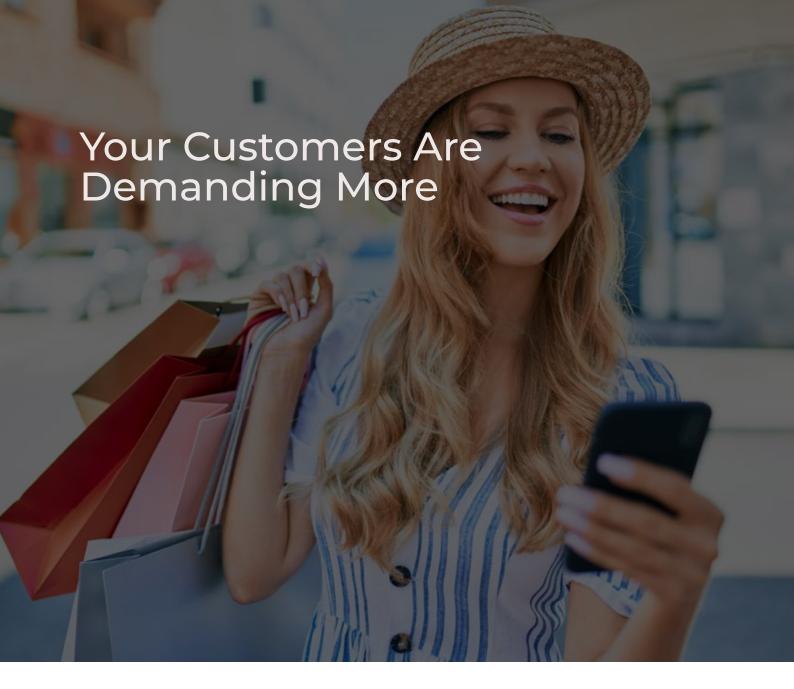


Shoppable Media

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Right now, people all over the world are fleeing in their millions from obsolete ads that no longer play a useful role in their shopping. The Interactive Advertising Bureau says digital ads are "ripe for reinvention." About half of your customers would willingly pay extra for a more convenient and efficient shopping experience.

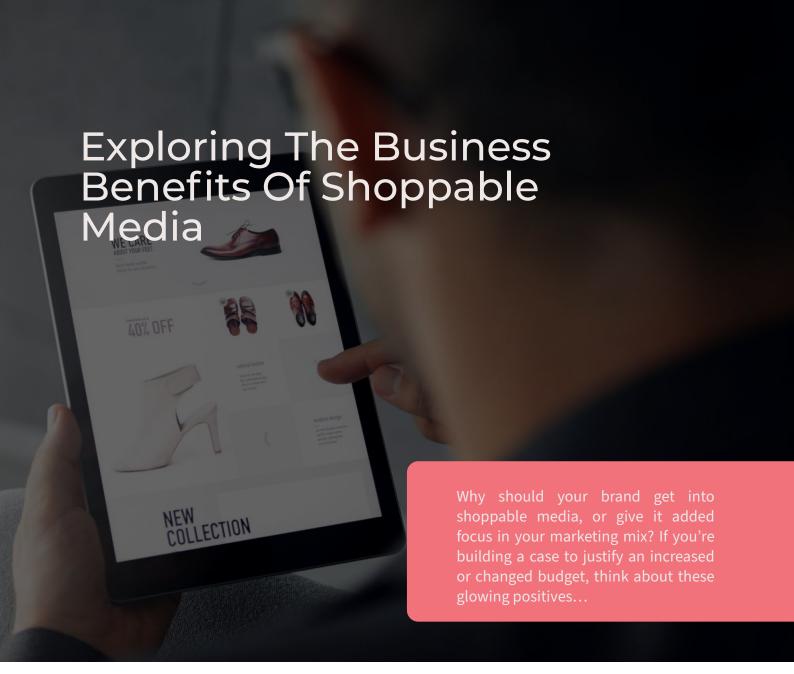
Shoppable media is your key to delivering that experience.

Shoppable media (you might also see it called shoppable content) is **any interactive content that enables commerce**. That might look like:

- QR codes on a bus shelter reminding you to buy groceries
- Big-budget interactive fashion video experiences
- Banner ads that let you drop products in your cart

If it can be clicked, tapped, scanned or swiped to facilitate a purchase, it's shoppable media.

Sell more products faster, with less friction. Deepen your understanding and relationship with customers. Secure better ROI with more powerful data tracking and analytics. It's time to get your content working harder for your brand.



Shorten Your Sales Funnel

Traditionally, content marketers hoped for a sales funnel that looks something like this:

- 1. The customer sees a product in a piece of content and decides they want it
- 2. They'll look for the product (or a similar one) by any means available to them
- 3. Once the product is found, the customer faces the decision to buy
- 4. All being well, they put the item in their cart and make the purchase

If that works, great! But if you're like us, those second and third steps should be throwing up a lot of red flags. Both steps are laden with points at which the customer might find a competitor's product instead of yours, or get bored and abandon the sale entirely.

Shoppable media dramatically shortens this process. Few things in commerce get as disrupted as often as the path to purchase. The emerging tools, channels and trends which enable shoppable media have driven its evolution into overdrive.

At the very least, a piece of shoppable content cuts out the process of searching for a product by directing customers straight to a place where they can buy from you. More sophisticated options also streamline the purchase decision itself by keeping the whole process entirely within one publisher's ecosystem.

Inspire Your Customers, Sell With Stories

We humans are a narrative species. From our early hunter-gatherer days, the tribes who survived were the ones who were able to make sense of where food would be at any given time. We did this with stories. Food grazes in summer and hides in winter; basic narratives helped us stay alive.

This is still ingrained to this day. <u>Memory experts</u> recommend linking bits of information with made-up stories while revising for exams. It also remains true in how we hunt and gather in the modern era.

Shoppable media uses this particular evolutionary trait to your business' advantage. Seeing products in the context of narrative content helps customers visualize how those products will benefit their lives. You're helping them synthesize their intentions, goals and actions in a way which is inseparable from what you're selling.

Find Warmer Leads From More Receptive Customers

The idea that consumers, particularly in younger demographics, are naturally resistant to advertising might not be entirely accurate.

True, there's a certain level of cynicism when people feel like you're selling to them (or

worse, selling at them). But <u>90% of Instagram</u> <u>users</u> follow some kind of business account. That doesn't sound like resistance or cynicism, does it?

Consumers will let you into their headspace if you catch them in the right moment. Shoppable media reaches people when their guard is down, when they're in a more passive and less critical state. Whether their motivation for engaging with your content is to be entertained, informed, inspired or convinced, they're giving you a chance to forge a meaningful connection.





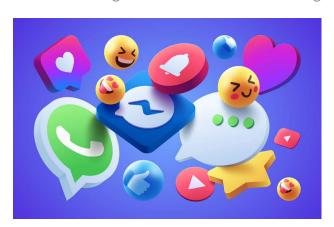
If your shoppable media helps them satisfy their motivation and makes a clear case for purchase, and if the path to that purchase is low-friction, it can be highly effective in overcoming resistance.

Almost 8 in 10 Gen Z consumers use social media to discover new products. 11% of which bought the product straight away and over 40% bought at a later point.

You can interpret these stats in a few ways. Brands that are neglecting or not performing in their shoppable media campaigns are missing out on 55% of sales, either immediately or at a later date.

Or from another perspective – 89% of consumers are not buying products they see on social straight away. So it's vital to have an effective shoppable media operation, but Just because you're able to reach the right type of people and running shoppable ads where they are spending a lot of their time online, doesn't circumvent the purchase decision making process. The funnel is still a path that marketers must navigate effectively.

8 in 10 consumers say that brand familiarity makes them more likely to buy on social. This shows that large retail brands are benefiting



from the explosion in social commerce, not just small sellers dropshipping gadgets from Aliexpress.

Offer A Better Experience Across More Touchpoints

Nobody experiences the disruption to the traditional linear path to purchase as keenly as your customer. They're using more devices than ever, being exposed to more products from more brands, and interacting with those brands via more and more touchpoints.

Whether today's path to purchase is a circle, a spiral or an infinite loop, every single interaction has to feel consistent and positive. Shoppable media lets you achieve this. You're meeting customers on platforms where they already hang out, giving them content that's tailored to the experience they want on each platform./

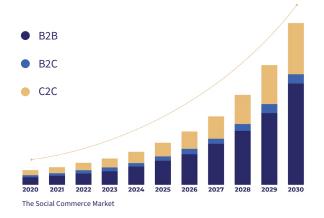
Across a shoppable media campaign, you can provide a consistent experience in terms of branding and tone that helps people recognize your brand. Whether a customer sees you on Instagram on Monday, YouTube on Tuesday or your blog on Wednesday, it all still feels like you.

Although the ad is always going to be primarily about catching attention, marketers can use the desitination page to provide the user with all the product detail and information they need to make the purchase.

Generate Sales Across Different Media Channels

It's not only customers who are using more platforms than ever to do business. Brands are under pressure to expand and experiment with every new app and social network that emerges, in case it turns out to be the next big thing. But how can you make every platform actually work for your business? You need to be quick off the mark and put ready to put skin in the game immediately.

Brands that get ahead on their social commerce strategy will take advantage of the overall compounding growth of the media. According to a study from Research and Markets.com, the social commerce market will reach \$6.2 trillion by 2030, growing year over year by 30.8%.



Brands that have a mature shoppable media function already are best placed to take advantage of future trends and platforms that appear over time. For example, the emergence of tiktok as a global social media powerhouse shows how quickly the market can evolve and change. Brands that had a clear shoppable media strategy and experience in running these types of ads are able to take advantage quicker than brands who are flat footed with their head in the sand.

And don't forget your bricks and mortar throughout all this. <u>Traditional retail remains a powerhouse</u>, but it doesn't have to (and shouldn't) compete with eCommerce. Your physical store is another channel to make sales, use shoppable media to support it. More on that later!

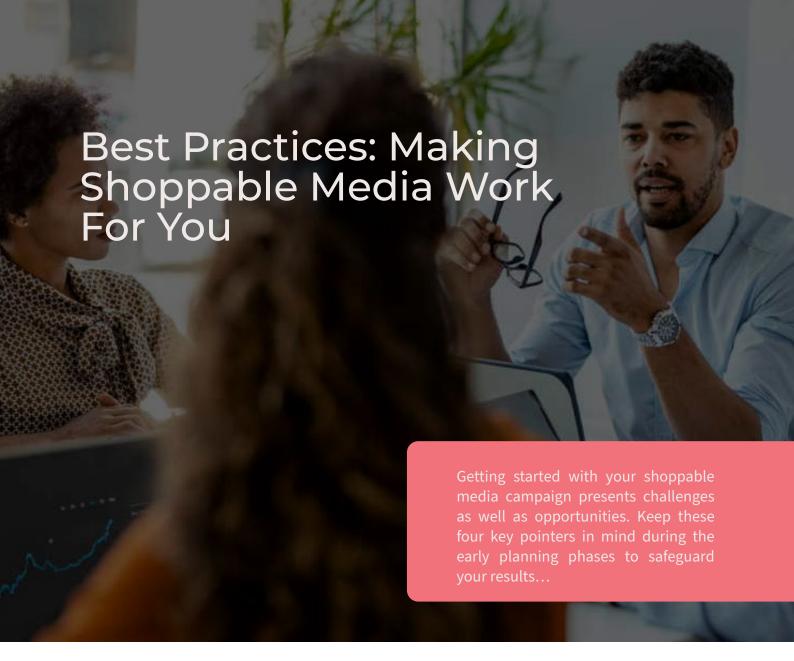


Learn More About Your Customers

Think about all these benefits so far; a more efficient sales funnel, more engagement coming from more channels. Everything has the added bonus of generating greater quantities of first-party user data. Shoppable media links your online presence together so you have a clearer picture of what content is provoking what kind of response.

Without shoppable media, there's a massive chasm of guesswork between content marketing and conversion. For the customer, there's also a whole process of searching and selecting products which you're simply not privy to. If you can't see it, you can't learn from it.

Shoppable content gives you more ways to measure and test different kinds of content. Equally useful is the ability to see more of the user's journey. You're not only seeing 'someone saw content A and bought product B.' You can see what related products they also picked up in the same shopping trip. With that knowledge you can iterate new content that sells both items.



Remain Relevant, Stay Creative

First, let's address: the media itself. If your content isn't engaging, it will fail at the job of driving sales. Thankfully, the amount of data you can collect gives you a reasonably accurate picture of what content works and what doesn't.

This is a double-edged sword. Traditional, nonshoppable media is harder to attribute actual revenue to. Content marketers used to be able to justify their work using metrics like views on videos, with only an estimated impact on actual sales. Shoppable media can't hide behind any of that when you know exactly how many conversions were achieved per piece of content. Use the data to build a clear picture of your real revenue generating audience, not your ideal one. Create content for this audience and don't be afraid to drop ideas which you personally like but aren't working. This can take serious time and resource; you should budget for that.

Enlighten Your Audience

As of now, huge opportunities exist for brands to let prospective customers know that the rules of shopping have changed. Plenty of people out there have never so much as scanned a QR code in their lives. Others might have tried interacting with shoppable media in its infancy and had a poor experience.

A great deal has changed since those first baby steps. Advancing technology lets mobile wallets plug straight into platforms like Apple Pay and Shopify. That makes the experience easier and more secure, but not everyone knows it happened.

With the use of dedicated shoppable media landing pages, brands can provide a first-class 'post click' experience which smooths the path to the sale. Dedicated landing pages are much more common in the B2B world – the idea is that it provides less distraction and choice for the user, but the same fundamentals ring true in the B2C world as well. Try using a dedicated landing page for each of your products, rather than sending consumers to a generic product page. If you can make use of that extra space and lack of distractions, you'll notice the impact on conversions.

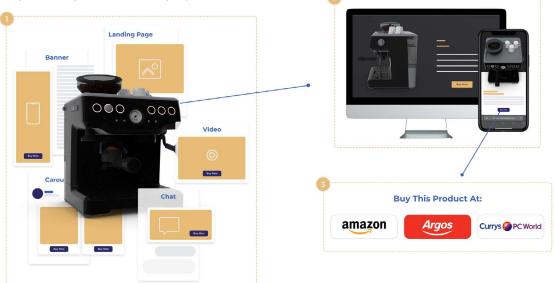
You should also make sure your shoppable media campaigns enable consumers to purchase your products from their favourite online marketplaces, like Amazon. Nobody in Ecommerce can compete with the fulfilment and customer service offered by Amazon, this is why Amazon is the top eCommerce platform in every country in which they operate.

Brands that are ahead of the curve facilitate this phenomenon rather than fight against it, or ignore it, and as a result are able to minimize exposure to competitor products on marketplaces and retailer sites. This can be done with Shoppable Media software from ChannelSight.

Use Shoppable Media To Gather Consumer Data

When you're developing your shoppable media campaign, a solid understanding of your customer is your biggest asset. This can help you to produce content that resonates with them and know which things to emphasize to convert the sale.

ChannelSight's Shoppable Media software provides a huge amount of granular detail on user behaviours, enabling you to build a more accurate picture of your ideal customer. Then all you have to do is use what you know to make that content shine. ChannelSight's software enables complete design freedom, with the ability to use custom HTML and CSS so everything is in line with your branding.



What Types Of Shoppable Media Are There?

purchase, it's shoppable media. That's a broad definition, limited only by your imagination. But some types are definitely more tried and trusted than others...

Shoppable Commerce

ChannelSight enables you to make any social post on any channel, shoppable. Product images are clickable and buyable right away, sometimes without even leaving the platform. They're a simple but effective way to turn passive browsing into an active purchase without disrupting the browsing experience. Facebook has about 2.9 billion monthly users. Instagram has two billion. TikTok has a billion. With shoppable social media posts, those platforms become your stores. In the US, 55% of people aged 18-24 bought something through social media last year.

Shoppable Videos

Video marketing isn't new, but making videos shoppable helps clear up some ambiguities which some take for granted. For example, 62% of traditional video marketers measure success using engagement, 61% use views, only 27% use bottom line sales.

Shoppable videos give you a clear, trackable metric that shows how content translates into conversions. You get all of the well-established perks of video marketing with way less guesswork.

Shoppable Articles

Long-form content; articles and blogs, are still powerful tools to show off your authority and knowledge. Many junior marketers fall into the trap of thinking nobody reads lengthy content, but seasoned content pros know better.

The average first-page Google result is <u>1,447</u> words long. Articles of <u>2,250-2,500</u> words get the most organic traffic. Those over <u>2,500</u> words get shared the most on socials. Even titles should be <u>11-14</u> words if you want to score the most shares.

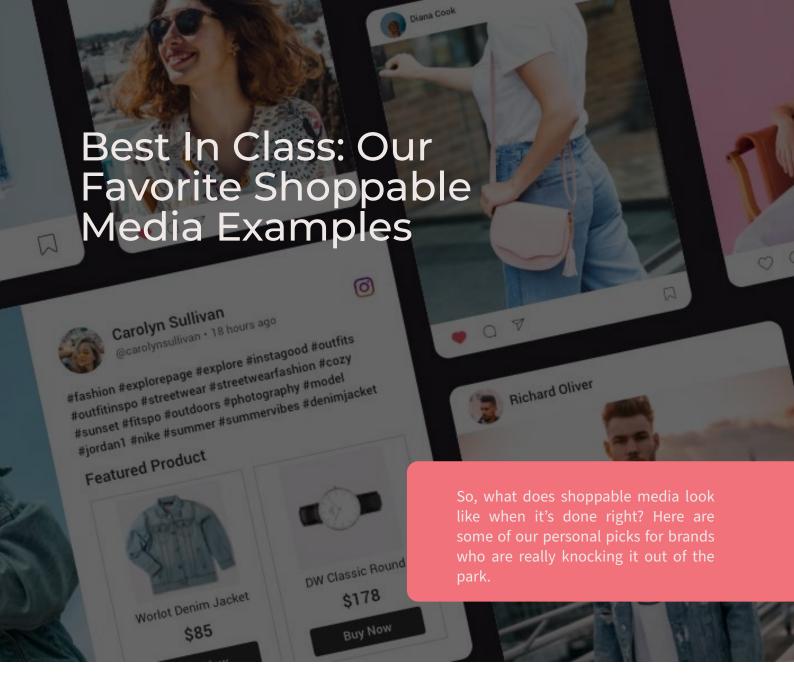
While you're flexing your expertise, making an article shoppable also lets it drive sales. A how-to article might link out to the products it recommends using. A recipe could let readers drop ingredients into their cart as they browse. The list goes on and on.

Shoppable Banner Ads

In a world of adblockers and banner blindness, your ads need to work extra hard to earn a place in the audience's psyche. Part of that comes down to strong creative. The other half lies in providing the smoothest possible path to purchase.

Making ads shoppable removes the customer's need to remember you or search for you once they've seen an ad. They click straight through to purchase and you make the sale, nice and easy. Of course, earning that click is easier said than done.





Shoppable Social Media Posts

Social media brings in massive traffic, and platforms are now advanced enough to enable any brand to provide a shoppable experience...

Asos: As Seen On Me

British fashion brand, ASOS, understand their community. They know that shoppers trust user-generated content more than conventional ads, so they let their followers do the hard work. Teaming up with a hand-picked set of influencers, they encouraged budding

fashionistas to post their hauls on Instagram along with #AsSeenOnMe.

These were then curated by the ASOS team, with the best submissions making it onto a homepage feed. Those submissions were made shoppable so people could instantly get their hands on whatever their peers were wearing. It's fast-moving, authentic and not overcomplicated, the perfect way to leverage an engaged follower base.

See the campaign

H&M: Shoppable Instagram

With over 38 million Instagram followers, fashion leaders, H&M, realized they had an entire ecommerce ecosystem right there on the platform. Their whole Instagram feed is shoppable, backed up by world-class product photography and feed optimization.

Fashion lovers and idle browsers alike can explore new products and purchase anything that catches their eye, with minimal disruption to their social media experience. Liking photos helps the algorithm show users more of the right stuff and works as a pseudo-shopping list, helping them come back and buy later.

It's a campaign that works seamlessly with the platform, understanding how to turn every possible feature into an ecommerce asset.

See the campaign 🕝





Shoppable Videos

Video is the king of content marketing. Adding a shoppable element only accentuates its value when you do it right...

Bmw: 4 Series Coupé Interactive Video

Shoppable media works great for small, everyday products. But with the right approach, it's also handy for breaking down objections and helping build a case for some seriously big purchases. A BMW, for example, isn't something you'll find yourself buying too often.

The car icon's 4 Series coupé campaign used an interactive video that broke down individual working parts and technologies used in the car's creation. It's a great info dispenser and rapport builder. Once the prospect's curiosity is secured, they're directed to a landing page. One step closer to a sale.

Shoppable media doesn't have to be fast and cheap. Even if your customer isn't impulse buying, it can play a role in building trust and credibility.

See the campaign 🕝





Ted Baker: #TedPresents

Another example of style and sophistication leveraged by shoppable media is Ted Baker's #TedPresents video campaign. This fantasy stroll through an enchanted forest features products appearing on models before disappearing and being replaced by other elegant pieces of clothing.

On the surface, it's a beautifully put together piece of video marketing that wouldn't look out of place in a prime-time TV slot. But every single product that shows up is shoppable. One click and the viewer is able to drop the item into their basket and continue watching for yet more inspiration.

It takes a lot of effort, planning and talent to produce something that looks this effortlessly gorgeous, while also serving a tangible business purpose. We love it!

Kate Spade: #MissAdventure With Anna Kendrick

Staying with fashion and video, Kate Spade New York opted to go beyond the singleserving film experience and produce a whole series. Their #MissAdventure videos starring Anna Kendrick opt for a more story-driven style with plenty of comedy to highlight products.

Because it was distributed on third-party video platforms like YouTube, products aren't immediately shoppable as they appear on screen. However, the number of episodes they produce and the engaging writing makes people stick around to the end. At that point, they can shop for their favorite items from the video.

This is a different take on video, more episodic and conversational than Ted Baker's campaign. But it works and it shows how creative you can get with your shoppable media.

See the campaign 🔁

Shoppable Articles

Articles let you flex your authority and show off your product expertise. Making them shoppable lets readers act on your advice quickly...

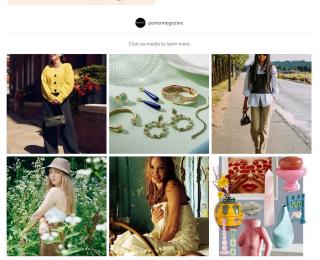
Net-A-Porter: The Edit

Marketers who made use of shoppable articles simply have to bow their heads in respect to Net-A-Porter's weekly magazine, The Edit. Averaging 30 pages, every single product image in the magazine is shoppable, every single week.

Coupled with great product photography, this is a technical masterpiece that slashes friction and catches shoppers when their path to purchase is shortest. They also produce a bimonthly print magazine, Porter. Again, every image is scannable via their app and gives readers a chance to buy right away.

Net-A-Porter are shoppable media experts. Their approach is helpful, streamlined, and adds as few steps as humanly possible between the user and conversion.

See the campaign 🕝









Monsoon: Swoon

Not to be outdone, UK-based Monsoon produces Swoon, their own shoppable magazine optimized for tablet. This was done in line with data which showed that, at one point, over a third of their conversions were coming from these devices.

Blending image, audio, video and even gifs, Swoon is perhaps a little more narrative-driven than Porter or The Edit. Clicking on a gif of someone posing in one item of clothing leads to a video of them doing a full twirl, users are rewarded for interacting with the content more deeply.

With clever features like the ability to get a close-up of each garment's fabric, it's a very clever tool. Better yet, it's one clearly driven by the way Monsoon's customers prefer to shop.

See the campaign 🕝



Shoppable Banner Ads

Of course, ads make up the very frontline of ecommerce. Here are some of our favorite shoppable examples...



Puma: Forever Faster

The speed at which shoppable media lets users engage with your brand can help facilitate big changes. When Puma decided to move away from presenting themselves as a lifestyle brand, they opted to push their innovative credentials. Alongside A-list influencers like Usain Bolt, they emphasized the speed their products unlock in athletes.

Here, all the focus was on the products in action, being used by real athletes to achieve peak performance. The product photography is the star of the show here, forging a real connection to the moment that makes shoppers want to start using these products. And because every ad is shoppable, they can do exactly that.

See the campaign 🕝

Intermarché: FMCG Banners

So far, we've looked at examples of big-ticket items and fashion products being sold with shoppable media. But French supermarket leader, Intermarché, take a far more grounded approach. Their banner ads for staple goods like tinned peas and carrots are simple, streamlined and shoppable.

It's that uncomplicated setup that makes it such a great example of what brands can do with relatively little budget. You see the product, a price and the option to buy. It really can be that simple in terms of creative and still drive amazing results.

If your customers want speed and convenience, give it to them like Intermarché have done here and they'll love you for it.

Crate & Barrel: Shoppable Blog

To prove that our shoppable media categories aren't set in stone, let's finish with one that pushes the boundaries. Food and lifestyle brand, Crate & Barrel, blur the line between ads and articles with their blog. It has the eyecatching impact of a banner ad, presented with the expert authority of a blog.

Being able to see products in use gives viewers that same insight into how they'll benefit their own daily lives. Strong calls to action and a clean, uncomplicated layout create a shoppable media experience that commands attention and provokes action. For what is a large, long-term commitment for a brand, producing a blog in this way has really paid off.

See the campaign 🕝



To recap:

- 1. Customer sees a product in your content
- 2. They search the internet for it
- 3. Once they hit a product page, they make the decision to buy
- 4. Product gets added to cart and the shopper buys it

Throughout this process, it gets progressively harder to track and retain a prospective customer's attention. The customer journey isn't linear any more (if, indeed, it ever was). It covers multiple devices and physical locations. There are endless blind spots where customers

leap from one method of shopping to another, with little way to tell what drove them in that direction.

How Does Shoppable Media Fix This?

For marketers, that meant using loose, estimated sales data to measure performance. Every 1,000 leads, for example, might convert at about 5% so you can take a rough guess at how much revenue a campaign has driven.

You're also beholden to whatever metrics your partner platforms serve. Is eBay giving you the



same kind of data as Amazon right now? If not, how can you synthesize that reporting with so many blank spots in the user journey?

So, we've got two problems here; too many opportunities for customers to abandon a sale and too many blind spots when measuring ad performance. Shoppable media fixes both issues.

First, as mentioned earlier it cuts out step two where the customer has to manually search for each item. But also, depending on how you're running your campaign, it could skip the product page and drop an item direct into the cart.

D2C vs Omnichannel

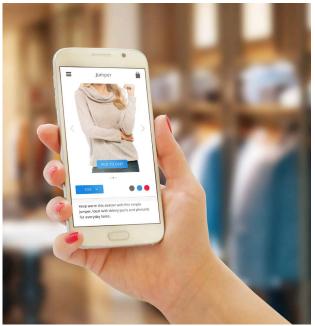
There's also the issue of where you sell. Direct to consumer brands can use shoppable ads to drive customers to their site and make the sale from there as normal. But if you're taking a more omnichannel approach, you have more options.

A platform-agnostic campaign could give customer the option to buy from several different platforms via the same ad. Tapping a piece of shoppable content might cause a popup to appear with a list of each platform where the product is sold (eBay, Amazon, your own site, so on and so forth). You might also include the price on each platform.

At first, that might seem to go against the ethos behind shoppable media. On one level, a faster, shorter and lower-friction customer journey seems to be the only goal. Giving people a bunch of different options for various platforms doesn't seem like streamlining.

Yes, customers like simplicity. But they also like choice and transparency. As long as you're





in control of their path to purchase, there's no problem with giving them all the options they need to convert. And, of course, you get to track which platforms are performing best for you.



Data And Attribution In Shoppable Media

In a good shoppable media campaign, everything is trackable. It's hard to overstate the significance of letting the customer skip the manual 'searching for the product they saw' phase of their journey. That's the phase where ambiguity arises between the marketers who develop creative and those who look at the data.

Now, with a well-constructed shoppable campaign, you can see exactly what iteration of which piece of content drove how many conversions via what platforms. Adding urchin tracking module (UTM) parameters to links creates a transparent chain which, in theory, could connect the whole customer journey.

This also lets you keep tabs on which platforms

are performing for you with far greater accuracy. If you want to emphasize one, you can make it more prominent in your ads and test it against other pieces of content.

If your analytics platform is advanced enough (ours is), you can even track what other products customers bought. Say you know that a piece of content is doing a good job driving people to a marketplace, but they're also buying related products from competitors while they're there. That could be a good time to introduce bundle deals to secure more of each cart for yourself.

In this way, every piece of content your marketers develop becomes a powerful source of business intelligence. Leveraged properly, it allows you to give users as many choices as they need without giving them so much choice that it becomes a risk to your sale.

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 firstclass brand.

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







B/S/H/

PHILIPS



Whirlpool

P&G

Perrigo

SONY Lenovo DIAGEO DURACELL . GALDERMA Jabra











