Nurturing Your Omnichannel Ecosystem

A guide for retailers in 2021 | APAC
Introduction

Recent events have accelerated the need for digital transformation. The global pandemic has accelerated the need for digital transformation. Between new challenges, rising standards, increasing demand and greater competition, the retail landscape is more complex than it’s ever been.

For customers, when it comes to making decisions about who they can buy from and how they can buy, the choices seem endless. For retailers, the seismic shift in consumer behaviors has led to serious introspection into how to show up in more useful, more relevant and more interesting ways.

But while businesses now understand why evolution at every level of their organization is necessary, the question of how still remains.

With conversations turning to recovery, but little chance of a return to ‘the way things were’ – the need for retailers to rethink their strategies for the long term is crucial.

That’s why this guide is here.

To help you build a flexible, resilient omnichannel ecosystem that’s capable of weathering whatever may be around the corner. One that can adapt to rapid shifts, enabling you to connect to more customers. One that gives you the chance to be there, for every shopping journey.

One thing is certain: transformation doesn’t happen overnight. But with the right resources and regular nurturing, you can develop a successful, sustainable ecosystem that can survive, thrive and reward you many times over in the seasons to come.
The 4 Pillars

Every successful ecosystem is made up of several different parts, with each one working at both an individual level and a collective one.

Alone, these elements can bring you some success. When brought together, they create a cycle of continual value and growth.

To help you find what’s most useful to you, we’ve broken down our guide into four key pillars. Dig deeper into these and you’ll find expertise, resources and tools that will help you establish, tend to, and get the most from your omnichannel ecosystem.

This evergreen guide can be used and reused anytime, wherever you are on your journey to omnichannel maturity.

01 Lay The Groundwork

02 Embed Memorable Experiences

03 Learn From Marketing Life Cycles

04 Fuel Growth
Success is rooted in strong foundations and keeping up with today’s customers all comes down to agility. So, no matter what size a business is, growth will hinge on its ability to adapt quickly to changing behaviors.

This starts at the ground level – whether it’s using data to inform offerings in order to stay relevant, setting up technology systems that facilitate the flow of information or creating a climate where teams are empowered to make faster, smarter decisions.

Start by looking inward and be sure your products, people and technology are all working in sync, towards the same goals.
Lay The Groundwork

01

Merchandising

Technology

Organization
Whether it’s creating an inviting shop window or prompting impulse purchases at the checkout, the art of getting items into baskets ultimately comes down to displaying the right products at the right time.

In-store and online, this means integrating relevant goods and personalized promotions into your customers’ journey in fast and frictionless ways.
What are customers looking for?

Today’s customers expect to source the products they want quickly and, once found, need to be reassured that they’re buying the right thing.

In APAC, 90% of consumers (in AU, JP, IN, CN, KR) expect retailers – big and small – to sell their products online.¹
MERCHANDISING

What are customers looking for?

With the vast majority of shoppers presuming this option will be readily available to them, it’s never been more crucial to invest in your online presence and show up as an omnichannel player.

On top of this, 3 out of 4 consumers (in AU, CN, IN, JP, KR) expect to find photos and reviews when shopping online, but many retailers are falling short of the standards they require to make a purchase.²

26% of consumers (in SG, TH, ID) cited that product info was not clear or detailed enough, which was a barrier to them making a purchase.³
Lay The Groundwork

01

Merchandising
- What are customers looking for?
- Improve your ecosystem
- Bring the offline & online together
- Know what to show & when
- Be ready to meet demand

Technology

Organization

MERCHANDISING

Improve your ecosystem

Make it easy for shoppers to find what they need (and choose to buy from you) by going back to merchandising basics; display all your products alongside accurate prices, informative descriptions and clear imagery.

30%+ consumers (Australia, China, India) bought brands they don’t normally buy from, due to the unavailability of their usual brand.4
Lay The Groundwork

01

Improve your ecosystem

Use Google Merchant Center to get your product information on Google and make your inventory available to shoppers everywhere. Doing this can boost your presence (online and offline) and help you capture buyers from competitors who may have understocked.

Avoid spending time on manual stock updates using automated feeds, so you’ll be ready with the goods whenever people search for the things you sell. Finally, when signing up, take advantage of the free listings option so you can get your products shown in the Shopping tab on Google Search for free.

Merchandising

What are customers looking for?
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**MERCHANDISING**

**Bring the offline and online together**

The tried and tested methods of merchandising that work well in brick and mortar outlets can also be used to enhance your online experience, so start to **think of e-commerce as your storefront**.

Consider where the prime pieces of real estate on your website are and decide which products should be showcased in these spaces. Treat your homepage, for example, like a window display and use new stock, attractive images or great offers to draw people further in.

Don’t miss opportunities to upsell at the checkout stage, too. Inspire buyers by showing them top-selling items, or other available products related to those already in their basket.
Lay The Groundwork

01

MERCHANDISING

Bring the offline and online together

Always think holistically – apply relevant learnings from one channel across all channels.

Merchandising
- What are customers looking for?
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Technology

Organization
Know what to show, and when

Relevancy is often key to unlocking conversions. With consumer trends shifting in more diverse and rapid ways than ever before, data can be a powerful tool in helping you make more informed and, ultimately, more profitable decisions about your merchandising.

Being aware of upcoming seasonal shifts, significant moments and growing cultural trends means you can identify opportunities and adapt your displays to capitalize on customer needs and wants, or inspire people to make an impulse purchase.

Rising Retail Categories and Google Trends show you what the world is searching for at both a local and global level, helping you plan what products to put front and centre.
Product merchandising was once an art. Today, it’s a science. With the rise of more instantaneous and effortless shopping options on the table, retailers need to apply methodical, data-led approaches to their merchandising decisions in order to reach, and satisfy, always-on consumers.
Lay The Groundwork

Be ready to meet demand

Searches for “in stock” have grown globally by over 800% YoY. (Nov 3, 2020 – Jan 1, 2021 vs Nov 3, 2019-Jan 1, 2020)

While reacting to trends is one thing, getting ahead of them is another – one that often requires more resources than may be readily available. But, with the flexibility of Retail Demand Forecasting models in BigQuery ML (via Google Cloud), many retailers are finding success. With these in place, you can optimize your inventory to account for consumer shifts, at scale, even in changing times.
To improve sales, successful businesses are combining technology and talent to capture, analyze and quickly act on data.

Putting a strong, secure technological infrastructure in place will empower your teams to work across functions, sharing insights that drive results.

77% of respondents believe that the ability to deploy proven analytic models across their enterprise and to create a collaborative modeling environment is important.

Only 24% believe that their companies are successful at it.6
Lay The Groundwork

Weeding out issues, unearthing opportunities

The right technological set up will have a meaningful impact on many fronts. Internally, seamlessly integrated systems will help organizations overcome efficiency issues, (exacerbated by the pandemic) and remain flexible as the need (and demand) for robust remote working solutions increases – something that is likely to remain even after recovery.
Weeding out issues, unearthing opportunities

As a result of working remotely, 28% of marketing leaders reported an increase of mundane tasks and status updates.

27% felt an additional burden to report on team efforts, production or results.

Additionally, companies that enable real-time customer experience (CX) performance data to be shared between teams are better able to leverage this to serve their customers better, leading to significant increases in customer loyalty. Simply put, the importance of agility in today’s retail landscape cannot be overstated.
01

Lay The Groundwork

T E C H N O L O G Y

Improve your ecosystem

Every single business has its own needs and challenges, meaning every single one needs a tailored set of technology solutions for capturing omnichannel revenue. While building your foundation, it’s vital to choose software and tools that are right for both you and your customers, keeping privacy, security and experience front of mind.

Once selected, these should be embedded effectively throughout your organization.
Improve your ecosystem

1. **Tip**

Enable smooth, cross-functional operations throughout your organization by linking up your systems (across legacy, cloud, mobile, IoT and other applications) and making sure any data you capture can be stored, cleaned and analyzed efficiently.

Explore Google Cloud for Retail to find intelligent, data-driven solutions for helping you transform store operations and deliver compelling, secure and future-proofed digital experiences across your organization.

2. **Tip**

Bring data sets together in a privacy safe way to improve your real-time understanding of customers. Find ways to close the gaps between insights and action, so you can act faster and make a bigger impact.

Explore Ads Data Hub which aggregates results over a group of users to respect user privacy and data security, to combine first-party data with Google event data and tailor your marketing measurement approach to your unique business needs.
SurveyMonkey created its first holistic picture of what was happening across the business in real time by unifying an omnichannel data set (across 27 data sources). Ultimately, this allowed them to enhance the rollout of new products and custom solutions.

As COVID-19 shut down the physical events that SurveyMonkey relies on for lead generation, it was able to quickly create new products, such as pandemic-related employee feedback surveys, to serve new customer requirements that didn’t exist a year earlier, keeping up with the pace of change.
Organizational silos can be a blocker to the exchange of information and ideas that lead to growth.

Breaking these down, so teams can collaborate, coordinate and capitalize on opportunities more easily, is an essential step towards recovery and revenue gains.
What’s stunting growth?

The pandemic has created many new challenges for marketing teams. While the need for plans to constantly change or be reshaped quickly has increased, instability, visibility and remote working issues have hindered their ability to remain agile.

As markets and behaviors continue to fluctuate, collaboration and real-time transparency have never been more critical.

74% of managers have poor visibility into resource bandwidth and competing priorities.\(^8\)

22% of marketing leaders cited an inability to effectively collaborate in real-time related to teams working remotely.\(^9\)

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What’s stunting your growth?

- Improve your ecosystem
- Break down silos at C-level
- Set up sales teams for success

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Merchandising
Technology
Organization
Lay The Groundwork

01

Improve your ecosystem

To drive joined up thinking forward, you need to make it easy for key players to work together. Building an integrated workspace will facilitate the flow of information, streamline processes and boost productivity across your departments.

Google Workspace enables quick, cross functional collaboration by giving your teams the tools they need to work smarter, together, wherever they are and whatever devices they use – both online and offline.
Break down silos at C-level

Silos can exist everywhere in your organization, even at the top. But for progress to take place, the alignment of goals at C-level is fundamental. As shopping journeys continue to diverge in ever more interesting ways, the case for why the CFO should be part of your marketing team has never been stronger.

Make sure your integrated workspace is set up to allow C-suite executives to start making bolder decisions with data. With strategies combined, budgets integrated and priorities agreed upon, transformation is made possible.

Tip

Use multi-channel attribution as the shared language between decision-makers.
Set up sales teams for success

With so much choice available to consumers, linear purchase journeys are now exceptions rather than the rule. This fact alone should leave little question as to why there’s no room for silos in omnichannel retail.

Tip: Define business goals, not channel goals

When defining sales KPIs, aim to set and measure goals at an omnichannel level, so teams understand how their work contributes to the business’ overall success. With all efforts rallied behind a single, clear objective, consideration of how one team’s activities affect the others becomes greater. Eventually, the single channel view is replaced with a more holistic one.
Set up sales teams for success

With a focus trained on total sales, reporting is streamlined and valuable insights can be unlocked more easily. With your cross-channel set up enabling teams to readily access this data they become empowered to act on it quickly, driving more favourable returns.

Unlock the power of your data with interactive dashboards and engaging reports that inspire smarter business decisions.
02
Embed Memorable Experiences

Where bridges between online and offline channels were once enough to satisfy, today’s customers demand even more from brand experiences. Companies that are already delivering truly holistic journeys, that flow seamlessly from touchpoint to touchpoint, are being rewarded with positive results.

Technology too, is having an effect, with more shoppers actively seeking out brands that can entertain them in diverse and interesting ways.

Between integration and engagement, retailers should seize the opportunity to create the kind of meaningful interactions that keep customers coming back again and again.

Successful CX enhancements have been proven to increase sales, facilitate cross-selling, and boost revenues by as much as 15-20%.²
02

Embed Memorable Experiences

Seamless & personalized user experiences

Customer lifetime value

Immersive & virtual experiences
Seamless & personalized user experiences

The consequences of Covid-19 have introduced a new wave of offline shoppers to the online world – and they are here to stay. With this increased exposure and comfort with e-commerce (along with other pandemic-era purchasing trends), consumer expectations across the board have grown exponentially.

Be ready to deliver.

41% of consumers (in AU, CN, IN, JP and KR) see no reason to go in store if the items they want to purchase are available online.¹¹
What do customers want?

Whether moving between in-store and online, from one device to another, or across owned and external channels, customers now expect brands to provide frictionless experiences that are ever-more tailored to their individual preferences.

Brands have the opportunity to capitalize on this by investing efforts into direct to consumer strategies – something that’s already proving positive for bottom lines.
What do customers want?

Among marketplace buyers (in SG, TH and ID), future intention to use brand.com as a conversion channel is 1.22x higher than survey average.

Brand.com has the ability to command a 20% higher spend premium from shoppers.12

With more control and capital concentrated on owned channels (brand.com, for example), building the bespoke, immersive experiences that hit the spot with consumers becomes achievable. Plus, it gives brands the ability to experiment and evolve their identity, helping them stand out even more.

Read up on more insights that can help future-proof your online retail business.

02
Embed Memorable Experiences

Seamless & personalized user experiences

What do customers want?
Improve your ecosystem
Don’t forget about mobile!
Show up in the moments that matter
Use personalization to drive differentiation

Customer lifetime value
Immersive & virtual experiences
Improve your ecosystem

Walk through your customer journey to identify overlooked touchpoints, or any obstacles that might be affecting the overall experience. Use Grow My Store to get a full and free evaluation of your website and gain actionable insights that will help you enhance your CX.

The next step is to determine what works best for your customers, so you can refine your pages and keep visitors around for longer. Audit and test your site with Google Optimize and discover where opportunities to create more compelling experiences lie.

Discover more tips for developing a relevant, frictionless retail website.
Don’t forget about mobile!

APAC is mobile-first, so it’s crucial to provide customers with a smooth, speedy service they will remember (for the right reasons).

54% of consumers said they will switch from a poorly designed mobile site to an alternative mobile site that makes purchasing easy.¹³

Test My Site shows you how the speed of your mobile site compares to best in class retailers and gives you tips for improving it.
Show up in the moments that matter

These days, the journey from first look to final sale is rarely linear. During decision-making, customers interact with such a broad range of retailers, across so many different touchpoints, that the phase has come to be known as the ‘messy middle’.

When shopping online, 57% of consumers (in AU, CN, IN, JP, KR) visit multiple websites before settling on what to buy and who to buy it from.14
Show up in the moments that matter

Because shoppers are so spoiled for choice, it’s important to deliver an experience that stands out and helps them decide that you and your product are ‘the one’.

Hear helpful insights from researchers on how to navigate the messy middle and dive deeper into the science that’s helping shift brand preference (or even completely disrupting it), leading to wins for challenger businesses.
Use personalization to drive differentiation

There’s much more to personalization than trying to win customers through one-size-fits-some targeting. Where broad categories and similar interests may have once been the norm, retailers should now be ready to capture attention using a more sophisticated approach.

Tailoring your customers’ experience helps you establish a relationship that incentivizes them to choose (and stay) with you.
Use personalization to drive differentiation

Tip
When it comes to creating personalized experiences, make it easy for customers to contribute their own ideas. Engage with them regularly to understand what is most valuable to them.

Tip
Help your customers navigate to what they need quickly by finding ways to serve up the things that are most relevant to them. You could, for example, send reminders of products that they were previously browsing, that are in stock. In this way, retailers can meet consumer’s expectations of showing up for them with relevant and personalized experiences.

Tip
Provide offers that are targeted not just at customers ‘like them’, but recognize them as individuals with specific interests.
Customer lifetime value

Opting to target one-time buyers in your marketing may lead to short term wins, but consistent growth lies in the long-term.

Understanding how Customer Lifetime Value (CLV) can be leveraged throughout your business, across the entire purchase journey and in conjunction with forecasting, can give you a strong advantage over competitors.

For Marketers and Customer Success teams especially, it provides vital insights into the effectiveness of an organization’s customer experience efforts.
Sowing the seeds for loyalty

With powerful insights into purchase behaviors, the opportunities for omnichannel retailers to design deeper, more robust relationship strategies focused on increasing CLV are ripe.

Measuring the value that a single customer contributes to your business allows you to identify and retain more of your most valuable customers, driving consistent growth. CLV’s direct tie to the bottom line also makes it useful when assessing the efficacy of different customer experience (CX) efforts.
Sowing the seeds for loyalty

We already know that, for certain verticals, experience plays a big part in drawing customers back.

But, even for verticals where brand experience has not been traditionally perceived as important, positive past experiences are having an impact and are also inspiring customers to return.

Of those who purchased from their preferred brand, 64% of APAC consumers who bought Beauty & Personal care products cited past experience as the reason they did so.

Of those who purchased from their preferred brand, 51% of APAC consumers who bought Home & Garden products did so because of past experience.
Though there are many lessons for embracing CLV, one thing remains clear. To find, nurture and retain your most valuable customers, you need to embed them at the heart of your strategy.
Always set aside a part of your budget to keep looking for new customers – a practice that will eventually lead to finding your best customers.

Run CLV models with both short- and long-term time horizons, so you acquire the long-haulers while still gaining quicker returns.

Use a mix of approaches. Alternate between machine learning and traditional CLV models for immediate (but less granular) predictions, and accumulate observations over time to measure success.

**Customer lifetime value**

Sowing the seeds for loyalty
Improve your ecosystem
Keep up with customers
Predict CLV and keep the cycle going

**Immersive & virtual experiences**

**Lifetime Value report in Google Analytics** helps you understand how valuable different customers—acquired through different channels and methods—are to your business based on lifetime performance.
Keep up with customers

Customers’ personal beliefs and preferences are increasingly driving their buying decisions. Gather insights (internally and externally) that show you what makes them tick and serve them with communications that show them how your principles align.
More people are counting on brands to match up to their personal beliefs – almost half of consumers expect brands to be environmentally-friendly or socially responsible. The good news is, they’re also more likely to reward these brands with loyalty, particularly in the APAC region, which is also seeing increased use of reward programs.

— Jason Mander, Global Web Index

With Advanced Analysis in Google Analytics 360 you can gain deeper insights about how people interact with your site, helping you gain a clearer and more comprehensive picture of what they’re interested in. In turn, these can be used to deliver better experiences and achieve business goals.
Predict CLV and keep the cycle going

Better experiences are mutually beneficial. Not only will they keep your customers happy, they’ll lead to strong, long-lasting relationships that could serve you well for years to come.

Understand more about CLV and how to predict it through AI Platform on Google Cloud.

“[CLV] helps decision-makers see their customers through the prism of a long-term relationship, rather than a single transaction”

—Leonie Brown, Experience Management Scientist, Qualtrics (Forbes)
Embed Memorable Experiences

Seamless & personalized user experiences
Customer lifetime value
Immersive & virtual experiences
The right climate for innovation
Improve your ecosystem

02

Immersive & Virtual Experiences

As leading brands continue to adopt technology, they’re increasingly utilizing it to help them take their shopping experiences to the next level. And customers are embracing the change, with many now actively looking out for bigger, better or bolder paths to purchase.

Brands who have taken the time to explore, experiment and create more immersive journeys, both in-store and online, are starting to see excellent results – not just at the checkout, but in terms of consumer perception too.

The most successful are finding ways to merge their digital and physical worlds together, blending tried-and-tested techniques (e.g. QR codes, video) with envelope-pushing virtual experiences to excite, entertain and engage customers, wherever they encounter the brand.
The right climate for innovation

Customers are seeking out enhanced experiences, online and off. Those that give them the ability to make them feel like they’re in-store, at home, and make their in-store path to purchase more informative, easy or entertaining through virtual assistance, are proving quite popular.

At least 1 in 5 consumers (CN, IN) expect to be able to use digital 3D or augmented reality to try on products when shopping with a retailer online.17

30% of consumers (AU, CN, IN, JP and KR) want a digital way (e.g. website, app) to easily find items while in store.16
Immerse & Virtual Experiences

Improve your ecosystem

By investing in and leveraging newer technologies such as VR and AR across multiple channels, you’ll be able to create more immersive, helpful and enjoyable experiences that in turn, make you more memorable to consumers.

It goes without saying that whatever technology you adopt should remain relevant to your brand, products and customers. But looking at how other retailers are blending their on and offline worlds always helps inspire new thinking.
Immersive & virtual experiences

Tip

As with merchandising, take a holistic view and consider how you can translate in-store experiences into virtual ones.

Online - Maybelline

By leveraging YouTube’s AR Beauty Try-On, Maybelline Thailand allowed shoppers an easy way to explore beauty products from the comfort of home – allowing viewers to virtually try on makeup, while watching video ads that provided even more detail.

Read more

In store - Chanel

Through a connected app, customer’s wishlists were sent directly to sales associates in Chanel’s physical boutiques, enabling them to have items already waiting in changing rooms when customers arrived. AR-operated mirrors then also showed stylist recommendations and complementary products, based on their choices.

Read more
The art of advertising ultimately comes down to a cycle of experimentation and optimization.

It’s about showing up for your audience at the right time, in the right place, with messaging that is relevant to them at that particular point of their journey.

In this ever-changing consumer climate, being able to measure and analyze your learnings, so you can feed them back into the cycle effectively is integral to your business’ evolution.
Learn From Marketing Life Cycles

Advertising strategies

Integrated measurement
Advertising strategies

Today’s customers are constantly ‘switching lanes’ when it comes to the ways they interact with brands. To reach them, you’ll need a holistic strategy that features a mix of assets, ad types and platforms.

With complete oversight of all your channels, you can experiment, measure success and refine your approach, so you can show up for customers at the best time, in the best way.
We know that most paths to purchase are far from linear and the number of options in front of consumers continues to grow, faster and faster, day by day.

In this “messy middle”, it’s become more difficult to know if you’re reaching customers with the information they need, when they need it most. But difficult does not mean beyond capabilities.

More than half of customers engage with 3-5 channels during each journey they take toward making a purchase or resolving a request.18
To connect with customers both online and offline, your digital advertising strategy needs to be right for every step of the shopping journey. Here are four key tips, and a few helpful resources, on how to meet them in the moments that matter from our latest retail guide.
Jeulia, China’s leading DTC jewelry brand, leveraged TrueView for action and Discovery ads to complement Search ads by reaching prospective high intent audiences across more channels. This cross-product approach unlocked +20% conversions at competitive +16% blended CPA.

To create high quality, relevant messages on Search, Mojelim, a medical clinic in Korea, leveraged Responsive Search Ads to improve ads effectiveness, achieving a +31% click-through-rate and +78% conversions compared to using text-ads only.
Provide a seamless shopping experience for consumers expecting to shop wherever and whenever meets their needs.

Tip: Convert customers looking to purchase

Pepperfry, a leading e-commerce furniture brand in India, had the majority of transactions happening online but wanted to increase the number of store visits. By adopting an omnichannel strategy and leveraging an always-on Local Campaign, Pepperfry drove 6x incremental ROAS and 12% incremental store visits.

Sephora SEA used Smart Shopping Campaigns to reach potential customers with the right message at the right time, achieving +20% conversions and +15% revenue, compared to a Standard Shopping campaign.
Anticipate customer needs by analyzing consumer trends and applying automation tools to be ready for a digital-first shopping season.

Tip: Maximize seasonal shopping moments

In 2020, retail had its biggest end-of-year holiday season ever, with global digital sales growing by 50% to $1.1 trillion. Digital played a critical role in the shopping journey, even in stores, with more customers choosing to start their holiday shopping earlier in the season.

Read the full guide to discover further expertise, insights, tools and solutions so you can be there for every shopping journey, with Google.
Cultivate an experimental mindset

By adopting a more experimental approach to marketing, you’ll unearth opportunities that may be buried just beneath the surface. Brands that have turned to test-and-learn methodologies have been able to optimize more efficiently and are seeing benefits in both the short and long term.

“There’s no marketing strategy that you can use forever, because you are always exposed to new challenges. If you do not evolve or adapt yourself, you will be left behind by your competitors.”

—Palson Yi, marketing director of Realme Indonesia
Learn From Marketing Life Cycles

Advertising strategies
- Navigating new terrain
- Improve your ecosystem
- Cultivate an experimental mindset
- Cut through the clutter and nourish customers’ needs
- Integrated measurement

Cut through the clutter and nourish customers’ needs

To win customers over, and maintain their interest in your products and services, the content you put out must tick the boxes when it comes to both quality and relevance. This is the only way to guarantee you’re heard above the noise created by competitors and other brands outside your category, who are also vying for attention.
Learn From Marketing Life Cycles

Cut through the clutter and nourish customers’ needs

Tip 1
Keep track of your assets so you can more easily repurpose them – through edits or reformatting – rather than having to build from scratch every time.

Currently, 69% of marketers don’t have a single place for managing, discovering, and quickly repurposing content, meaning chances to capture interest in timely ways are being frequently missed.19

Tip 2
Experiment with different creative styles, formats, production methods and distribution strategies. And in doing so, explore platform-specific possibilities to maximize your engagement potential.

Tip 3
Leverage automated solutions to deliver personalized content, at scale.
Learn From Marketing Life Cycles

03

ADVERTISING STRATEGIES

Cut through the clutter and nourish customers’ needs

“ Our Adidas teams work together in one environment where we can see audience insights, what creative we’re running and where, how it’s performing and make changes almost in real time. ”

Chris Murphy, Head of Digital Experience, Adidas

Integrate your advertising and analytics using Google Marketing Platform, so you can make quality customer connections, surface deeper insights and drive better results.

Advertising strategies
Navigating new terrain
Improve your ecosystem
Cultivate an experimental mindset
Cut through the clutter and nourish customers’ needs
Integrated measurement
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ADVERTISING STRATEGIES

Cut through the clutter and nourish customers’ needs

SK Telecom, the No.1 mobile carrier in South Korea, connected their Video Campaigns with Google Merchant Center. By adding browsable product feeds to their video ads they unlocked +39% click-through rate and 32x purchase conversions.

Decathlon used YouTube Director Mix, for making more than 110 customized videos featuring different sports and activities, serving them according to their audience’s interests and intent. They boosted ROAS by +51% and ad recall by +72.7%.
Integrated measurement

To improve marketing initiatives in a consistent and profitable way, retailers must be able to accurately calculate ROI, online and offline. To do this, a channel and device-agnostic approach to measurement should be adopted.

When building your measurement toolkit, choose an attribution model that can clearly show you what each touchpoint is contributing to the sales funnel, so you can make decisions much quicker.
Marketers are facing increased challenges when it comes to accessing and analyzing results, making it hard to justify spending both internally and externally.

97% of marketers desire to demonstrate the business impact of marketing.

82% struggle to attribute campaigns to revenue.
Learn From Marketing Life Cycles

Improve your ecosystem

The pandemic has solidified the need for marketers to embed agility, so they can pivot rapidly to meet and get ahead of demand. The first step in achieving this is making the management of your ads easy.

Bringing data sources together in a centralized location, such as Ads Data Hub, enables a holistic view across your channels and a more joined up assessment of what’s working well. This tool also lets you tailor your measurement approach to your unique business needs, helping you unlock the insights that matter while maintaining end-user privacy.
Design a toolkit that’s made to measure

Evaluating today’s online customer journeys is a complex task. But the right mix of measurement tools will help you determine what channels work best, at which points, and identify which approaches need to be fine-tuned.

By conducting controlled experiments you’ll be better able to determine the impact of your media, discover the drivers of conversion and validate your spending. Findings that prove valuable can then be implemented for bigger wins.

If you’re already comfortable using marketing mix modelling for long-term budget decisions, try exploring additional tools that can provide more granular insights in real time e.g. data-driven or multi-touch attribution. It’s important to understand the benefits and drawbacks of each solution, so you can plan a blended approach that gets you the insights you need and outcomes you want.
Get a complete look at your landscape

Consumers don’t explore, or shop, exclusively online or offline. The two worlds continue to influence each other – be it through browsing behaviors, the ways people like to interact with products in-store or otherwise.

As the lines become even blurrier, and the number of innovative cross-channel retail experiences increase, getting a consolidated picture of how your customers move between touchpoints and make contact with your brand is essential.
INTEGRATED MEASUREMENT

Get a complete look at your landscape

Store Visits Reporting helps you discover how your online presence is impacting visits to your physical locations and optimize your campaigns to bring more customers in.

Store sales measurement uses data from your business in a privacy safe way, to help you measure value and show you how your ads translate into offline purchases.
INTEGRATED MEASUREMENT

Balance business value with consumer privacy

Beyond getting the most value from the data you’re able to collect, it’s imperative to work hard to uphold legislation and meet swelling consumer expectations around privacy and control.

Once integrated, Google Tag Manager can securely send accurate first-party data to multiple sources (e.g. Google Ads, Campaign Manager, Display & Video 360, Search Ads 360, or Google Analytics) to inform and optimize conversion.
Following the pattern of today’s retail journeys, digital transformation is not a linear process. While it’s true that commitment and resources are needed, the component parts can start to be built into your business anytime, anywhere. As these come together, you’ll find you’re getting out even more than you put in.

It is without question that, to achieve growth and scale successfully in today’s environment, your business needs to be data-led.

By leveraging and learning from the first and third-party information available to you, you’ll be able to feed your ecosystem and continually develop better product, pricing and marketing strategies that, in turn, drive better profits.
Fuel Growth

Insights & data

Automation

Profitability
Insights & data

Data (be it first or third-party) is the key to identifying trends and unlocking new opportunities in both your current and future customer-base.

When looking to leverage it, it’s crucial to balance business objectives with customer-friendly privacy policies.
Protect what’s important

Data is undoubtedly beneficial to businesses. When analyzed and applied effectively, it leads to stronger strategies and even bigger successes.

With it, you’ll have a better understanding of consumer behavior and an enhanced ability to anticipate needs or wants. In the best cases, it leads to an increase in customer lifetime value (CLV).
INSIGHTS & DATA

Protect what’s important

Smart use of data also translates into big benefits for consumers. With a clearer picture of your customers, you can create more meaningful, personalized and engaging cross-channel communications for them. And when better experiences are facilitated, higher demands are met, time and effort is saved and choice becomes a whole lot easier.

Positive business revenue uplift achieved by brands who deployed recommended first-party data activations.²¹
INSIGHTS & DATA

Protect what’s important

However it’s applied, transparency and security are vital to protecting the relationship. To future proof your business, customers need to know that their information will be kept safe and be empowered to control what, and if, they share. Where third-party data keeps your business informed in terms of the big picture, first-party data can provide the solution to delivering privacy and performance.

The travel industry was one of the hardest hit during the pandemic. But in the midst of all the uncertainty, and as data regulations continued to evolve, Luxury Escapes looked to the future. By adopting a data-driven approach to Search, the brand connected Aussies to their dream holidays, even as the world was stuck at home.

Read more
When implementing technology or tools that help you leverage data, both privacy and experience should remain top of mind. With these in place, you can continue to drive results while respecting and protecting consumer privacy.

Find ways to use first-party data to deliver the relevant, tailored interactions that APAC consumers prefer, without risking their trust. Discover how in the First-party Data Playbook for Marketing.

Understand how you can provide a clear value exchange for users to share their data, and if you don’t currently have one, partner with data providers that do.

Keep your finger on the pulse by gathering insights across your industry, and beyond it. Aim to continually feed your marketing and merchandising strategies with relevant third-party data partnerships. With this, you’ll not only see your customers in new ways, you’ll be able to get ahead of trends and get in front of them, at the right time.
Improve your ecosystem

Get a holistic picture of what people are searching for across the globe with Google Trends and zone in on your region to see what’s capturing attention close to home.

For specific insights into shopping behaviors, Rising Retail Categories can show you queries that are proving popular and shifts in consumer behaviors. Retail Demand Forecasting enhances your ability to predict what customers want and helps ensure your inventory is appropriately stocked.

If your focus is on unlocking new opportunities outside your region, Market Finder gives you access to global market data and provides expertise on taking your business further.
To cut through, brands not only need to stay in step with consumers, but strive to understand their point of view. Shoppers now expect businesses to engage them in more meaningful ways, rather than simply for profit. Many specifically look to buy from those with beliefs that are similar to their own.
Use insights to create deeper connections

With greater awareness of these motivations, you can create marketing strategies that deliver on the inclusive and empathetic ideals customers are looking for – ensuring these are backed up with strong business initiatives (and are not simply lip service).

53% of consumers (AU, CN, IN, JP, KR) place importance in buying brands that align with their own personal values over the products themselves.
Use insights to create deeper connections

Investigating these avenues will help you uncover opportunities that allow your brand to surprise and delight in innovative ways. They could even lead to discoveries that challenge traditional industry models or make you rethink your business boundaries.

Year in Search 2020
Sometimes, looking back can help us move marketing forward. Google’s annual report highlights the consumer online search trends and behavioral insights that have shaped the year, to help marketers take action.

Insights & data
- Protect what’s important
- Improve your ecosystem
- Use insights to create deeper connections
- Automation
- Profitability
Mars: Sticky Searchutations.
To tap into Gen Y/Zers, Mars leveraged Google’s solutions in a truly holistic way to serve up a smart, entertaining and impactful campaign aligned to their repositioned brand message.

Using Google Trends, they identified the top search queries from their target market and translated the insights into a set of bespoke ad creatives. These were then rolled out across Google’s Search, Display and YouTube networks to ensure that audiences were served with a relevant, customized message, right at the moment it mattered.

Watch case study
Automation goes hand in hand with transformation. When set up in the right way, it will drive efficiency and act as a catalyst for growth.

By reducing the effort spent on manual tasks, personnel are freed up to focus on more valuable activities. With time for strategic thinking being facilitated across your business, new ideas arise and opportunities present themselves.
Accelerate your marketing

Some of the same technological advances that empower today’s impatient and demanding consumers can help marketers too. Though rules for winning with automated marketing are not set in stone, there are a few front-running strategies that some top performers are applying to drive success.

1. Optimize for growth instead of efficiency
2. Acquire customers with a higher lifetime value
3. Increase the lifetime value of your existing customers
4. Improve creative
5. Invest in better mobile experiences
Streamline media buying

While there are plentiful smart automation tools available to help you streamline your marketing efforts, the best place to start is with bidding.

Taking the guesswork out of setting up bids will increase the likelihood of reaching your performance goals. Set a target and let machine learning do the heavy lifting. Then measure, evaluate and recalibrate for the best results.

With Smart Bidding, you can explore conversion-based bid strategies that use advanced machine learning to help you tailor the right bid to each and every auction. To maximize returns from your campaigns, and successfully capture online and offline conversions, opt for an Omnichannel bidding strategy.

With the aid of automation tools, it becomes easier to be there for every shopping journey.

Discover more in our 2020 Retail Guide
Unlock agility in a time of instability

COVID-19 has shaken up consumer behaviors and left many wondering how to navigate the change. Priorities often center on anticipating needs, driving merchandising decisions and improving supply chain agility.

Artificial intelligence (AI) and machine learning (ML) technologies in Google Cloud can help, with a number of scalable, customizable solutions for transforming your operations and automating experiences across your business. In short, it can help you become a data-driven retailer. With these powerful tools supporting your teams, you can gather real-time, predictive insights that enrich efforts and intensify impact, instead of viewing them in a rear view mirror.
Profitability

There’s no doubt COVID-19’s impact will be felt for a long time. The fact remains, however, that consumer behaviors have, and will always shift in line with social events, cultural moments and technological trends.

In dynamic landscapes, the most profitable brands are those who can adapt to meet changes as quickly as they arise. Today, this is not possible without digital transformation.
The concept of transformation can be daunting. But if we break it down, we see it simply for what it is: a value-generating cycle that pays for itself, many times over. In the short term, it unlocks quick wins. In the long-term, it provides healthy, renewable returns.

Wherever your organizational ecosystem has been reshaped to enable nimbleness, profits will follow. The right mindset is key to moving forward. Transformation cannot be viewed as linear, but rather modular and ongoing. It’s about understanding where the most powerful allies – in terms of tools, technology and talent – can be embedded and implementing them as you go.

With more readiness and resilience in place, profitability is able to grow in a more sustainable way and support your business as it moves towards digital maturity.
This new juncture brings opportunities and unknowns for omnichannel retailers. And it’s clear there will be plenty of big decisions to make as the world moves forward.

While general consensus for driving revenue still centers around working in faster, smarter and more connected ways, it’s becoming even more apparent that a holistic approach is the only way to win big... and keep on doing so.

More examples that prove this are emerging, every day, and listening to what these businesses have learned will only help strengthen your actions during recovery.
After pivoting their strategies rapidly during the pandemic, Eli Lilly has shared these tips for navigating organizational change and facilitating agility amidst periods of uncertainty.

1. Prove value through low-risk experiments
2. Re-evaluate your organizational model: which skills and processes to bring in-house and which to outsource to external partners
3. Treat data as though it’s your intellectual property
4. Invest in the right people and tools: blend the not-so-disparate worlds of marketing and technology

Read: How Eli Lilly’s digital transformation led to a customer-first pandemic response
Evolve to survive, and thrive

To stay on top, a transformative attitude must be adopted – not just to keep up, but to get out in front and perhaps even influence what people want to buy tomorrow. With that in mind, here are a few expert learnings to help anchor your approaches as we move into retail’s next phase.

1. Customers do not view your brand by channel, so remove silos in your organization wherever you find them. Equip your teams with technology that allows them to work faster, together.

2. Show up where your customers are with seamless, relevant, engaging experiences and products that make them choose you, remember you and stay with you.

3. While measuring the results of your performance and using data to delight your customers, remember to make customer privacy a priority.

At the end of it all, dare to experiment, be authentic, and show up for the moments that matter, with Google.
Sources

1, 2. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR – n=300 online consumers 18+ per market. Jan 28-31, 2021

3. Google x Ipsos x Sixth Factor - Brand.com and Marketplace in the evolving online path to purchase, Total sample size n=3600, SG = 1200, ID n=1200, TH n=1200
   E2. What are the reasons why you did not purchase from [“Official Brand Website” OR “marketplace platform”] … during this purchase occasion

4. Google-commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, ES, BR, MX n=1000 online consumers 18+ per market, April 24—26, 2020

5. Google Data, Global English, Nov 3, 2020 - Jan 1, 2021
   vs Nov 3, 2019 - Jan 1, 2020


12. Google x Ipsos x Sixth Factor - Brand.com and Marketplace in the evolving online path to purchase, (Total sample size n=3600, SG = 1200, ID n=1200, TH n=1200
   Spend S10. When you purchased item(s) from each of the categories, how much did you spend? For each purchase, please indicate how much money you spent,) Conversion channel E9. Thinking about your future purchases of [product], How likely are you to use each of these online channels in each stage of your purchase journey?


14. 18. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR n=1000 online consumers 18+ per market. Feb 26 - Feb 28, 2021
Sources

   Home & Garden: Past category shoppers: n=1316, Purchased preferred brand: n=516
   Beauty & Personal Care: Past category shoppers: n=1341, Purchased preferred brand: n=849
   APAC results include a rollup of Australia, India, Japan, and South Korea. Market contributions are based on sample population and internet penetration.


22. Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR n=1000 online consumers 18+ per market. April 22-25, 2021
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