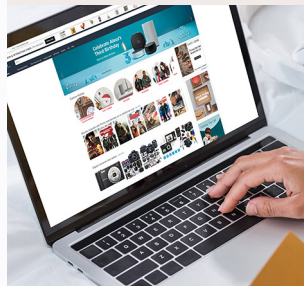
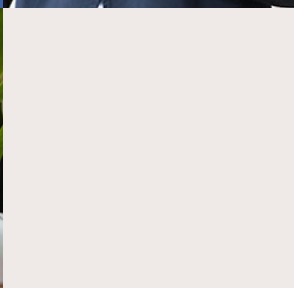
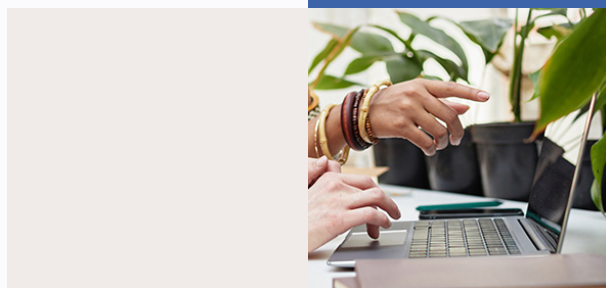
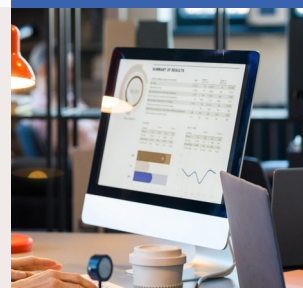


# How a Where to Buy Solution Can Boost Your Brand's Sales 2023

[www.channelsight.com](http://www.channelsight.com)





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## Introduction

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For a while now, brands have looked to the likes of chatbots, heatmaps, deep data analytics and all sorts of other elaborate tools to boost their eCommerce conversions. But they often overlook the potential of the simple 'Buy Now' button.

With a Where to Buy solution powering these buttons, brands can transform their online strategies. This deceptively simple tool can boost customer satisfaction, drive up conversions and collect enlightening consumer insights.

ChannelSight's internal client data provides definitive statistics that highlight exactly what the Where to Buy solution can do for your brand. It can:



**Increase Repeat Sales 20 Times Over**



**Raise Average Basket Sizes By 30%**



**Increase Average Conversion Rates By Up To 20%.**



## Simply Put, It's All About Growth.

By providing a streamlined path to purchase and simplifying the customer journey, brands using the Where to Buy solution can minimise bounce rates and maximise conversions. Whether these buttons are added to your website, ads or other digital content, your bottom line is sure to benefit from this low-cost investment.

The ability to track customer behaviour, even after visitors have left your website, is a big draw for many brands too.

Everything starts with a seemingly simple 'Buy Now' button, however there's a lot more to it than meets the eye. That's why big name brands like P&G, Johnson & Johnson, HP, Lenovo, Philips and Hill's all use ChannelSight's Where to Buy solution to stay ahead of the competition and future-proof their marketing strategies.

In a world where omnichannel selling, cookieless tracking and customer-centric experiences are on the rise, this technology has become more important than ever. Want to know why?

Below, you can discover the five key features of ChannelSight's Where to Buy solution and the benefits that come with each one.





# Elevate Your Brand Site With A Where To Buy Solution

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With [ChannelSight's Where to Buy solution](#), you can strategically place 'Buy Now' buttons throughout your brand's website in order to create a better user experience and drive-up online conversions.

These 'Buy Now' buttons allow visitors to view all their buying options at a glance. In other words, they can see all the third-party retailers and marketplaces that have your product in stock and then click through to buy it.

If your brand offers direct-to-consumer sales, this option will appear too. Most commonly, ChannelSight's Where to Buy solution appears on a brand's product pages. However, they can be added to category pages, blog posts, recipes pages, live chat conversations and any other relevant content on your website. It is a great way to generate more conversions and track the impact of your content.

Tons of advantages come with adding this powerful Where to Buy solution to your website. Here are just a few of them:

- It creates a seamless consumer journey
- It has a flexible design
- Competitor distractions are eliminated
- Easy to set up
- Your customers get more options
- Brands can wow their retail partners
- It mitigates the impact of stockouts



## It Creates A Seamless Consumer Journey

The modern consumer journey has become increasingly more complex with more channels discovery and researching products than ever before. With the Where to Buy solution on your website your customers path to purchase is seamless through clear stock and price level indications, increasing the likelihood of conversion.

With a direct link to third-party product page, the consumer journey has a reduced number of clicks which simplifies the user journey. The Where to Buy solution provides convenience, a speedy checkout process and a positive shopping experience.

## Competitor Distractions Are Eliminated

This frictionless path to purchase is key in cutting out parts of the consumer journey where prospects could encounter competitor products. With a Where to Buy widget, shoppers go straight from your website to the point of purchase without seeing alternative brands.

Without it, they're more likely to search for your product on Google, Amazon, eBay or their favourite retailer website, bombarded with ads and listings from your competitors.

ChannelSight's Where to Buy solution reduces these potential distractions by eliminating the need for site visitors to search other platforms. Moreover, minimise consumers opportunities to see competitor products which directly impact sales performance.

### Testimonial

"Wherever customers convert, they convert seamlessly. They don't have to Google us or end up on a price comparison website; they go straight to the retailer's product page"

- Jesco Reb, Head of Online Marketing at tado°



## Your Customers Get More Options

In an ideal world, shoppers would head straight to your brand's website and purchase your products there. But, in reality, plenty of compelling factors can push consumers to buy from third-party retailers and marketplaces. This could be because of delivery options, loyalty programme perks, gift cards, or simply because some prefer to buy from retailers they know and trust.

With all this in mind, it's obvious that brands need to have a presence across multiple sales channels to stay relevant and maximise their sales. Brands can then showcase these channels by adding the Where to Buy solution to their website, enticing them with their favourite retailers and making them more likely to add it to their basket for later.

Also, with a Where to Buy solution, brands can arrange retailers based on the likes of pricing, product ratings, or stock availability - all of which can improve the customer journey. Brands can make this decision based on past behaviour or market research.

### Testimonial

"We can send consumers direct to retailers, where we know the opportunity for conversion is higher"

- Michael Knott, Director of Digital Media, Programs and Analytics at Logitech







## It Mitigates The Impact Of Stockouts

As well as financial losses, running out of stock can also lead to unsatisfied customers and negative reviews. It may even drive loyal customers to discover competitor products - hurting future sales. Out-of-stock product pages also have high bounce rates, which can hurt your search engine rankings.

However, using a Where to Buy solution on your brand site shows shoppers product availability across all stockists. So, even if your website or another store is out of stock, consumers can quickly find alternative options. Brands can even opt to display the precise stock levels of every retailer in their network.

### Actionable Insights

Each year, businesses miss out on almost \$1 trillion worth of sales because of stockouts.

## Easy To Set Up

Because of all the data and stock monitoring involved, many assume ChannelSight's Where to Buy solution is complex to set up. However, adding it to your website is actually quite straightforward by simply sharing your product catalogue with the team at ChannelSight and they will take care of everything on the retailer side.

### Testimonial

"We chose ChannelSight for the way they support the retailers we work with and that's why we will stay with them"

- Raeza Tromp, Global eCommerce Program Manager, Schneider Electric







Moreover, each brand can arrange or edit their Where to Buy display settings to comply with regional laws or specific industry standards. For example, ChannelSight users that sell products to the German market remove product pricing to comply with price comparison restrictions there. While those serving the Netherlands can adjust their layout to suit local price labelling laws.

### Testimonial

"The entire ChannelSight team has been fantastic to work with. They are extremely responsive and helpful with any technical implementation on reporting or functionality requirements"

- Michael Knott, Director of Digital Media, Programs and Analytics at Logitech

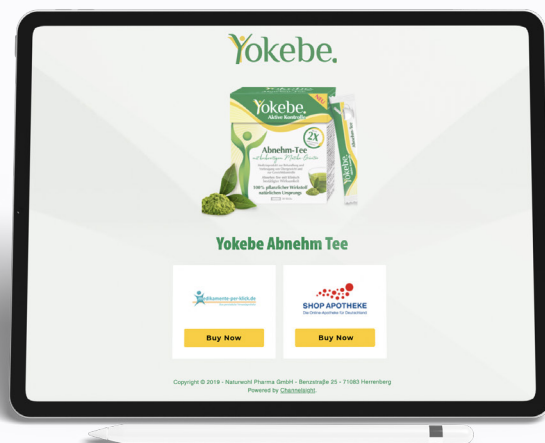
## It Has A Flexible Design

On top of its easy implementation, ChannelSight provides a variety of template designs which brands can customise to suit their own unique voice and style. ChannelSight's user-friendly dashboard allows every aspect of the design to be flexible, from the font, tweak the colours or modify the 'Buy Now' button.

### Testimonial

"When we approached different BIN vendors, ChannelSight clearly stood out with regard to overall digital expertise, conversion tracking capability and professionalism. Implementation has been easy"

- John Ones, Head of Digital at Duracell International





ChannelSight users benefit from a dedicated account team, a strategy team and scheduled performance reviews - all of which ensure your brand can get the most out of its Where to Buy solution. But, if your team prefers to take control, that option is always available in the self-service dashboard too.

### Testimonial

"ChannelSight's level of support has been really good. Their understanding of Schneider's internal structures is something you wouldn't find easily with other providers. We trust them to take care of our eCommerce growth in a very challenging market"

- Raeza Tromp, Global eCommerce Program Manager, Schneider Electric

## Brands Can Wow Their Retail Partners

Showcasing all your stockists can impress shoppers as they browse your website but it can impress your retail partners too. The Where to Buy solution can direct super-relevant, high-converting traffic to your brand's retail partners and positively influence their decisions around order sizes, product promotions, and future collaborations.

Because brands can choose the order in which retailers appear on their Where to Buy widget, it can also be used as a bargaining chip when discussing promotional partnerships and co-marketing campaigns. For maximum exposure, brands can even arrange it so that only key partners are displayed to their visitors.

The opportunity to wow customers and retail partners, while also promoting its direct-to-consumer store, is what led ChannelSight client Logitech to implement a Where to Buy widget on its site.





# Monetise All Touchpoints with Shoppable Media

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ChannelSight's Where to Buy solution isn't just designed for brand websites, they can be added to other digital assets too. Think online display ads, social media ads, videos, landing pages and social posts.

Creating a wide range of external content that is both trackable and shoppable presents brands the opportunity to streamline the path to purchase.

This Shoppable Media allows brands to keep track of consumer behaviour too - even when consumers are brought to a third-party retailer site.

After clicking a 'Buy Now' button in an Instagram story, a Facebook ad or a BuzzFeed banner, consumers can be sent directly to a brand's product page, a specially designed landing page or a third-party retailer website.

ChannelSight's Where to Buy solution is compatible with a wide range of social media and advertising platforms, including Google Ads, Facebook advertising, the Trade Desk and any other platform that accepts third-party links.

This innovative cross-channel tool comes with all sorts of unique benefits, including:

- The ability to reach customers wherever they are
- Access to omnichannel advertising data
- More engaging advertisements
- Increased return on marketing investment



## The Ability To Reach Customers Wherever They Are

Today, brands can connect with consumers across multiple digital touchpoints such as search engines, a range of social media channels, chat platforms - the list goes on and on.

With the Where to Buy solution, brands can reach their audiences wherever they explore online and present them with shoppable content. This provides brands with greater control over the consumer journey, even if they don't offer direct-to-consumer shopping.

So, using the Where to Buy solution in conjunction with advertising, social posts and other content allows brands to capture this audience at a crucial stage of their journey.

### Actionable Insights

40% of consumers start their product searches on search engines, while another 27% begin on social media.

## More Engaging Advertisements

With the Where to Buy solution, brands can make almost any asset shoppable. Whether you create a video, a visually stunning banner ad, or an emotionally engaging social post, you can combine this impactful content with shoppable 'Buy Now' buttons.

Whether your brand is all about lifestyle images, eye-catching graphics, or influencer-led product demos, you can stick to your style guide without compromising on conversion opportunities.

The fact that consumers can click on their preferred retailer adds a level of personalisation to the journey and improves the consumers' experience.



This gives a positive impression on the brand as consumers who are unfamiliar with a brand will be pleased by the convenience and brand trustworthiness offered by these kinds of shoppable ads driving up conversions.

### Actionable Insights

Beer brand, Michelob Ultra, ran an appealing display ad with the use of Where to Buy technology. The graphic was eye-catching but the list of clickable 'Buy Now' options really made it stand out.

## Access To Omnichannel Advertising Data

ChannelSight provides brands with advanced business intelligence, which can help them understand their target audience and the journeys that drive conversions.

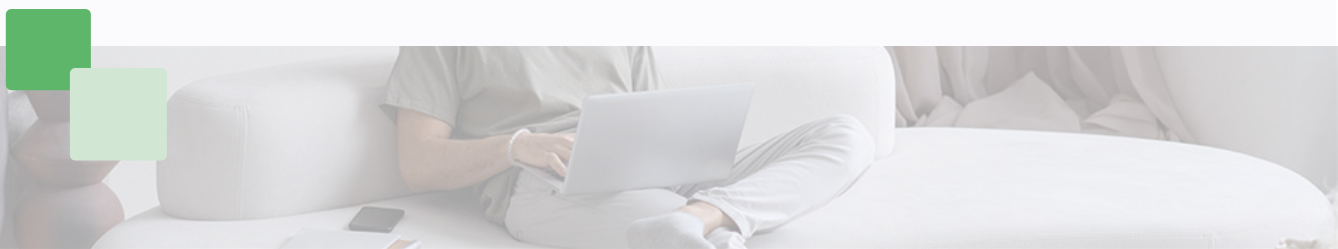
Those who use Where to Buy widgets across a range of digital assets gain access to unique omnichannel data that isn't available elsewhere. They can view the metrics of multi-channel ad campaigns altogether in one report, for example.

This allows brands to sharpen their audience targeting and allocate their resources to content types that work best.

### Testimonial

"One of the fundamental concerns that consistently came up for us was losing insights into our conversion data once consumers left our website. This is no longer an issue... With ChannelSight's reporting we have access to advanced performance insights at the click of a button. From this, we can see the overall revenue potential of our marketing effort - both organic and paid"

- Michael Knott, Director of Digital Media, Programs and Analytics at Logitech





Brands like Logitech use ChannelSight's cross-channel tracking to understand the true impact of both their paid and organic media. Prior to the implementation of its Where to Buy solution, Logitech could only track conversions that took place on its direct-to-consumer store. Now, it has sales insights from across its entire sales network.

## Increased Return On Marketing Investment

Adding 'Buy Now' buttons to your ads can provides your audience with the quickest path to purchase. By sending shoppers directly to their preferred retail sites, your brand should achieve greater conversion rates. Otherwise, the user journey would be more complex and more prospects would be lost along the way.

Brands can also combine Shoppable Media with audience retargeting to really maximise their conversions. Presenting streamlined, shoppable ads to warm leads who have already shown an interest in your brand or products is sure to result in an admirable ROI.

Using the Where to Buy solution allows brands to understand their customers third-party retailers and marketplaces relationships, allowing them to strategically strengthen their relationships with key partners - perhaps even undertaking co-marketing campaigns.





# Meet Omnichannel Demand with Where to Buy Local

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Where to Buy Local allows brands to connect online shoppers with offline brick-and-mortar stores. Like ChannelSight's other features, it can appear on any relevant page across your brand's website and it is a great tool for nurturing conversions.

When a visitor's geolocation is accessible to their internet browser, the website automatically loads local stores. Otherwise, their browser will request access to this information. Shoppers who don't want to make their location available, or who want to check availability in a different town, can also type a location into the map's search bar.

Once the results appear, visitors can click on one of the stores pinned to the map or browse a list below it. Each listing provides directions, a website and a phone number. Brands can also opt to include the stock availability of each local retailer.

Whether shoppers want to pick up an order or to head straight to their nearest store, Where to Buy Local facilitates their journey.

## Here's why Where to Buy Local is so important for brands:

- They can take advantage of BOPIS services
- It facilitates in-store shopping
- It can help support local businesses







## They Can Take Advantage Of Bopis Services

Buy online, pickup in-store fulfillment has come a long way from the early days of making an order online and collecting it at the store several hours later behind the customer service desk. It has had to adapt and reinvent itself becoming a reliable channel for consumers to use.

BOPIS accounted for a massive 10% of all eCommerce sales (Business Insider, 2021)

For brands, it can increase conversions by capturing shoppers who want to avoid shipping fees or lengthy delivery times - something which prevents 40-50% of shoppers from making online purchases.

Brands can easily facilitate click and collect sales by adding a Where to Buy Local store locator to their product pages. This will showcase stock availability at nearby stores and allow shoppers to conveniently click through to their favourite site to place an order.

This is a must-have website feature for brands selling bulky items that can cost a lot to deliver. It can also benefit brands that want to build stronger relationships with their retail partners.

This is because ChannelSight empowers brands to show retailers exactly how much click and collect footfall they drive through their website. Even if a shopper ends up ordering an alternative product, you can still show retailers how valuable your traffic is to their store.

### Testimonial

"Since implementing ChannelSight solutions we have sent over 35,000 leads, with a value of £400,000, to partner retailer websites - which are directly attributable to our new Where to Buy call -to-actions"

- Joanna Weston, Digital Marketing Manager, Evergreen Garden Care



## It Facilitates In-Store Shopping

There are many situations where consumers may prefer in-store shopping over online purchases. Whatever the reason, brands can facilitate these shoppers by using Where to Buy Local to direct them to nearby retailers.

For brands that have invested in store merchandising or exclusive retail promotions, encouraging store visits is a sensible move. Beyond providing a positive customer experience, this has the potential to increase sales.

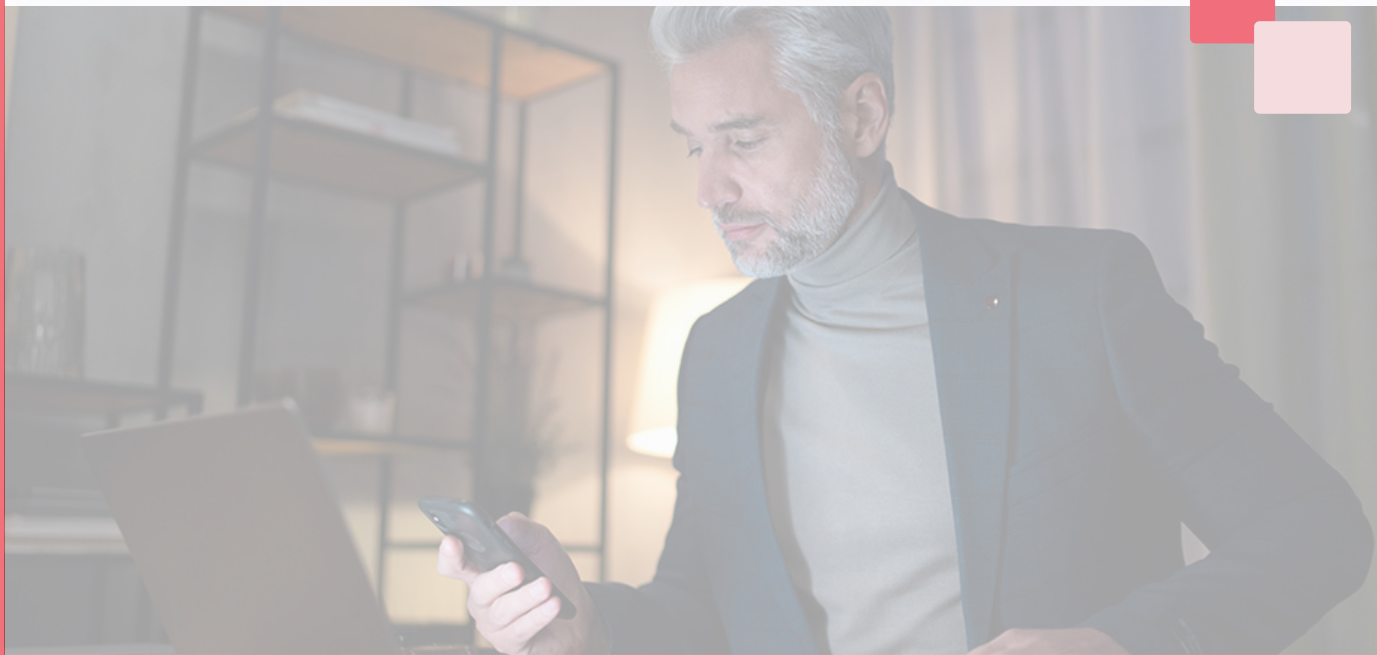
In fact, studies suggest that omnichannel customers tend to spend more both in-store and online, so encouraging visits to physical retail stores has the potential to positively impact your bottom line.

Using Where to Buy Local to facilitate click and collect purchases and showcase local stockists can be particularly effective at driving up sales for brands.

### Testimonial

"The Where to Buy solution has enabled us to further strengthen our relationships with retailers by providing performance insights"

- Sabine Boenisch, Solution Design Manager at BSH.





## It Can Help Support Local Businesses

Click and collect is an important option for SMB retailers - especially if they don't offer free and speedy delivery. It provides a way for them to compete with the likes of Amazon and also increases crucial in-store footfall.

For old-school retailers that haven't got an online presence, a place on their supplier's store locator is particularly valuable.

As with all ChannelSight's tools, the layout of the Where to Buy Local widget can be customised to suit the needs of each brand and its retail partners. Where necessary, contact numbers and addresses can be added alongside a call to action.

For brands that want to show their support for local, independent businesses, a store locator offers a low-cost, but highly effective, way to do this.





# Increase Conversions With Shoppable Ratings

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For brands that have positive online reviews, Shoppable Ratings go hand-in-hand with ChannelSight's Where to Buy widget.

Star ratings can appear on your website's widget or on any other digital asset that you've added a 'Buy Now' button to. Anyone who clicks on a star rating is brought straight to the relevant retailer.

While the overall customer journey is similar to clicking a 'Buy Now' button, Shoppable Ratings can engage shoppers that aren't ready to convert. This can increase click throughs and should drive up conversions.

Because star ratings come from third-party retailer sites, shoppers trust they are genuine. This can reassure shoppers and make them feel confident about making a purchase.

With ChannelSight's Shoppable Ratings, brands can showcase a single five-star Amazon rating or share the ratings of every stockist in their retailer network. They can also place retailers with the highest ratings at the top of their Where to Buy lists.

Here's three benefits of using Shoppable Ratings as part of your eCommerce strategy:

- Leverage the power of social proof
- Protect your brand's reputation
- Make better marketing decisions



## Leverage The Power Of Social Proof

Showcasing customer feedback is so important as shoppers trust user-generated reviews more than marketing messages. When consumers can see that others liked a product, they feel more comfortable buying it too.

### Actionable Insights

44% of consumers check reviews every single time they shop online. 2% of shoppers never read reviews.

By providing a star rating up front, you can shorten the customer journey and show shoppers that your brand is trustworthy, ensuring a smooth path to purchase.

Including star ratings on your product ads also brings a sense of credibility to your marketing - which is particularly important when targeting new prospects. Simply put, showcasing your ratings can build trust, makes shoppers confident enough to convert, and boost your overall reputation.

## Protect Your Brand's Reputation

With ChannelSight's Shoppable Ratings, brands gain visibility of the ratings and reviews of all their SKUs across their entire retailer network.

Information from every retail site and marketplace is brought together in a simple dashboard view. This enables brands to easily monitor their online reputation and quickly take action to address negative feedback.

This aspect of ChannelSight's Shoppable Ratings empowers brands to gain oversight, protect their reputation and take more control of online consumer sentiment.



## Make Better Marketing Decisions

It is evident that product ratings have an effect on consumer behaviour, so understanding which products in your catalogue are poorly rated and highly rated can help you build better marketing strategies.

The data that Shoppable Ratings provide highlights how this feedback is impacting consumer behaviour. Brands can see how many stars and how many reviews are required to really wow shoppers and boost sales.

With these insights at their fingertips, anyone can build a high-impact data-driven digital strategy. This allows brands to focus on promoting products that perform well while reducing investment in those with bad ratings.

They can also rearrange their Where to Buy widgets so that, on each product page, the retailers with the highest ratings appear first. Optimising their strategy to generate more conversions and improve ROI.

### Testimonial

Prior to ChannelSight, we received sales data from our retailers. The data provided did not differentiate between online and offline, so it was hard for us to know what marketing was having the most influence on sales... [With ChannelSight] we can get to the heart of it all and see which online channels and call to actions are delivering."

- Joanna Weston, Digital Marketing Manager, Evergreen Garden Care







## Harness Basket Composition Data

Basket composition data - aka product level purchase data - allows brands to see exactly what consumers buy from their retail partners.

This provides useful insights into the performance of your products by highlighting all brand and non-brand products that shoppers add to their final order. This enables brands to spot which competitor SKUs are stealing conversions away and what complementary products consumers are buying alongside your own.

These insights can inspire digital strategy in many ways. They can inform the creation of cross-selling campaigns, product bundles, special offers, on-site product recommendations, and a whole bunch of other AOV marketing strategies.

In terms of advertising, this information can also help brands reach highly relevant audiences by targeting the listings and keywords of these competitors and complementary products.

ChannelSight can also help you identify when a competitor is running ads on your marketplace product pages.

### Testimonial

“Every year, ChannelSight tracks over 32 million retailer sessions and the contents of more than 1.5 million shopping carts. The insights this data gives our clients is invaluable”

- Andrew Foot, Head of Marketing at ChannelSight.







## Gain Detailed Insights Into The Consumer Journey

As the digital consumer journey evolves, it can be difficult to keep track of every online interaction. Using the Where to Buy solution as part of your advertising and social campaigns will allow you to figure out the true ROI of your marketing.

By tracking each visitor journey from click to check out, ChannelSight empowers brands to attribute each marketplace conversion to the ad or post that originally hooked a shopper. With this data, you can learn from every sale and streamline every path to purchase.

ChannelSight's campaigns report shows how each marketing channel and campaign is performing. You can view leads, basket quantities, conversion rates and the revenue generated on each social media channel, search engine and website - all in one user-friendly dashboard.

This allows brands to optimise their marketing spend and understand what kind of content works well.

### Testimonial

"ChannelSight gives us in-depth insights on whether the consumers that we are reaching through our marketing efforts are converting. The solution also helped us identify the tools that were most effective when redirecting our users to retailers... ChannelSight has helped us create a blueprint for how we will roll out our digital strategy with other brands."

-Simon Swan, Head of Digital and eCommerce, Perrigo





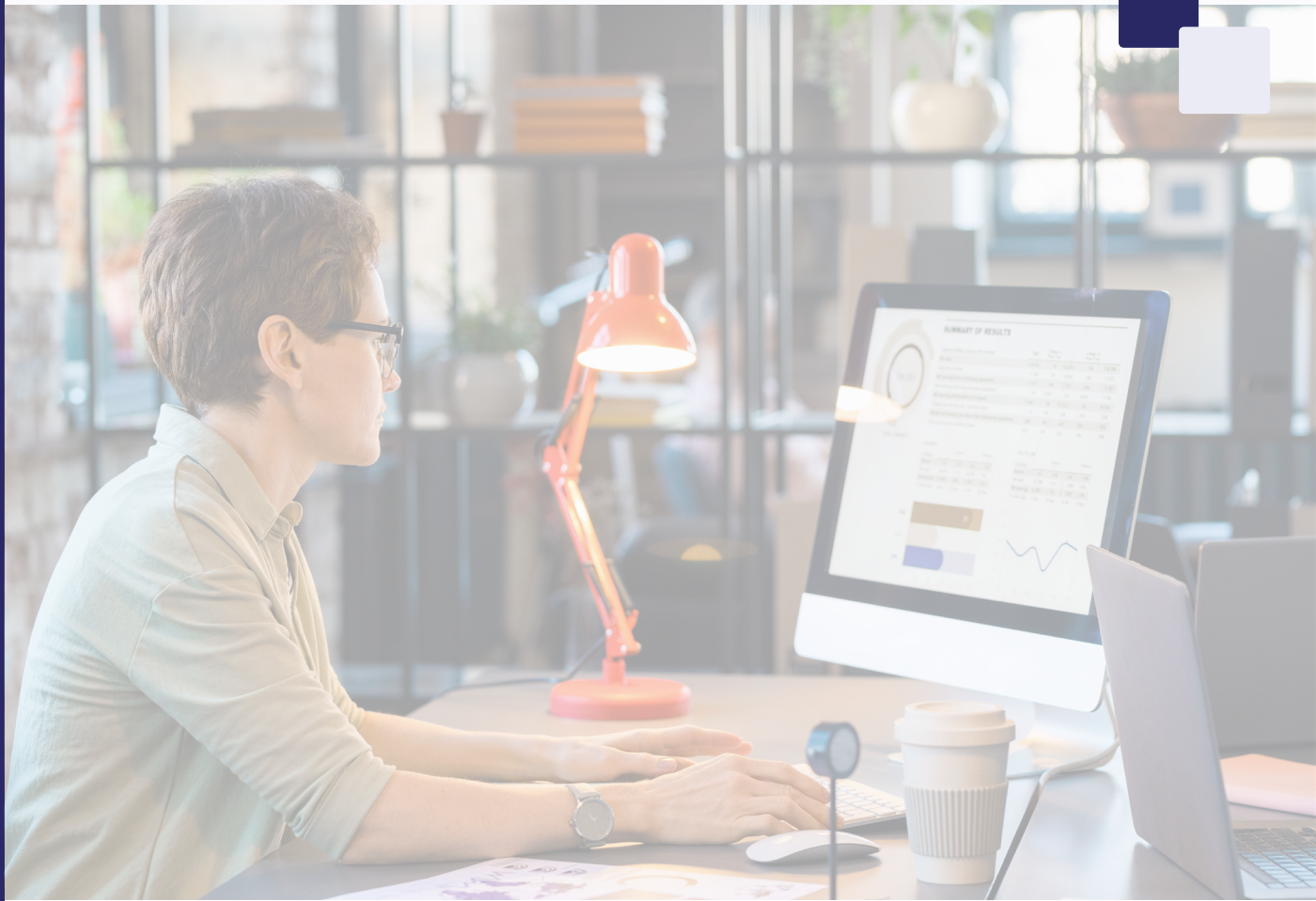
## Track Shoppers With Cookieless, GDPR Compliant Technology

With consumers demanding greater online privacy, a big benefit of ChannelSight's Where to Buy solution is that it doesn't rely on cookies.

Instead, ChannelSight uses link-tracking technology to monitor shoppers as they browse third-party retail sites. After a shopper leaves your website, they are tracked at a link level. Meaning visits to different product pages and check out are logged.

This is a non-intrusive way to gather high-level data on consumer behaviour. Also, ChannelSight doesn't hold or have access to any first-party information so there is no way of knowing the actions of individual shoppers.

For brands serving the EU market, it's worth noting that ChannelSight's Where to Buy technology is 100% GDPR compliant too.





## Conclusion

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ChannelSight offers five key features, which provide brands with countless benefits. The ways in which these features can be used are continuously expanding and completely flexible to the needs of your brand.

Where to Buy, Where to Buy Local, Shoppable Media and Shoppable Ratings can all help brands transform their omnichannel strategies. You can use them together or select the tools best suited to your goals, the markets you serve and the industry you're operating in.

No matter what solutions you use, they can all be managed through one dashboard and you'll gain access to incredibly detailed data that isn't available elsewhere.

It's no wonder that ChannelSight clients enjoy an average ROI of 9:1 in their first year of implementation.

Gaining actionable insights into your entire retail network can help you increase both organic and paid traffic to your product pages. So, it's easy to understand why investing in ChannelSight can pay off so quickly.



# About ChannelSight

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

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

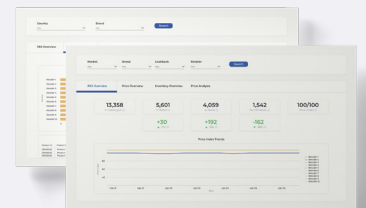
By taking a 'partnership first' approach with our clients, our dedicated brand performance team ensures we meet our objectives together.



Where To Buy



Shoppable Media



Digital Shelf

## Request A Demo Today!

Contact Sales

tado°

“

ChannelSight has helped us become one of the most advanced companies in our area when it comes to online sales. There are not many smart home manufactures that provide such a state-of-the-art retail solution.

**Jacob Reb**  
Head of Online Marketing  
Tado