



Online Research Driving Offline Purchase

Insights from a multi-channel study with Görtz
Google/Görtz
Germany, May 2011

Agenda

1 Context and Test Methodology

2 Results

3 Conclusions

Context and Test Methodology



Context

Multiple studies have shown that a significant proportion of consumers research online before buying offline

Online research and Search Engine Marketing (SEM)

Increased # of visitors to store

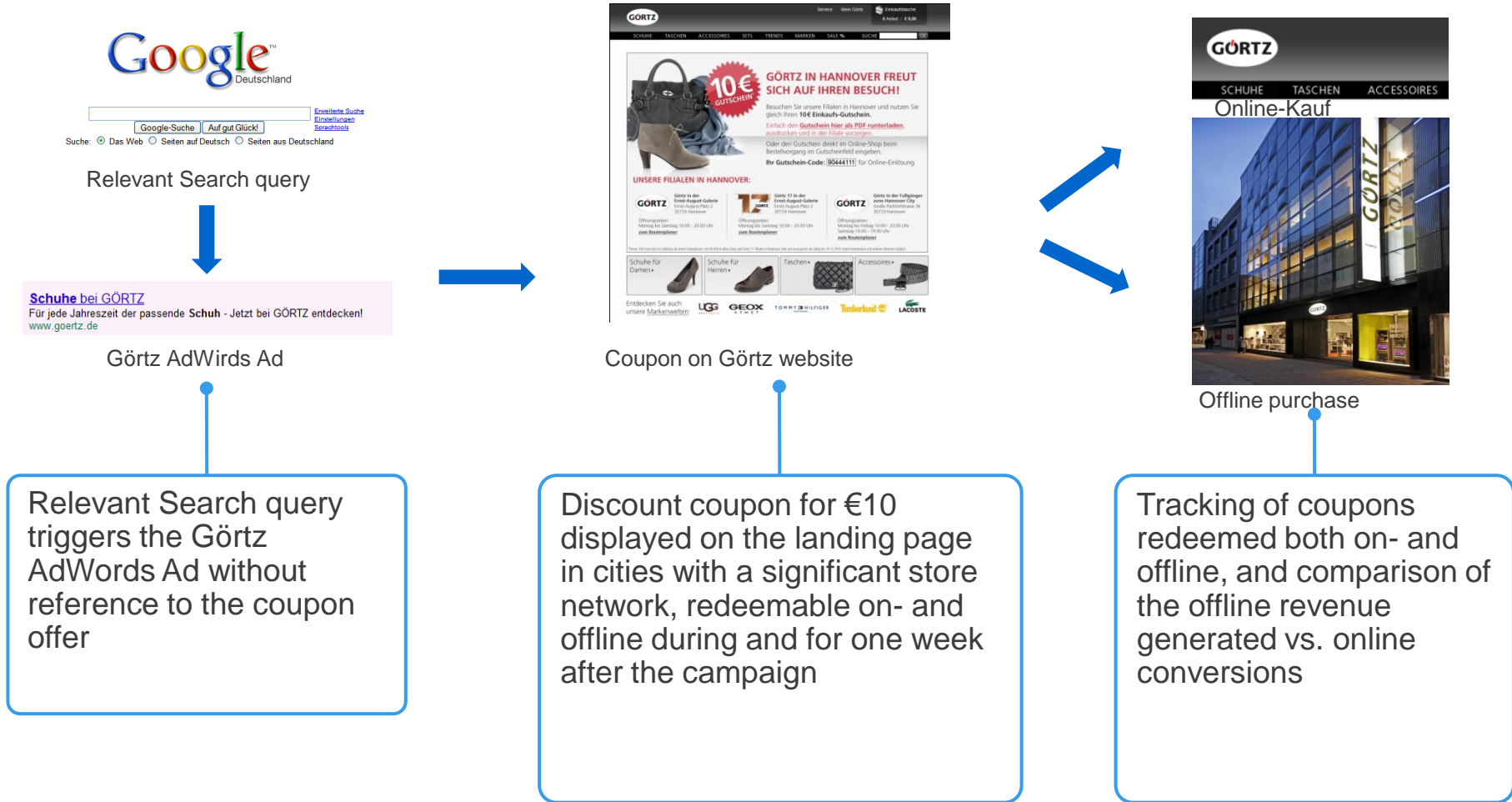
Purchase of a product researched online

Increased store sales



The objective of this study was to quantify the level of, Research Online, Purchase Offline (ROPO), and to benchmark the incremental in-store sales against the online sales generated

Methodology



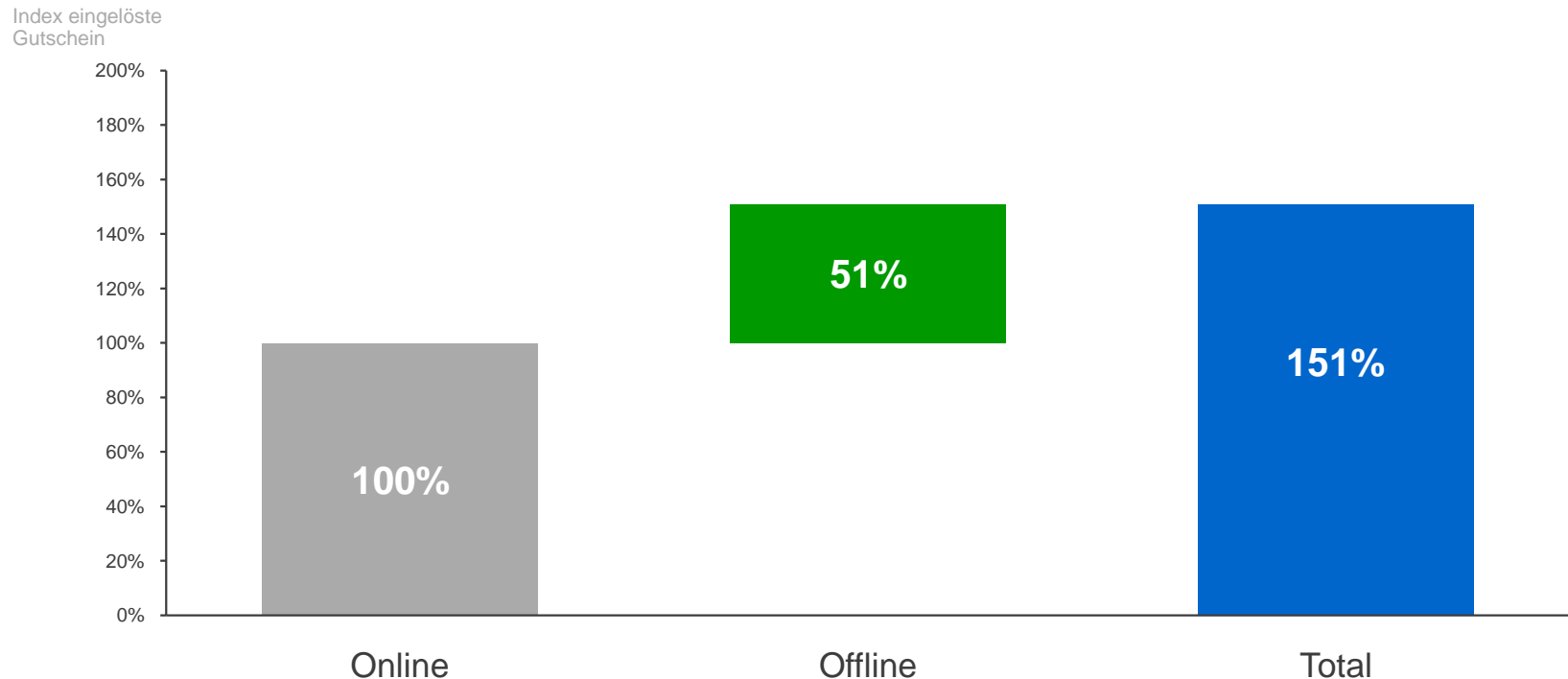
Results



ROPO effect: Redeemed coupons

- Significant ROPO effect: For every 100x coupons redeemed through the online shop, a further 51x coupons were redeemed in-store following online research

On- and offline redeemed coupons



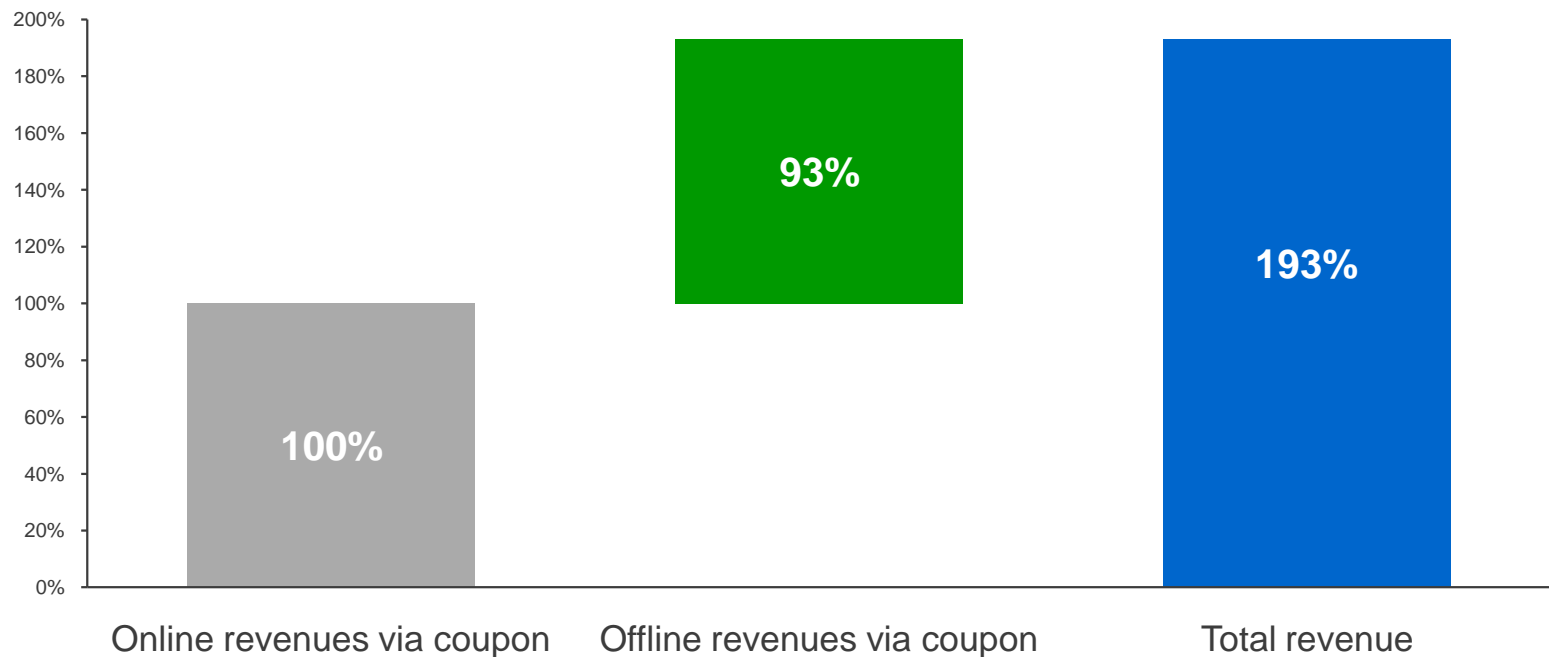
Source: Görtz

ROPO Effect: Gross sales

- The sales revenues derived from customers who performed ROPO is disproportionately high. For every €1 of sales generated online, another €0.93 of offline revenue is generated.

Gross sales driven by redeemed coupons

Index Umsatz



Source: Görtz

Conclusion



Conclusions

- 1** The results show that consumers research Apparel products online before purchasing offline in a store

- 2** Within the final phase of the path to purchase, SEM plays a role in influencing the consumer decision to buy through a store

- 3** For every 2x customers who buy online via the webshop, there is around 1x additional customer who buys offline through a store where there is a corresponding store network

- 4** The ratio of on- and offline revenues between the webshop and the physical stores is almost 1:1

- 5** Where multi-channel retailers have the requisite store presence, SEM is a powerful vehicle to drive both multi-channel sales and generate revenues

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