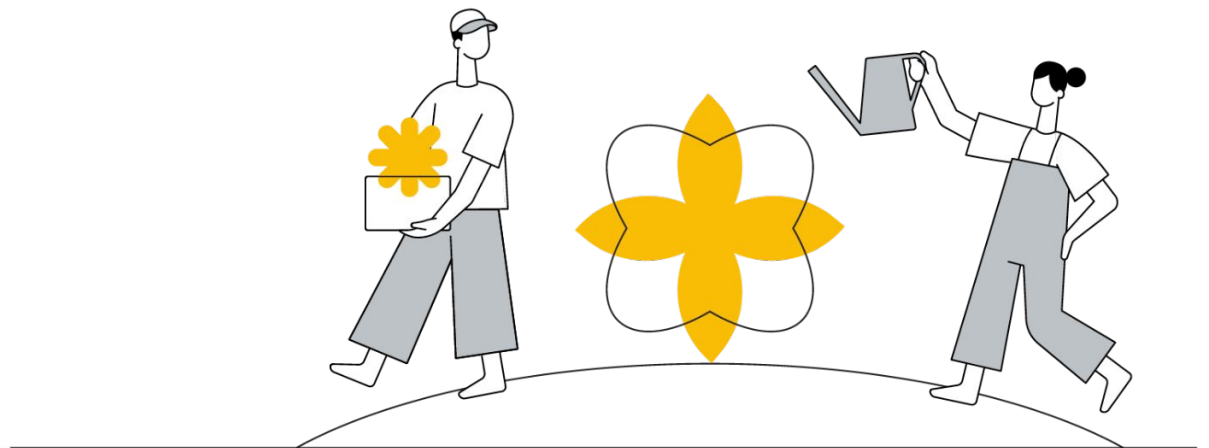


# 01

## Lay the groundwork

Get your products, people, and technology working towards the same goal.

-  Merchandising
-  Technology
-  Organization



# Merchandising

Win customers over with a **fast** and **frictionless** purchasing journey. Get the **right products** in front of the **right customers** at the **right time**.



Merchandising

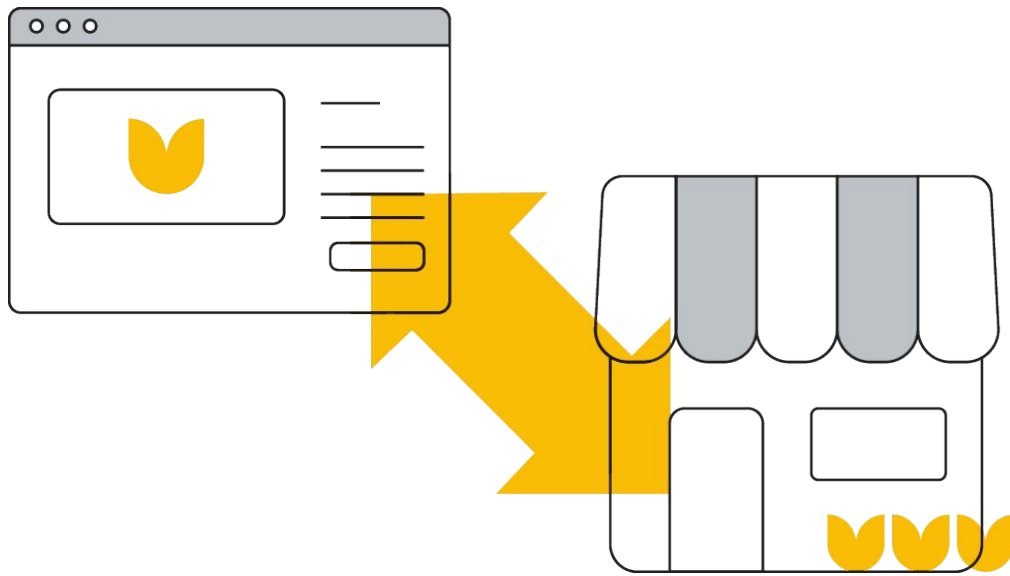


Technology



Organization

# Think of e-commerce as your storefront



Translate in-store best practices to the digital world. Are you using “prime real estate” like your homepage to draw people in?

Provide a site that’s easy to navigate and don’t miss opportunities to upsell at checkout.



Merchandising

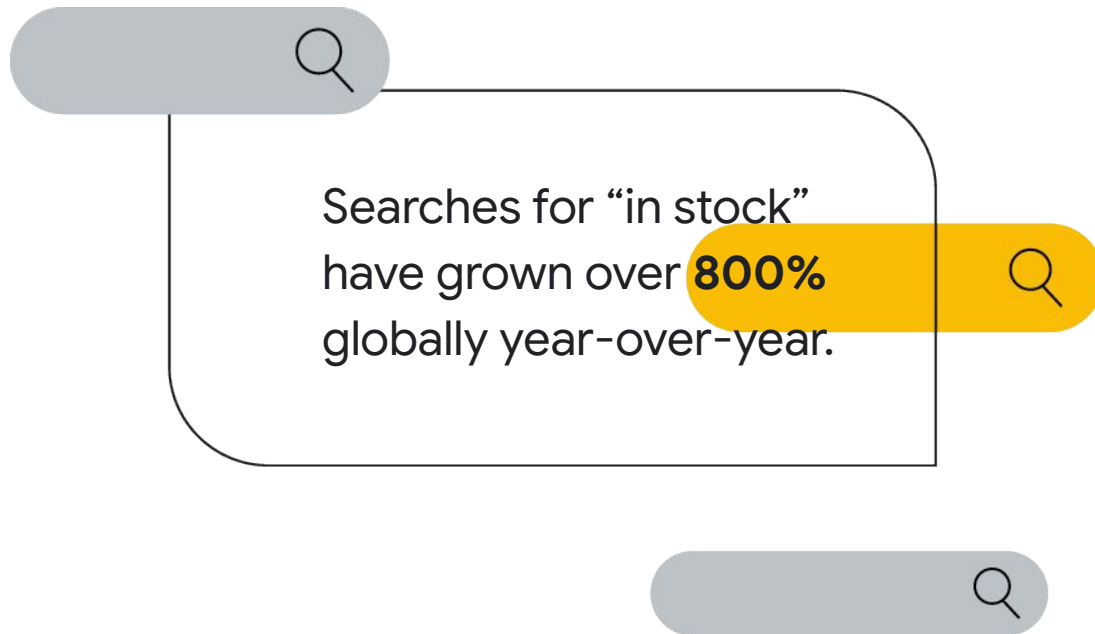


Technology



Organization

# Be ready to meet demand



As consumers come online to check the status of your in-store stock, are you creating more instant and effortless experiences to help them on their shopping journey?

Consider adopting a consumer insights tool like [Rising Retail Trends](#), which uses data to inform merchandising decisions and recommends which products you should be promoting.



Merchandising

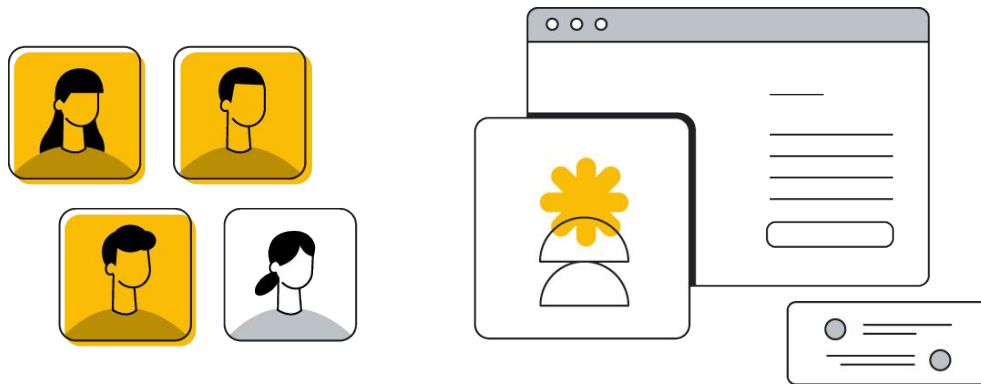


Technology



Organization

# Don't forget the basics!



**3 out of 4** people expect to find photos and reviews when shopping online.

Reassure shoppers by providing detailed, up to date product information.



## Improve your ecosystem



Make your inventory available to shoppers everywhere and leverage free product listings with [Google Merchant Center](#).



Merchandising



Technology



Organization

# Technology

Agility unlocks impact. Equip and empower your teams to make faster, smarter decisions with data.



**70%**

of respondents believe that deploying proven analytic models to create a collaborative modeling environment is important.



However, only

**24%**

think their companies are successful at it.



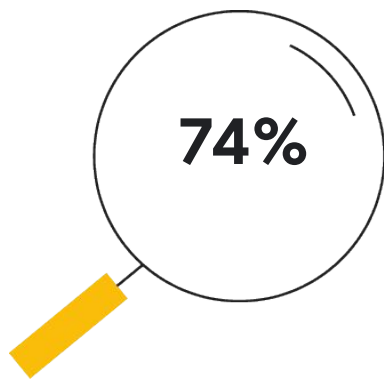
## Improve your ecosystem



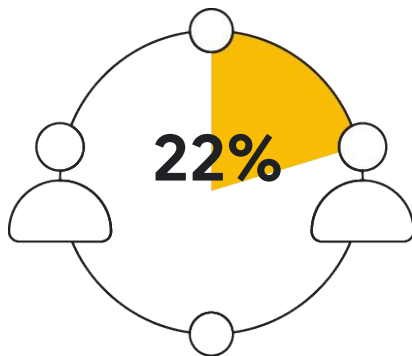
Explore transformational data-driven solutions that help you keep customers front of mind with [Google Cloud for Retail](#).

# Organization

In changing times, internal collaboration and real-time transparency have never been more critical.



of managers have poor visibility into resource bandwidth and competing priorities.



of marketing leaders cited an inability to effectively collaborate in real-time with teams working remotely.



Merchandising



Technology



Organization

# Break down organizational silos

As shopping journeys continue to grow more complex, it's clear that there's [no room for silos in effective omnichannel retail](#).



When defining sales KPIs, set and measure your business goals at an omnichannel level.



Use [Data Studio](#) to create interactive dashboards and compile reports that unlock useful consumer insights.



## Improve your ecosystem



[Google Workspace](#) tools can enable collaboration across functions, make it easier to share information, and boost productivity.



Merchandising



Technology



Organization



Every successful ecosystem is made up of many parts — all working together to create a cycle of continual value and growth.

Get the most from your business by exploring the expert tips, tools, and opportunities in our full [2021 Omnichannel Retailer guide](#).

