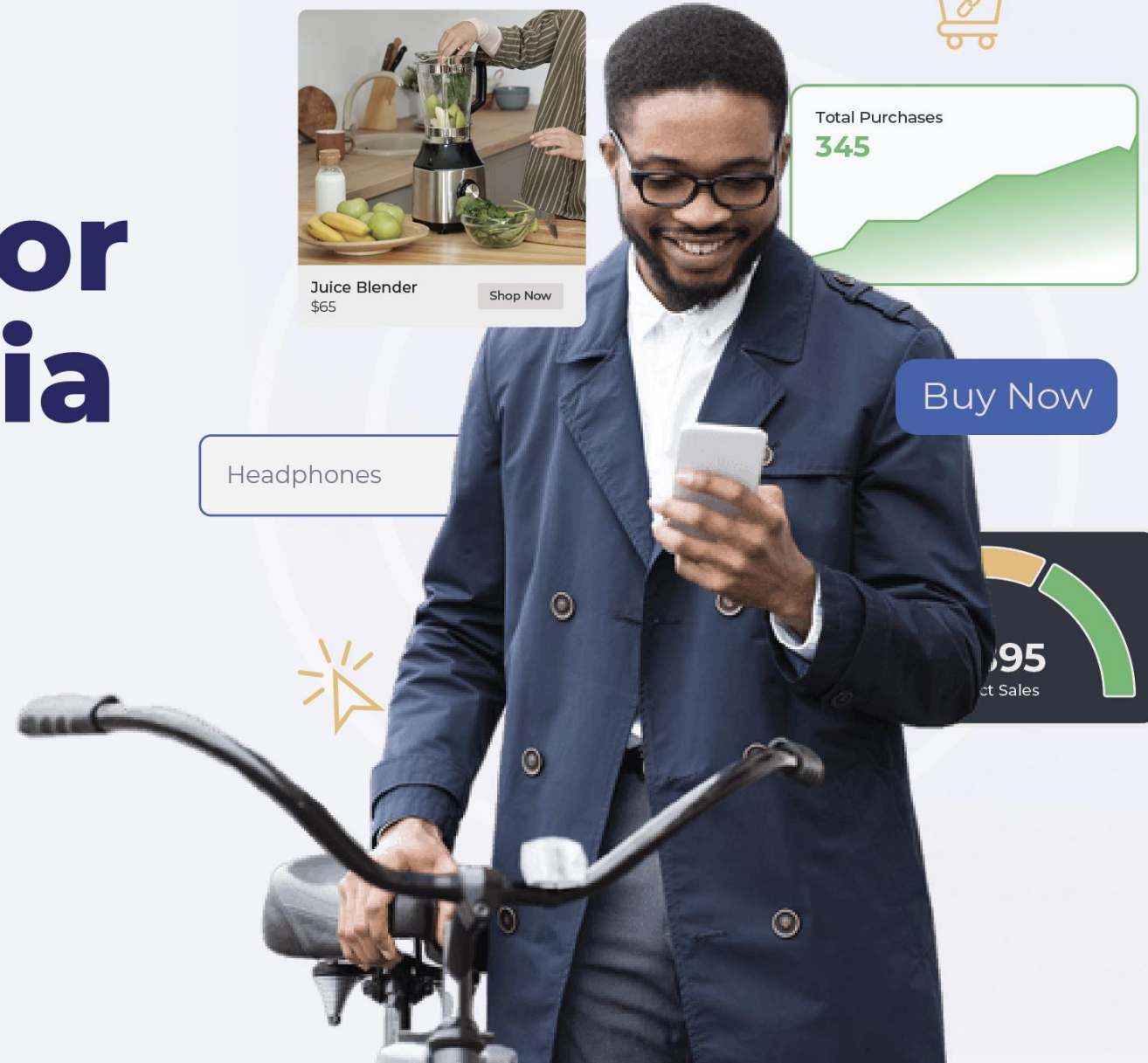


Essential Tips For Shoppable Media Success

 Wednesday, 27th July

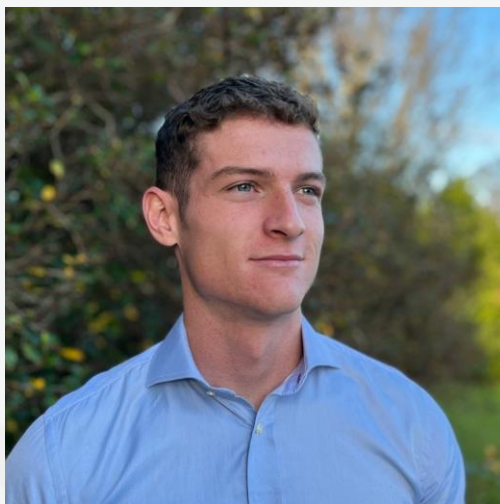
 @3pm GMT/ 11am EST

[Register Now](#)





Our Speakers.



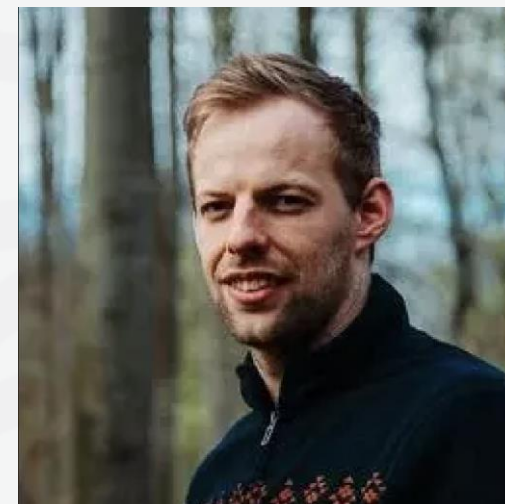
Sean Lucas
Business Development
Representative



Andy Foot
Head Of
Marketing



Melissa Chesnick
Senior Specialist,
Shoppable Media



Gints Gailis
Lead Growth
Hacker





About ChannelSight.

ChannelSight partners with the world's most successful retail brands, enabling them to maximize their online sales.

Our software enables eCommerce brands to provide an excellent customer experience, gather detailed insights and maintain a first-class brand.



By taking a 'partnership first' approach with our clients, our dedicated brand performance team ensures we meet our objectives together.

 **2000** Retailer Connections

 **70** International Clients

 **250** Global Brands



Some Of Our Clients.

B/S/H/

PHILIPS

Mondelēz
International

Whirlpool
CORPORATION

P&G

Perrigo

MARS

Lenovo

 **TARA GROUP**

DURACELL

 **GALDERMA**

Johnson & Johnson



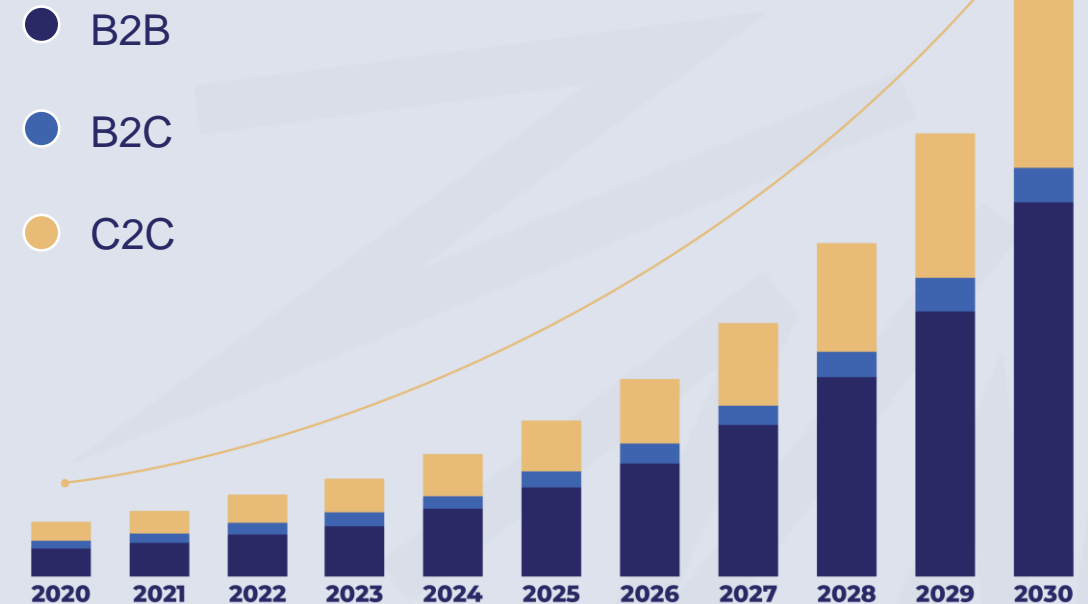


The Rise Of Shoppable Media.

Shoppable Media is a massive growth story.

Shoppable media ranges from shoppable Instagram posts to OTT ads or even QR codes on physical objects.

\$6.2 trillion by 2030,
growing at a CAGR
of 30.8%



The Social Commerce Market



How Consumers Use Shoppable Media.



78%

Gen Z cite social media as a main way to discover new products.



11%

Consumers bought a product immediately after seeing it on social media.



44%

Consumers bought a product they saw in a social post, later online.



80%

Consumers say that brand familiarity makes them more likely to buy on social.



Points To Consider For Shoppable Media Campaigns.

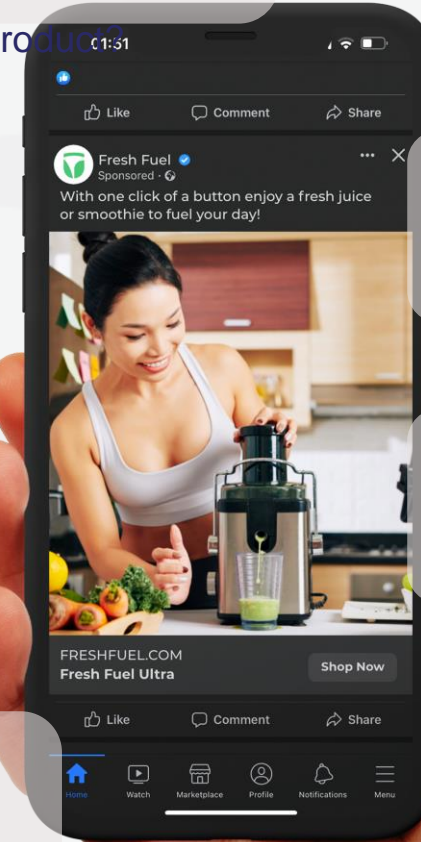
There are so many things that marketers need to do and test, but here are some that have a great effect on conversion.

Are you giving them enough information about the product?

Are you optimizing for all devices?

Is your creative on point?

Are you offering the ability to purchase from any channel (marketplace, retailer, DTC store)?



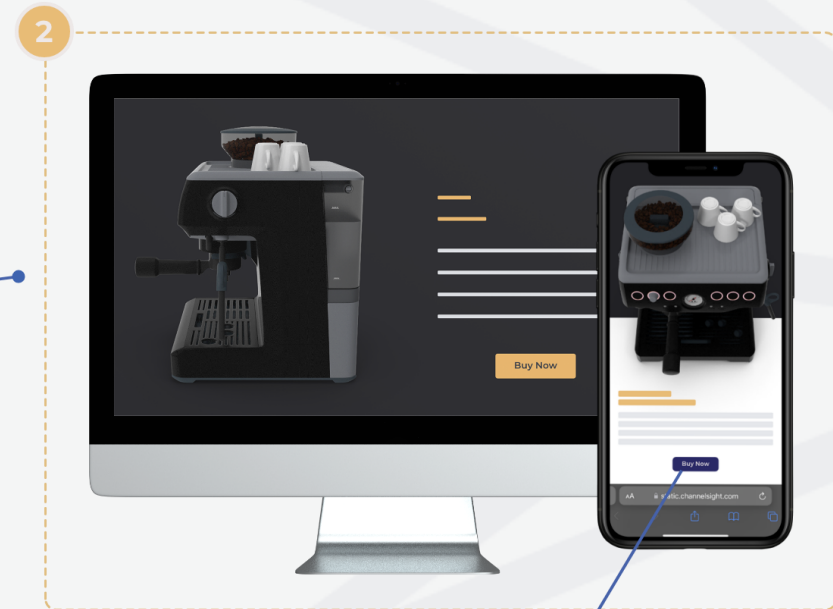
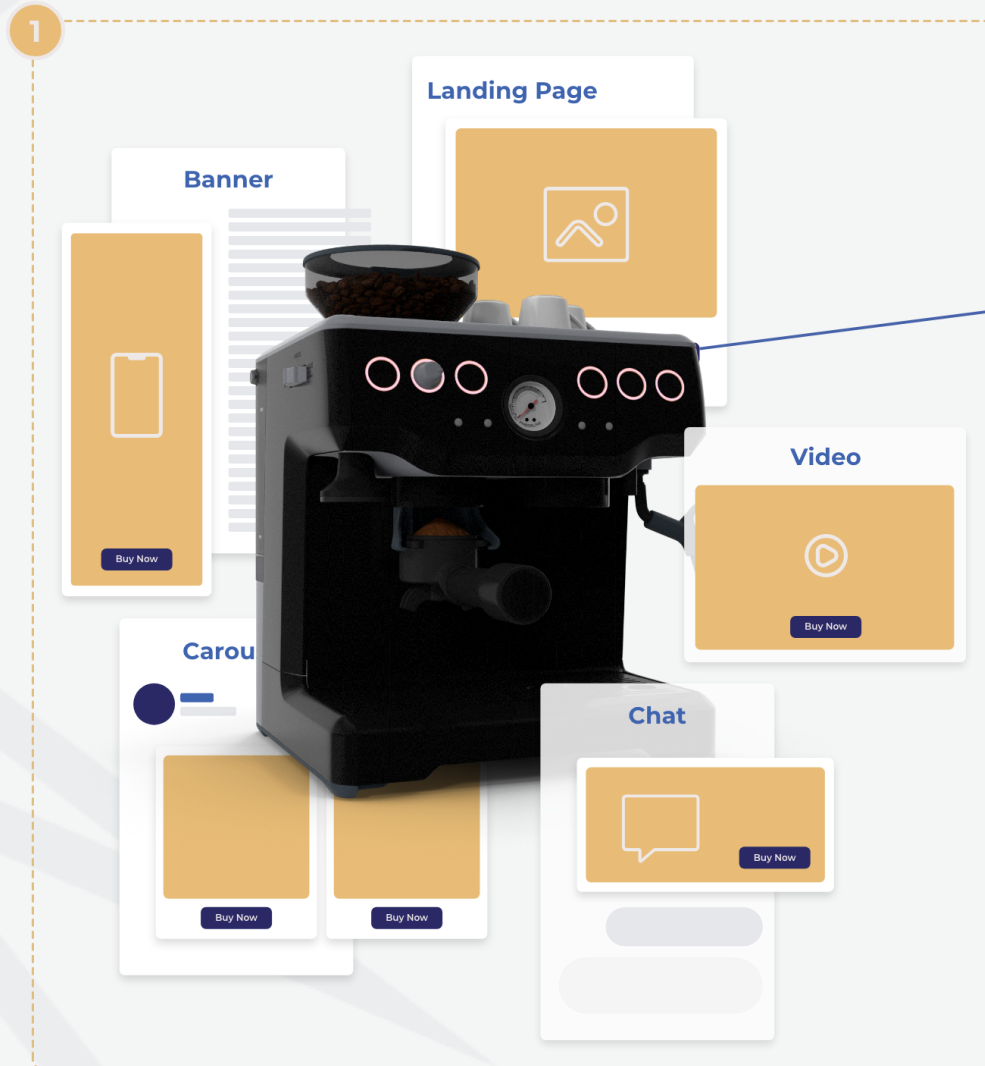


The Importance Of Product Information.

Providing detailed and compelling information about a product is a critical component of moving a prospect down the sales funnel.



Landing Page Journey.





Optimize For All Devices.

Optimizing for different devices has been a priority for a while now. These days mobile exceeds desktop for google searches and eCommerce traffic overall



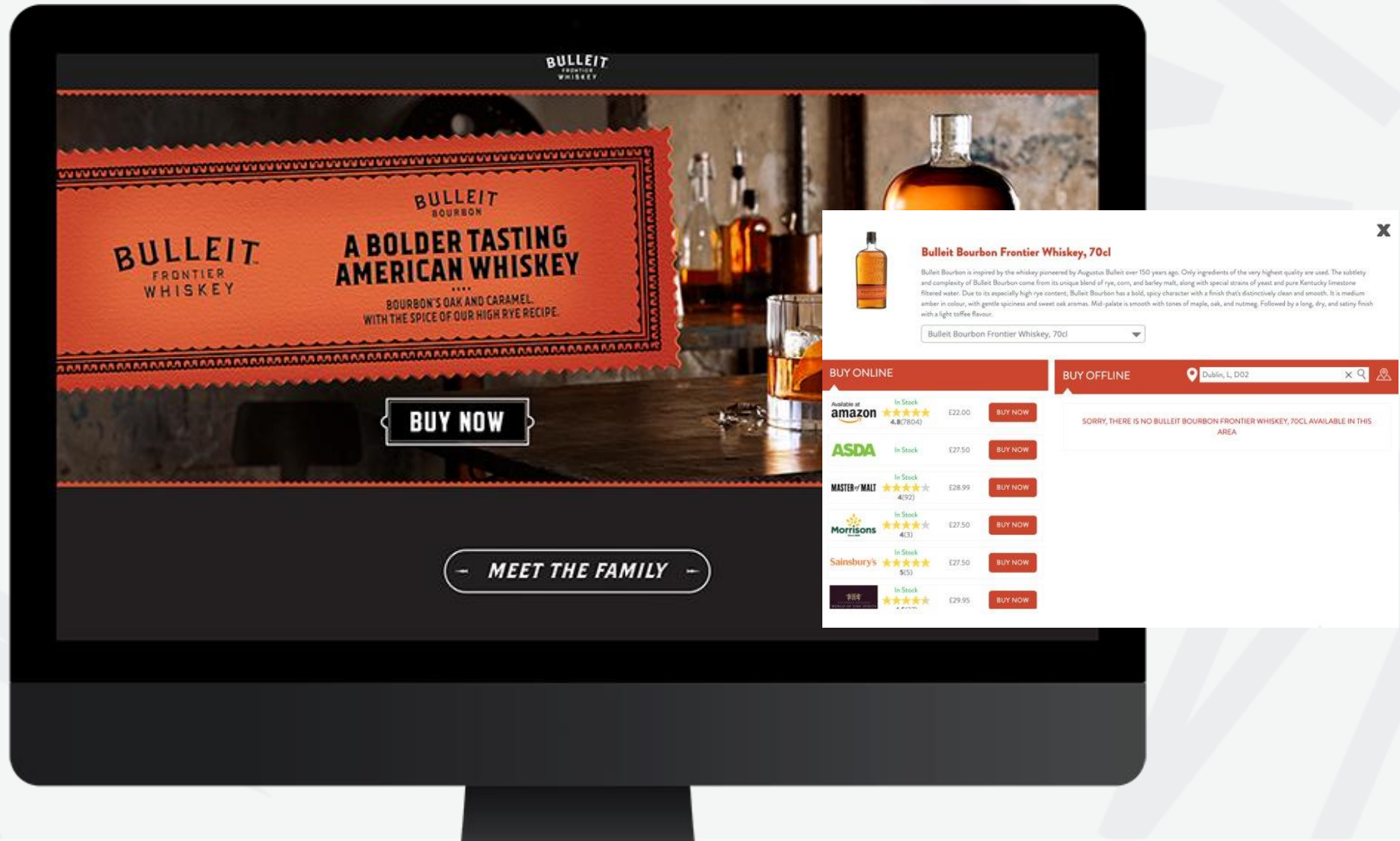
Offer The Ability To Purchase From Any Channel.

Using ChannelSight's shoppable media solution you're able to send consumers directly to your product display page on any retailer that the consumer chooses.





Ensure Your Creative Is On Point.



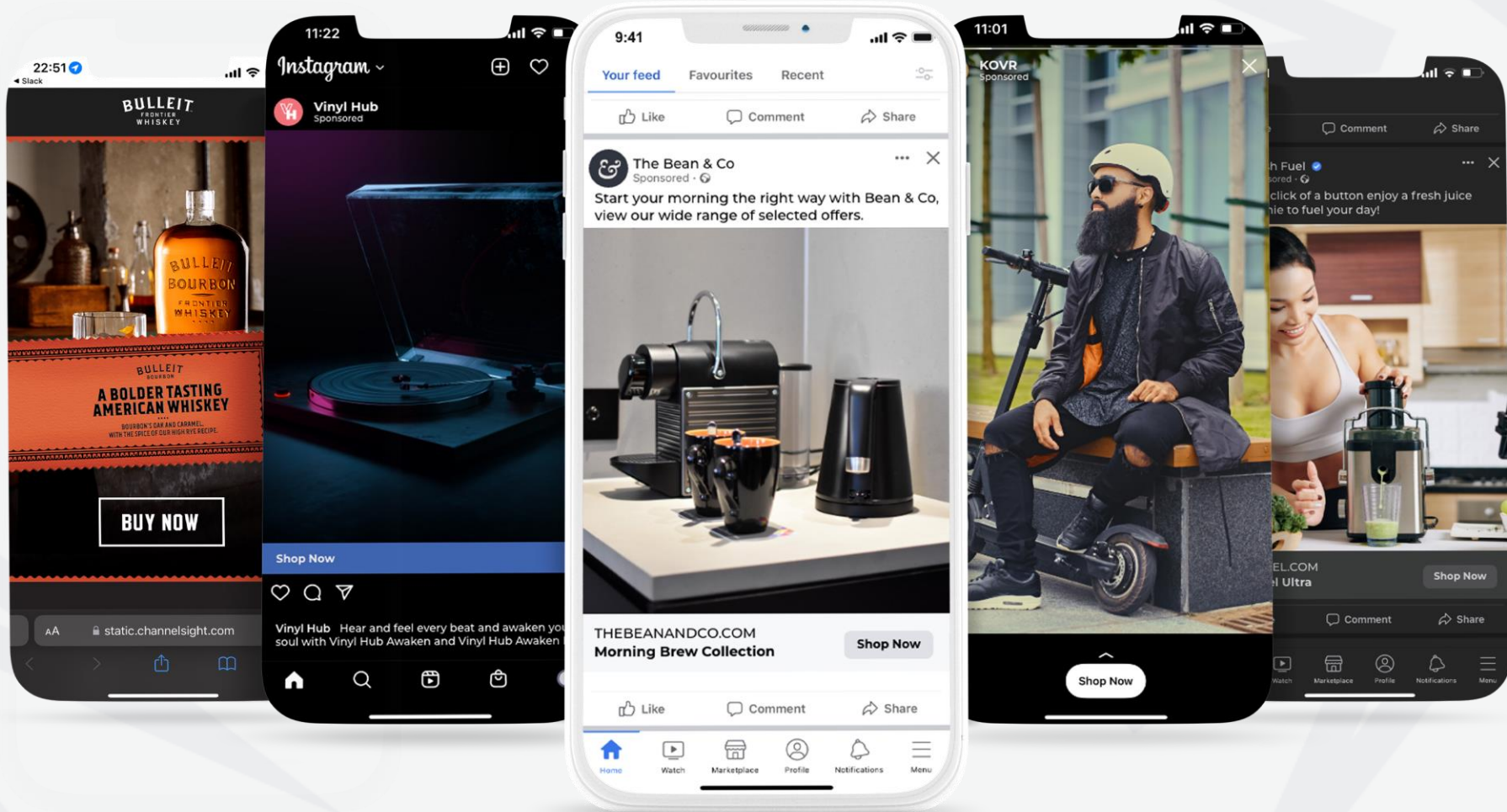


Don't Compromise On Data And Insights.

Our software can provide data and analytics right down to the User ID level. You can feed this into your Google Analytics account meaning you don't have any gaps in data once a consumer goes to a third-party marketplace or retailer.



What To Do With This Data?



How Retail Brands Can Win on Digital Media in 2022

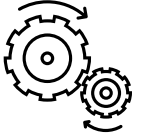
Melissa Chesnick, Sr. Shoppable Media Specialist



Agenda layout

- Inventory Management
- Promotional Annotations/Product Reviews
- Payment Flexibility/Mobile Wallet Options
- Local and Digital Hybrid Approach

Inventory Management



Feed Management to Syndicate

- Utilizing feed management platforms to standardize product messaging and advertising efforts across social, display, and PPC platforms
- Feed management platforms allow for clean, organized, and dynamically updated data
- Providing accurate sale price, shipping, sizing, color availability to the consumer and consistent experience on landing pages throughout the site is crucial in winning out the support and trust of customers

Practices to Consider

- Frequency of import/export
- Quality of raw data feed import
- Types of feed management platforms that work for your client or business
 - Full service vs. Self Service platform options

The quality of your data determines the quality of your ads, setting performance up for success!

Increasing PLA CTR with Annotations

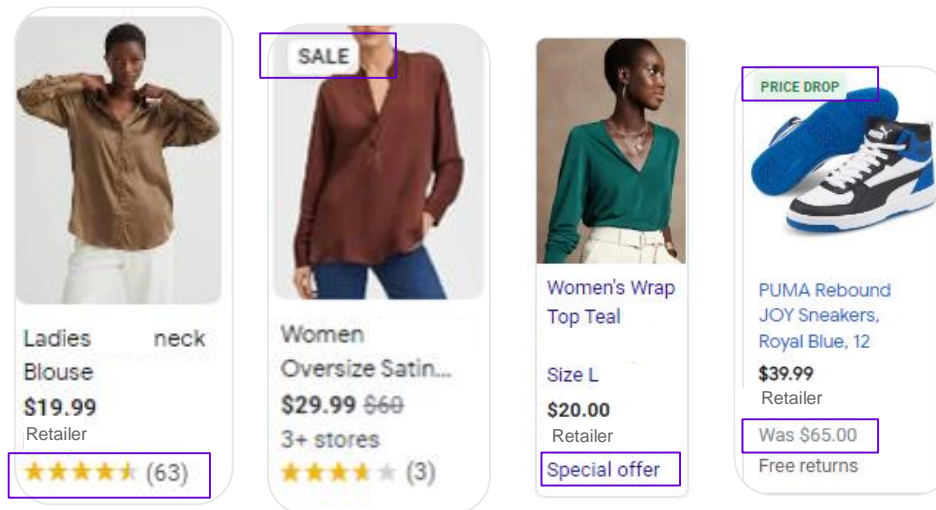


Google promotional annotations contribute to 5-8% lift in CTR

- Sale Price Markdown
 - Updated Sale Prices in the feed will generate a sale price annotation
- Merchant Promotion
 - Create free shipping, % or \$ off discount promotion in merchant center

Seller Ratings often 2x PLA CTR for retail clients

- Enable Product Ratings in Merchant Center
 - Match reviews with your products by GTIN using a supported reviews aggregator



Payment Flexibility and Mobile Wallet Options



Help Combat Cart Abandonment

Top 3 key pain points SMB's reported for cart abandonment - lack of preferred payment method, complex checkout, slow payment processes

Buy Now Pay Later

- BNPL sales anticipated to grow 50% to \$112B from 2022 to 2024
- Popular options include Afterpay, Klarna, Pay in 4

Mobile Options

- Gaining steam globally, rising in popularity since contactless payment days/pandemic fueled adoption, consumers still rely on this technology
- Popular options include Paypal, Apple Pay, Mobile Wallets

Local and Digital Hybrid Approach

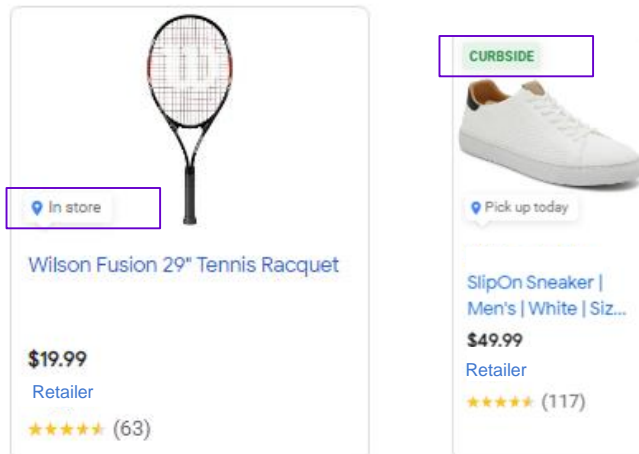


Current Climate Considerations

- Global e-commerce user adoption slowed post-COVID, but e-commerce sales will continue to climb to an all time high of \$5 trillion USD
- Brick & Mortar stores are bouncing back following the loosening of COVID guidelines globally
 - Sales exceeding pre-pandemic levels 2 years earlier than expected

Local Inventory Ads (LIA's)

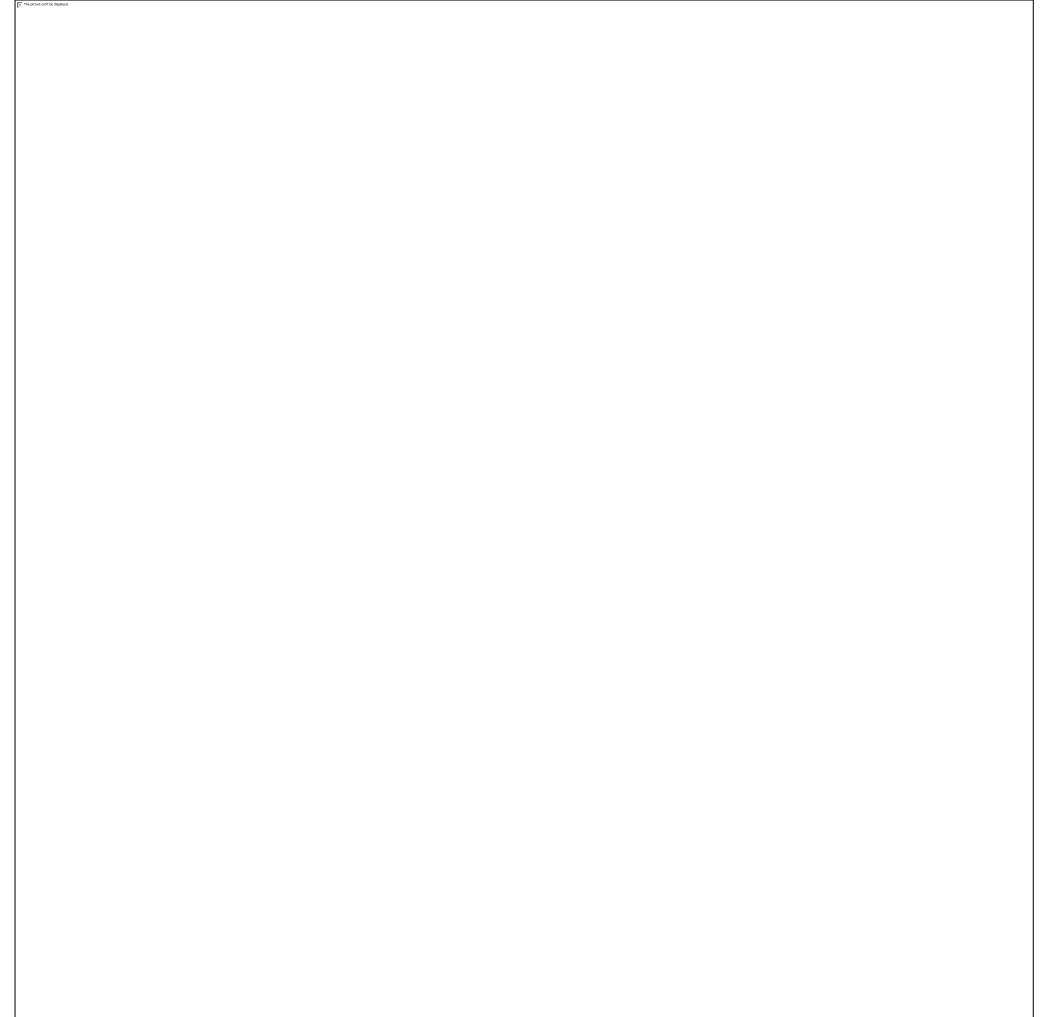
- Drive foot traffic to brick and mortar locations and measure online conversion impact with LIAs
 - Some retailers more than 2x'd foot traffic after enabling LIAs
 - LIA can be enabled within existing PLAs, or broken out into separate campaigns for more segmented reporting
- Available annotations that marry online and brick & mortar efforts include
 - Pickup today
 - Pickup Later
 - Ship to Store



Gints Gailis

Growth Hacker

gg@confect.io



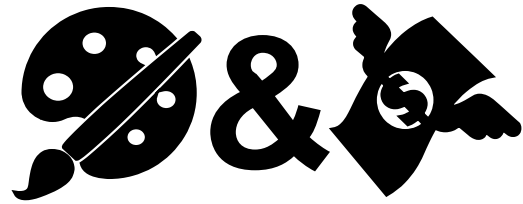
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Ad images rendered

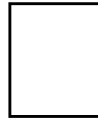


**We have seen and
made a lot of product
ads...**

Make better ads



So, what is DPA*?



**Dynamic Product Ads*


**This ad type is 🔥 for
ecommerce brands**

Just a quick reminder :)

Few examples:

Happy Ears Earplugs
Sponsored · 🌐

No earplug attenuates wind and engine noise more evenly across frequencies than Happy Ears 🔥. Why would you ride with any ot... See more



Happy Ears Moto
Made in Sweden


Shop Now

Happy Ears

6 likes 3 comments

Musikinstrumenter
Sponsored · 🌐

Skal du være med på beatet? 🎸
... See more




Fender custom shop
fingerboard remedy
kr.50

Shop Now


Alle
mix
kr.2

Odendo ✓
Sponsored · 🌐

🔥 BOLIGDESIGN TIL SKARPE PRISER 🔥
Få skarpe priser på et bredt udvalg af boli... See more




Shop Now




More

Newlinesport International
Sponsored · 🌐

Newlines nye SS22-kollektion er designet til, at du kan bevæge dig frit og behageligt før, un... See more



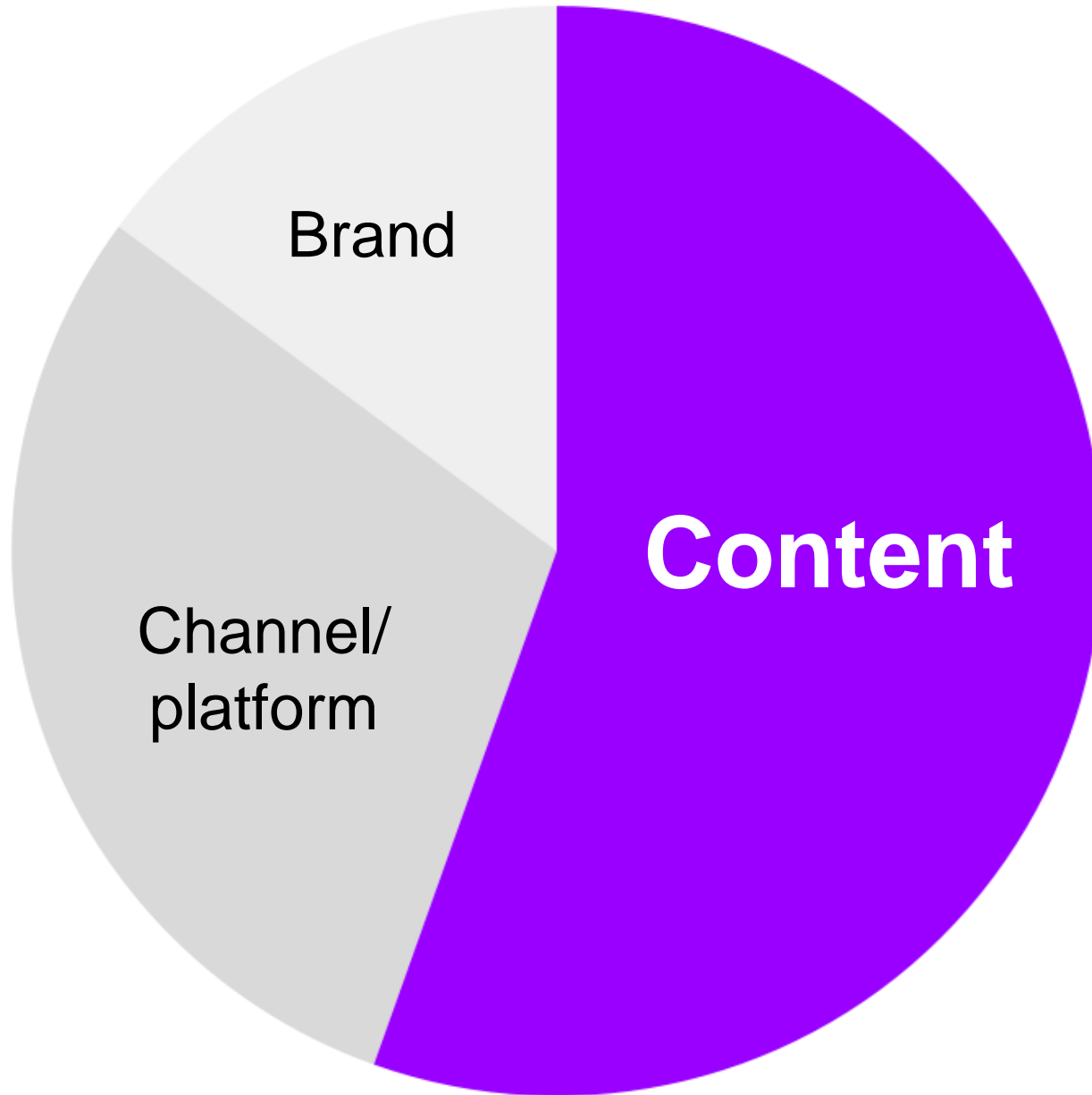
Ny kollektion ude nu



More

34 likes 3 shares 60,6K views

**We will focus on the
creative**



56%
of sales
contribution
comes from
content quality

Source: Nielsens, 2019



Luke Jonas (He/Him) • Following

CCO | Nest

1h •



2019 - The best targeting is micro segmentation of audience

2022- The best targeting is creative

What worked yesterday on paid social may not work today

[#paysocial](#)



Chris Robinson and 40 others



Jordan Stark • 2nd

8h • ••

Director of Lead Generation | PPC | Digital Marketing Question? Text m...

I agree wholeheartedly. As more automation is pushed by ad platforms, creative will become the only distinguishing factor between you and your competition.



Bram Van der Hallen • 1st

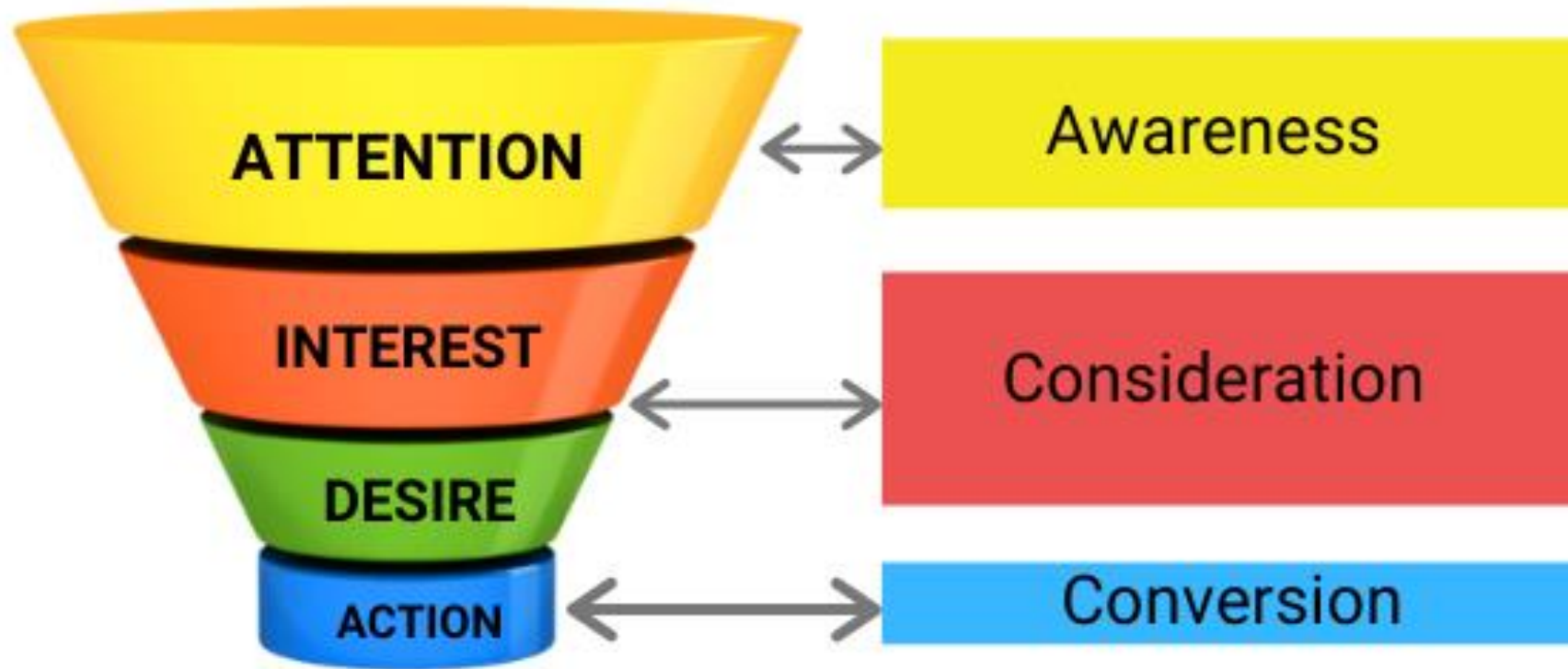
Digital Marketing at Edge.be || Facebook Ads Enthusiast & Meta Blueprint Lead Tr...

23h • Edited •

Facebook removed thousands of detailed targeting options. The solution to keep reaching your ideal audience? Your creative! 🔥

The AIDA Model

facebook



What Is your USP?

Social proof

USP

Pain point

Who your
customer
wants to be

Sharing
knowledge

Urgency &
Scarcity

Reassure:

- ✓ it's the right product
- ✓ in the right store
- ✓ the right time to buy



BLACK FRIDAY EVENT

 **embargosalobestia**

Base tapizada Somg
6 patas 135x200 cm

~~89€~~
78€



PREBLACK FRIDAY
SEMANA DEL HOGAR

Del 1 al 7 de noviembre

RAZER







Pinot Noir



2016



France



Sauvignon
Blanc



2017



New Zealand



Carmenère



2018



Chile





SUSTAINABLY
MADE



ANTI-ODOR
TECHNOLOGY

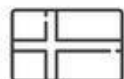


2 YEAR
GUARANTEE

ROCKAY



ingredien®
SHOP 



Fremstillet i
Danmark



100 dage
fortrydelsesret



5 stjerner på
Trustpilot



GANNI

MUNK STORE



FRI FRAGT VED
399,-



BYT OP TIL
14 DAGE



4,9/5 STJERNER
TRUST PILOT

1500 DKK

Important selling points

- ✓ Price/Discount
- ✓ Shipping time
- ✓ Price of shipping
- ✓ Popularity
- ✓ Few left

BOF targeting
+
Creative with USP
=





Our Solutions.

Interested in learning more?

Reach out to us at hello@channelsight.com



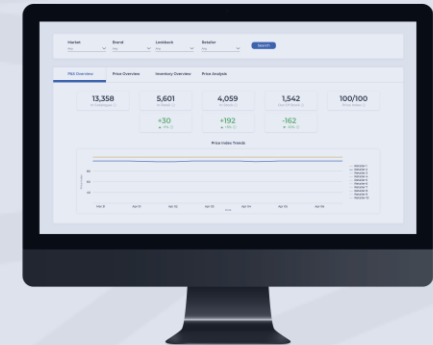
Where To

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



Shoppable Media.

Give all of your digital content a direct, data-driven role in your sales funnel and reach consumers when they're most receptive to new ideas.



Digital Shelf.

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



Thank You For Listening

www.channelsight.com

