

# CREATING VALUE FROM EVERY VISIT

The profit potential of on-site advertising for retailers

UK online retailers are missing out on an estimated £1bn worth of advertising revenue by choosing not to monetise the traffic on their websites

CURRENT  
Digital Media Revenue

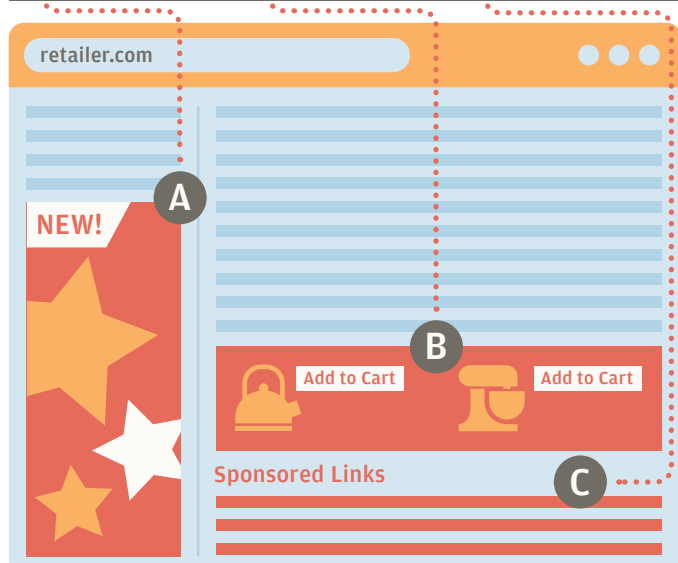
£150m

£1bn

POTENTIAL  
Digital Media Revenue

## On-site monetisation can take many forms

A DISPLAY Image/Banner	B FEATURED PRODUCTS	C REFERRALS Sponsored Links
+ Visually appealing	+ Highly targeted	+ Highly targeted
+ No user input needed	+ Fits well into websites	+ Stated consumer mission
		+ Less intrusive



## UK retailers are leaving money on the table

Page Views, March 2014

7.5bn  
Page Views

3bn  
Page Views

RETAIL

NEWS & MAGAZINES

£150m

Digital Media Revenue

£400m

Number of Top 10 Retailers Using On-site Advertising



2 of 10



8 of 10

## What has been holding UK online retailers back?



Lack of  
**AWARENESS**  
of the opportunity



**CONCERN** over  
**DEFLECTING**  
**CUSTOMERS**  
away from their site

Lack of  
**ORGANISATIONAL FIT**  
and no **INTERNAL ACCOUNTABILITY**



Uncertainty  
about what it  
takes to deliver this  
**TECHNOLOGICALLY**

## On-site monetisation can help retailers fund what matters to customers

Relative Importance of Purchase Criteria to Online Shoppers

% OF RESPONDENTS RANKING IN THEIR TOP 3

Value For Money

56%

Low Prices

44%

Quality of Products

43%

Free Delivery

33%

Large Product Range

25%

Customer Reviews

20%

Ease of Website Use

19%

Suitable Products

18%

Trust in the Brand

17%

Delivery Options

13%

Recommendation

4%

No Sponsored Links

3%

"We think of Amazon in one of two worlds. One world is Amazon with ads and lower prices. Another world is Amazon with no ads and higher prices."

AMAZON SPOKESPERSON

## Six steps to going live with on-site monetisation



**ASSIGN A TEAM**  
and  
**EMPOWER THEM**  
to make a difference



**RUN A TEST**  
to  
**SIZE THE OPPORTUNITY**  
for your business



**PARTNER WITH**  
a third party  
**PROVIDER**  
(or develop in house)



**PLAN YOUR APPROACH**  
and align your  
**STRATEGIC OBJECTIVES**



**CALIBRATE YOUR OFFERING:**  
Rules & regulations, AB tests, align with suppliers and internal teams



**LAUNCH, REVIEW**  
and  
**ITERATE**  
your media strategy