


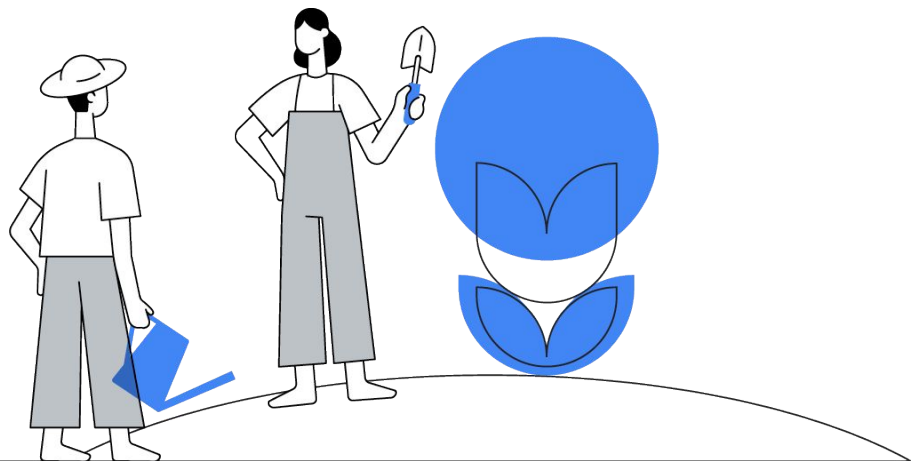


02

Embed memorable experiences

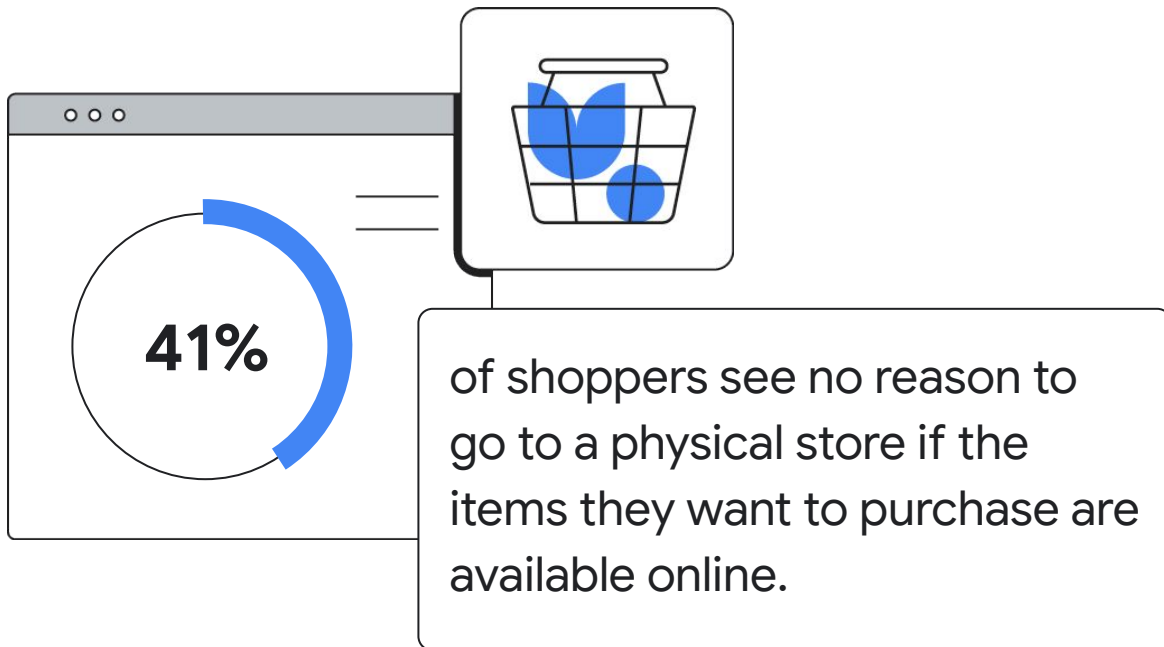
Be ready to deliver. Create meaningful interactions that keep customers coming back for more.

-  **Seamless and personalised user experiences**
-  **Customer lifetime value**
-  **Immersive and virtual experiences**



Seamless and personalised user experiences

The global pandemic has introduced a new wave of offline shoppers to the online world – and they're here to stay. More than ever, customers expect **tailored** and **friction-free** omnichannel experiences. **The burden is on brands to keep up.**



Seamless and personalised user experiences

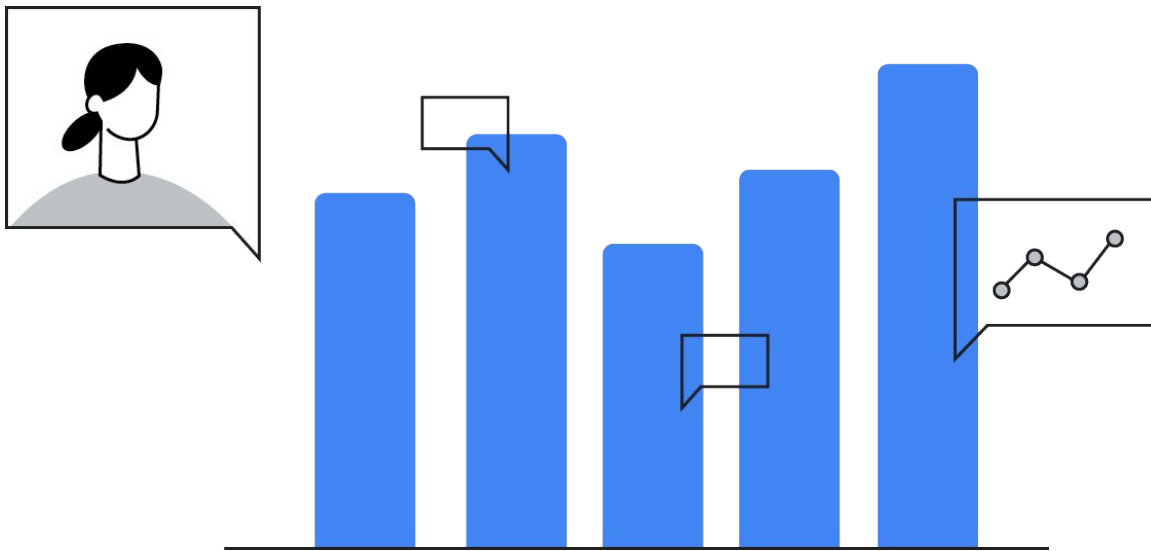


Customer lifetime value



Immersive and virtual experiences

Personalisation is key



Use data to help better understand your customers and engage them through personalised offers.



Seamless and personalised user experiences



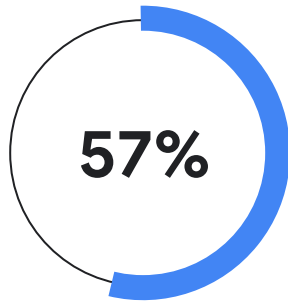
Customer lifetime value



Immersive and virtual experiences

Stand out in the messy middle

When shopping online,



of consumers visit multiple websites before deciding what to buy and who to buy it from.



The journey between the purchase trigger and actually making a purchase is what we call “the messy middle”. Today’s shoppers are presented with a vast amount of information and choices across a complex web of touchpoints.



Seamless and personalised user experiences

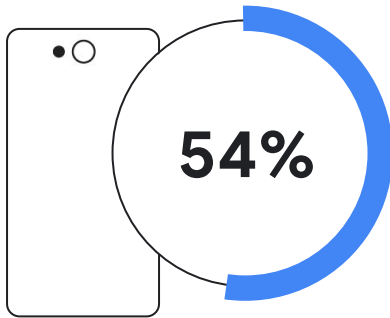


Customer lifetime value



Immersive and virtual experiences

The value of mobile



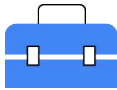
of consumers said they'll switch from a poorly designed mobile site to an alternative mobile site that makes purchasing easy.



Use [Test My Site](#) to improve the speed and performance of your mobile site.



Improve your ecosystem



Evaluate your site and get actionable tips on strengthening your customers' experience using [Grow My Store](#).



Tailor experiences and run website tests to keep visitors around longer with [Google Optimize](#).



Seamless and personalised user experiences



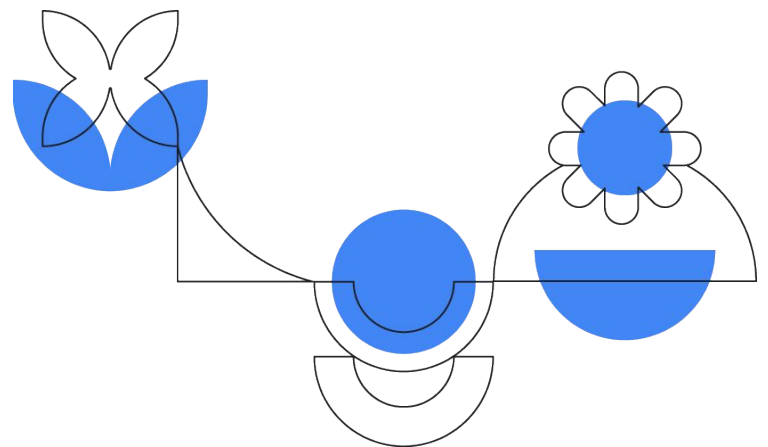
Customer lifetime value



Immersive and virtual experiences

Customer lifetime value

Past experiences feed future purchases.
Leverage Customer Lifetime Value (CLV)
to turn short-term wins into consistent,
long-term growth.



Seamless and
personalised user
experiences

Customer
lifetime value

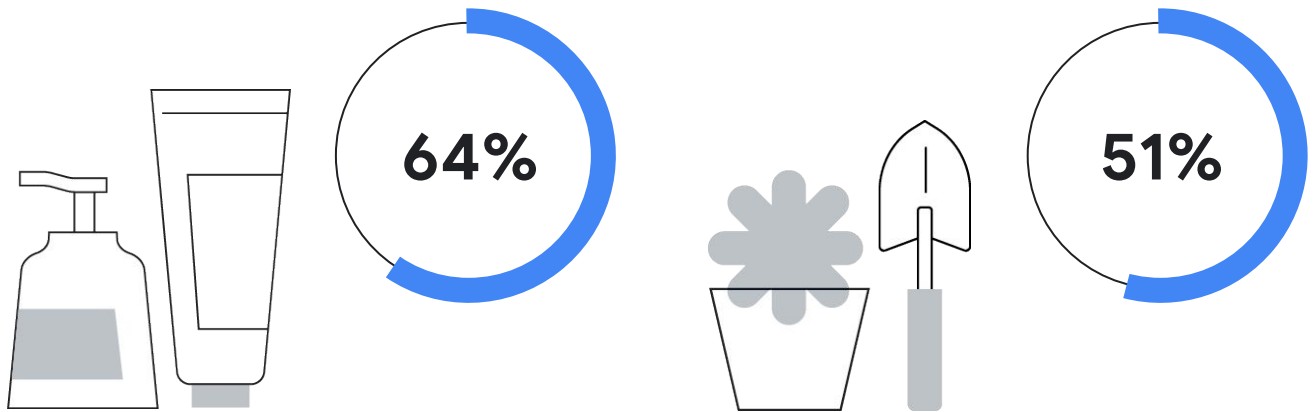
Immersive and
virtual experiences

Sow the seeds of loyalty

Positive experiences can inspire customers to return, even in unexpected categories.



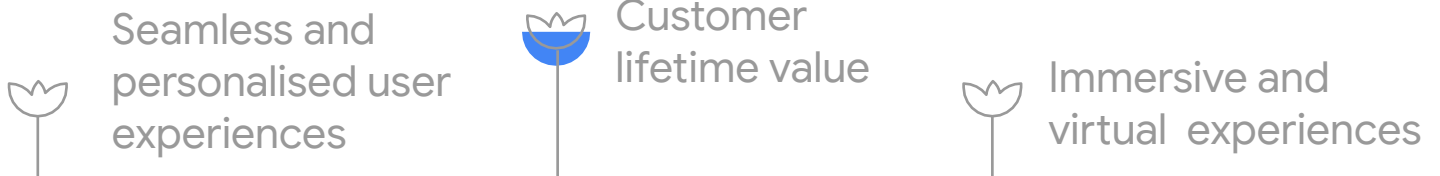
Of those who purchased from their preferred brand



who bought beauty and personal care products

who bought home and garden products

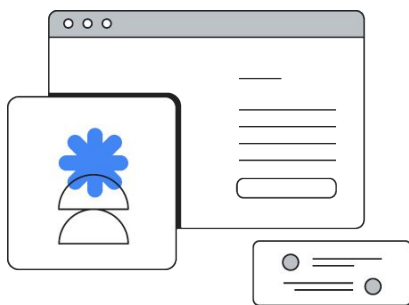
cited past experience as the reason they did this.



Keep up with the customers

More people are counting on brands to match up to their personal beliefs...they're also more likely to reward these brands with loyalty.

—Jason Mander, Chief Research Officer, Global Web Index



Gather insights on customers and use your channels to show how your principles align.

Seamless and personalised user experiences

Customer lifetime value

Immersive and virtual experiences

Keep the cycle going



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)

Build experiences that are mutually beneficial to keep the cycle going.



Improve your ecosystem



Use Google Analytics' [Lifetime Value Report](#) to help find, nurture, and retain your most valuable customers.



Seamless and personalised user experiences



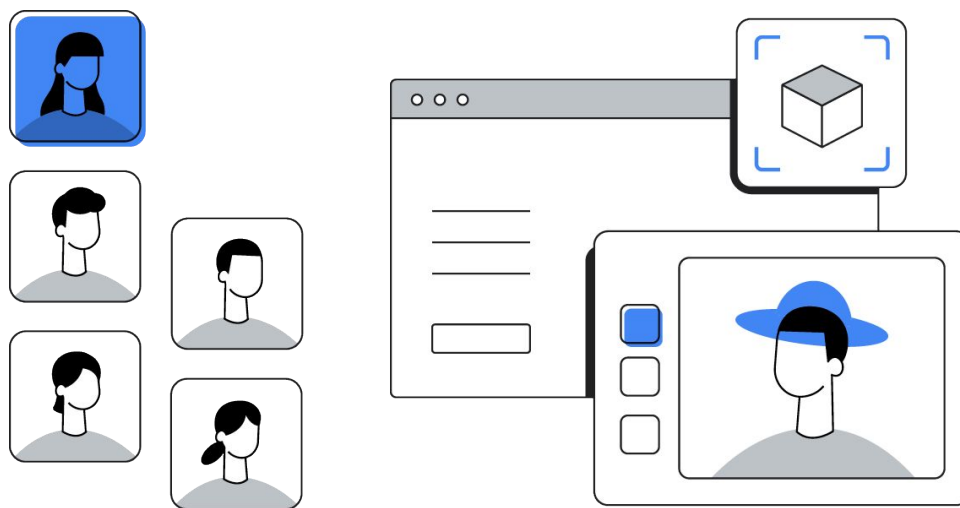
Customer lifetime value



Immersive and virtual experiences

Immersive and virtual experiences

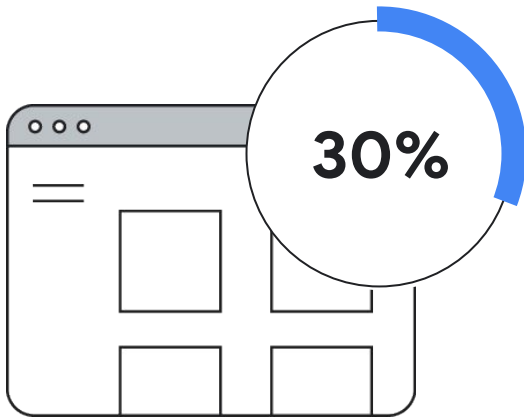
Use technology to bring the digital and physical together and give customers more reasons to remember.



At least one in five people expect to be able to use digital 3D or augmented reality to see or try on products when shopping with a retailer online.



The right climate for innovation



of consumers want a digital way to easily find items while in store such as a website, app, or virtual assistant.



Provide enhanced experiences that make customers' path to purchase more informative, easy, or entertaining – like mirroring an in-store experience at home, and vice versa.



Seamless and personalised user experiences



Customer lifetime value



Immersive and virtual experiences

Every successful ecosystem is made up of many different parts, 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](#).

