



How to steer & measure e-commerce business, online to offline (O2O)

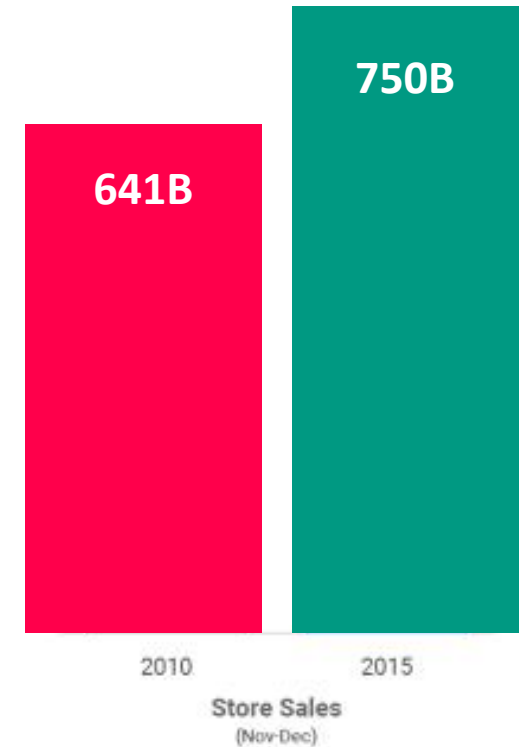
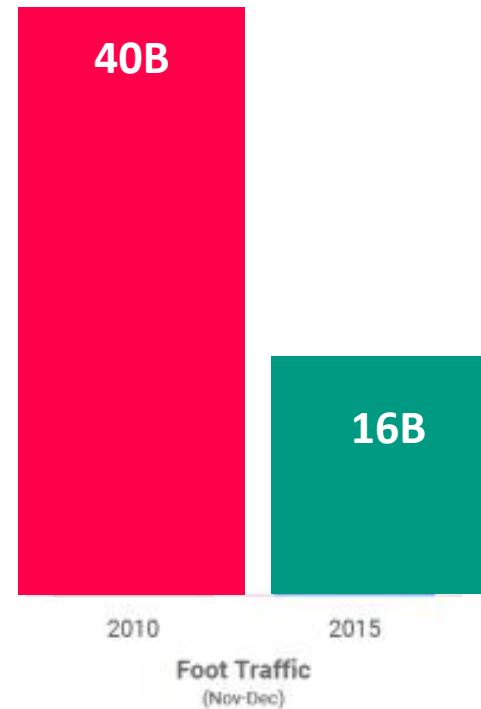
eTrade Summit 03/10/2019

Current situation

- Footfall traffic in free fall
- Store sales still on the rise!
- How come?



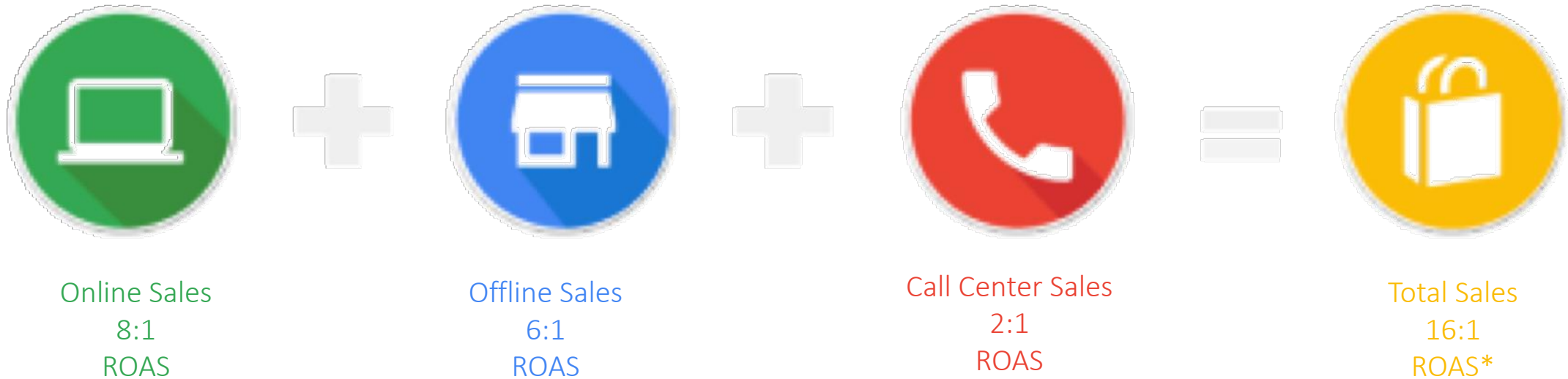
Source: eMarketer, 2017



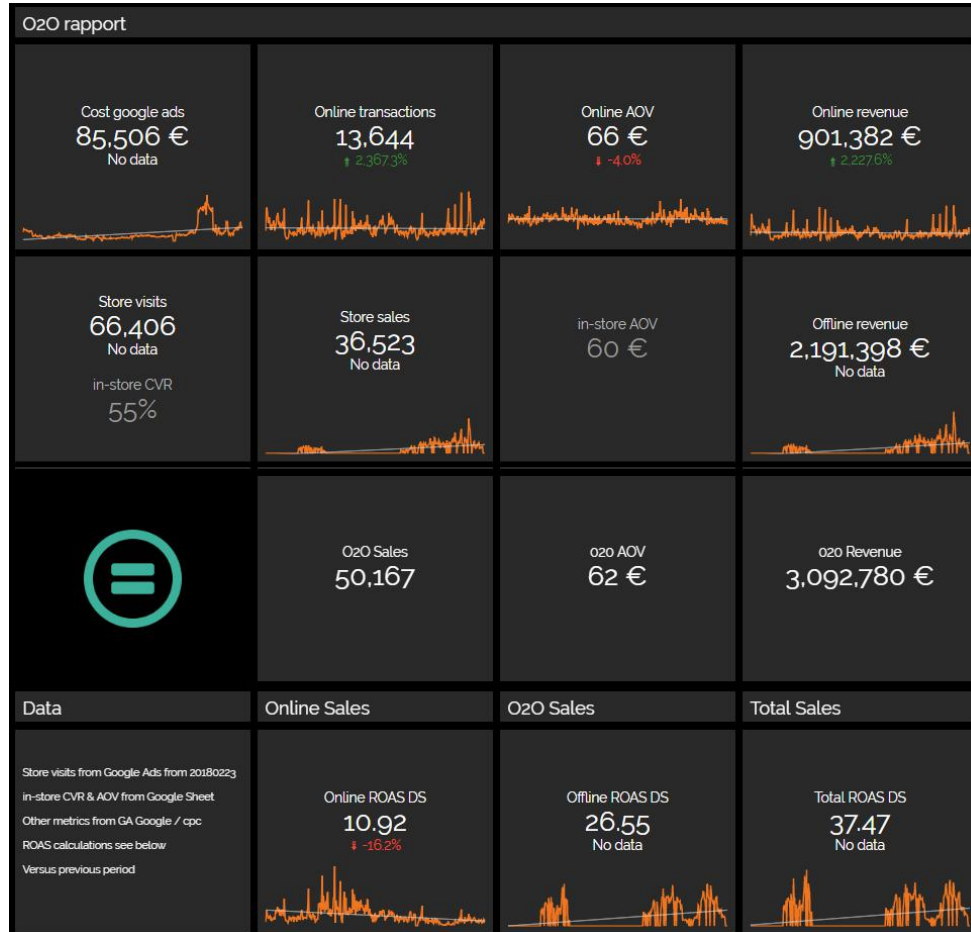
Source: Shoppertrak, Mastercard SpendPulse

Why see online & offline as separate silos?

- Consumers don't...
- So let's look at all sales, initiated online. Not only online sales!
- Calculate omnichannel-ROAS & see the O2O impact



Why see online & offline as separate silos?



Online data

+ O2O data

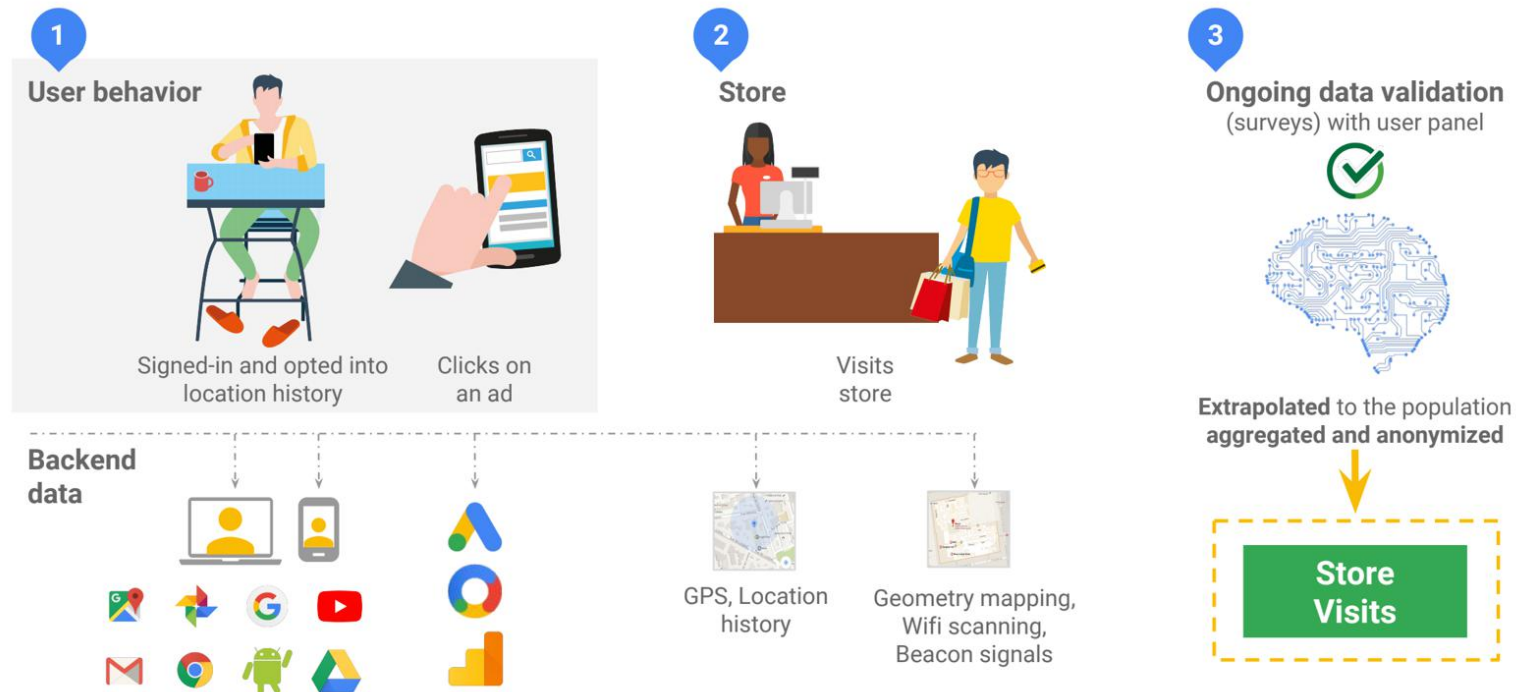
= Total

Omni-ROAS



O2O: how can we measure it ?

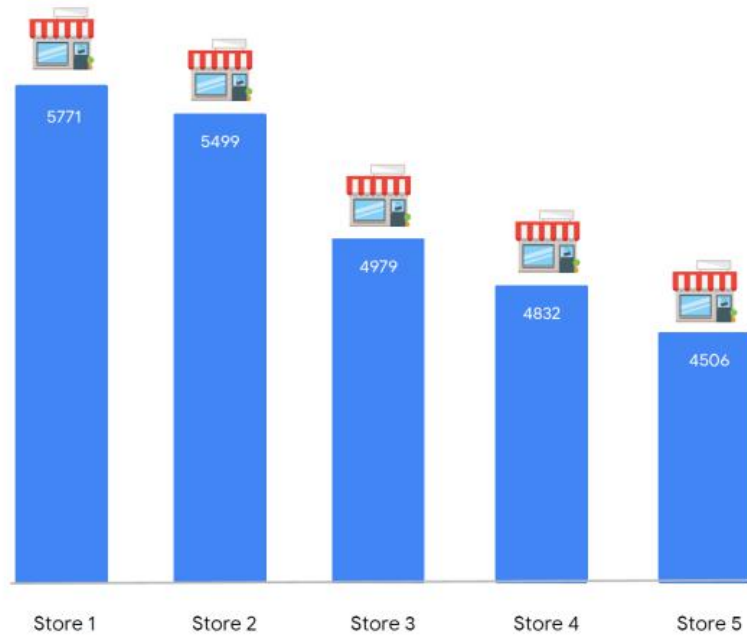
- Store visits in Google Ads: turnkey solution for activation and measurement (high accuracy)
- Similar concept in Facebook, but higher tresholds



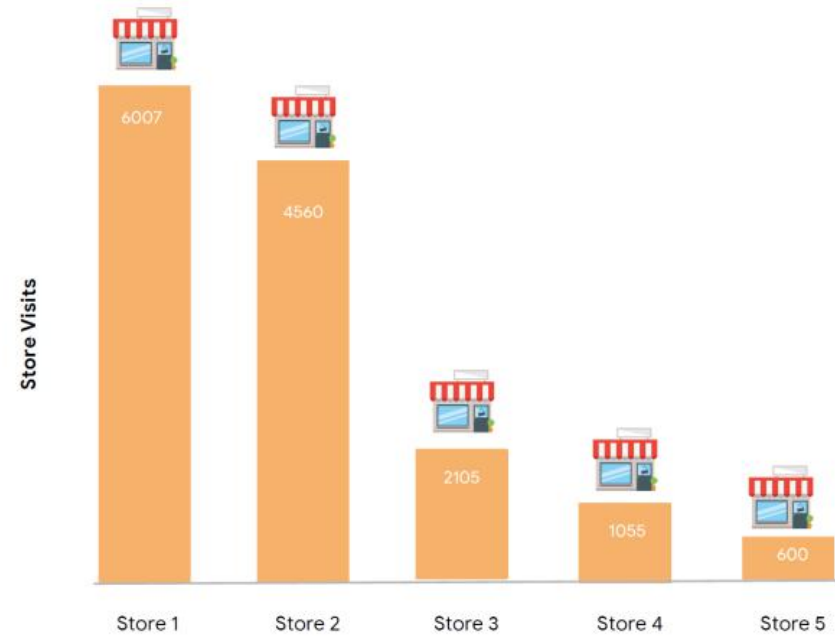
O2O: assess store performance

- Top performing stores in general
- ...or campaign specific

Top 5 Visited Stores in Total



Top 5 Visited Stores for Back To School Campaign



IMPACT

- O2O insights lead to budget shifts from offline to online. Priority remains on online sales
- Optimization done on an overall level, regardless where the purchase is made on or offline.

Optimize based on O2O data

Adjust campaigns based on store visits & omni ROAS

Increase visibility around offline stores

Consumers near stores are more likely to convert.

Re-assess the value of mobile

If offline sales are taken into account, mobile becomes much more important and is an import offline traffic driver.

A way to test with store traffic campaigns

Application: Create/keep separate campaigns to push store traffic:

Example 1: Results show similar ROAS, but 'keyword X' show a much more store visits.

With this information you could give it more budget to drive store traffic!

Example 2: Results show a bad ROAS for 'keyword Y', but it generates a lot of store visits.

Without a separate campaign you would see this campaign as non-converting online and now you could use it to drive store traffic!

Bringing it all together

The right setup

Make sure that the foundations are solid, so you get correct insights and act upon them.

Choose your battles

For many, steer towards margin and profit

Bringing it all together

Combine technology, tools & people

Often you will need external help, because it is not easy. You don't have to do things yourself, but make sure you always understand what's happening and follow-up closely.

Take small steps fast & keep moving/optimizing

There is no time to waste, and still a lot to gain. But take action now.

And for omnichannel players, use the O2O power!



Welcome to the converting community

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Google. Try us first:



kim@grava.be

+32 499 19 31 61

<https://www.linkedin.com/in/kimverhaegen/>

