Next Generation of Supplier & Retailer Collaboration in an Omni-channel World

Purpose of the Sessions

◆ **Discuss the building of a go-to-market plan specifically against Omni activities.**

◆ **Examine the types of insights and tactics that are needed in support of an omni-channel customer plan.**

◆ **Recommend a productive way to collaborate with Retailers on an integrated plan.**

Omni-channel
a digital wave
destructive
and creative.

$1.7 Trillion in global retail sales shifting to eCommerce

19% global growth driven by pure play online retailers… sustaining lower costs & prices

**Smartphone** shoppers shifting to digital media

Omni-channel shoppers = **3X more valuable**

62% of retailers say Omni-channel = **#1 trend** effecting their business

Defining Omni-channel

- Omni-channel retailing is the practice of integrating all marketing channels and harmonizing store and eCommerce services to create a seamless and engaging shopper experience.

- The goal is to drive sales, profits and develop high-loyal, high-value Omni-channel shoppers.

Omni-channel Retailing

CRM/
Clickstream Data

In-Store

eCommerce

Dropship,
Marketplace &
In-store Pickup
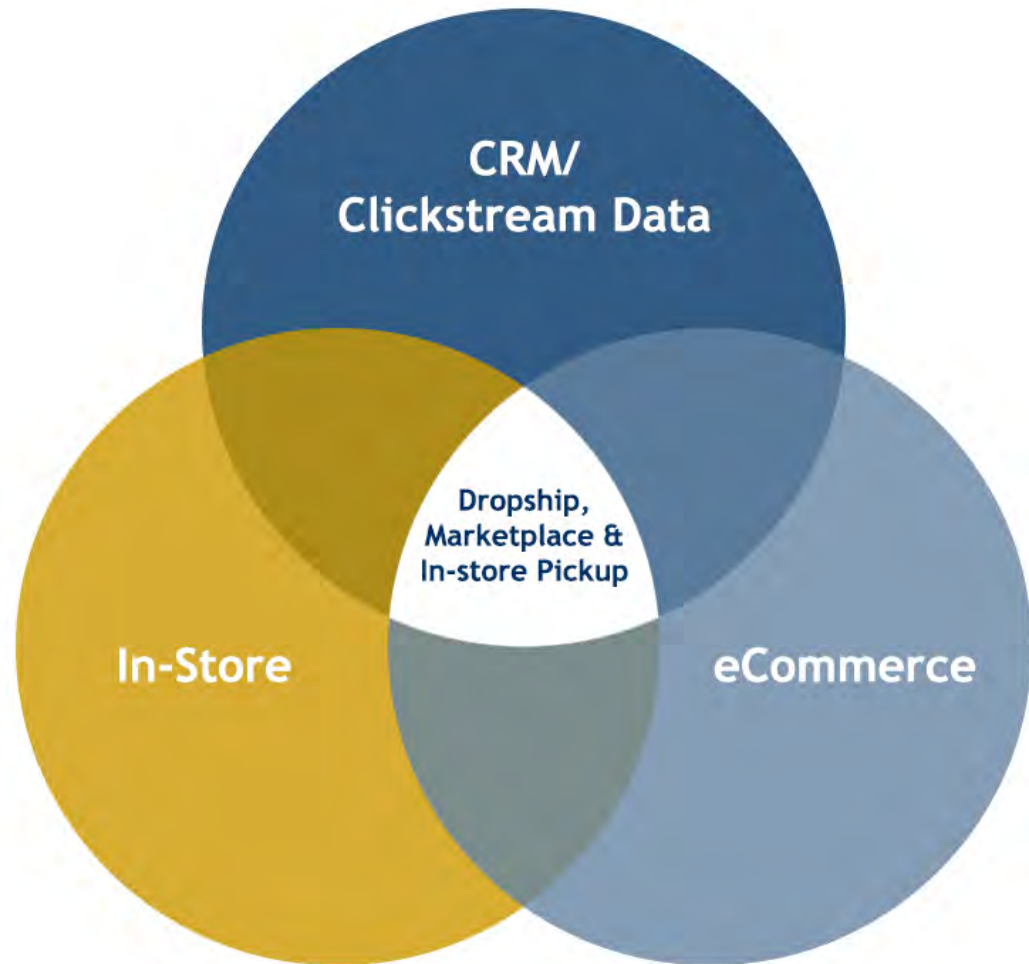
Retailers are Engaging Across eCommerce Models
Playing to Their Strengths

Click and Collect	Home Delivery	Home Shipment

Click and Collect: meijer, Kroger, Walmart, PENGUIN PICK-UP CLICK | CLICK | COLLECT, Loblaws

Home Delivery: meijer, amazon fresh, Instacart, SAFEWAY, Peapod, Google Express, SHIPT

Home Shipment: TARGET, amazon.com, Sam's CLUB, amazon Prime, plated, Walmart

Retailers are Seeking New Insights
Suppliers Must Bring New Category eCommerce Expertise

Digital Experience

Product Detail Pages	Cross & Add On Sell	Ratings & Reviews	Navigation	Search Optimization	Mobile Site & Apps
• Searchable/converting pages • Brand and category • Get found	• Driving sales • Use core transactions as triggers	• Ways to augment volume • Seeding and product sampling	• Shopper navigation • Barriers and Exit points • Key Category pages • Brand Showcases	• Critical keywords ranking • Retail site performance ops. • Content/SEO page opportunities	• Content Optimization tips • "Mobile First" content that feeds retailer sites
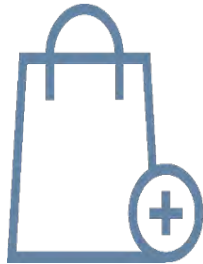
Retailers are Seeking New Insights
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Demand Generation

Email

- CRM based campaigns
- Key Seasonal triggers
- Drive open/ conversion rate ideas

Social Marketing

- Paid/Organic social marketing insights
- Initiatives to drive the category

Search Marketing

- Paid programs
- Traffic Driving Strategies

Digital Advertising

- Digital Ads "How to's"
- Retailer's eCommerce site landing page suggestions

Supplier Change
Corporate Annual Planning Activities Treat Omni as a Bolt On

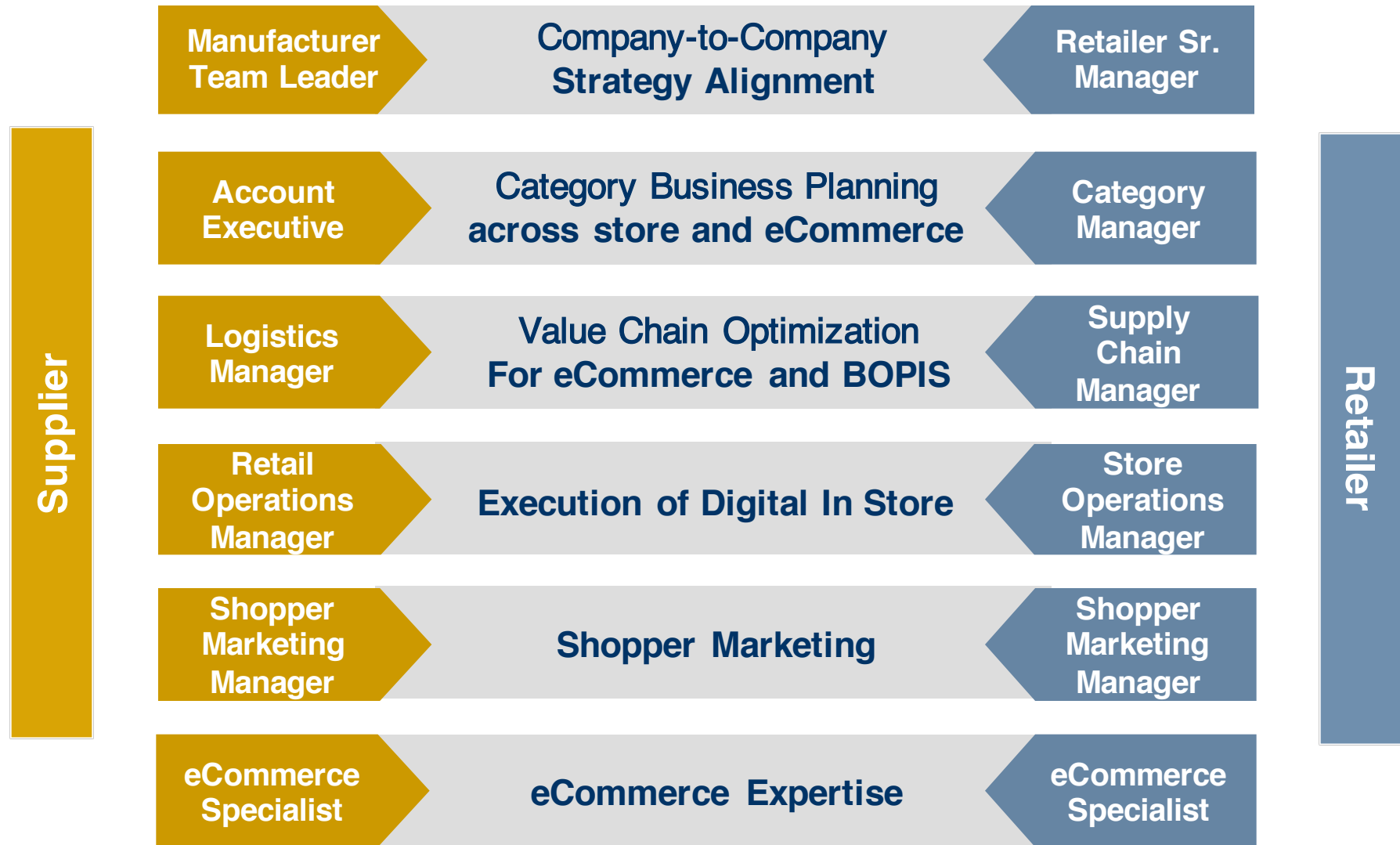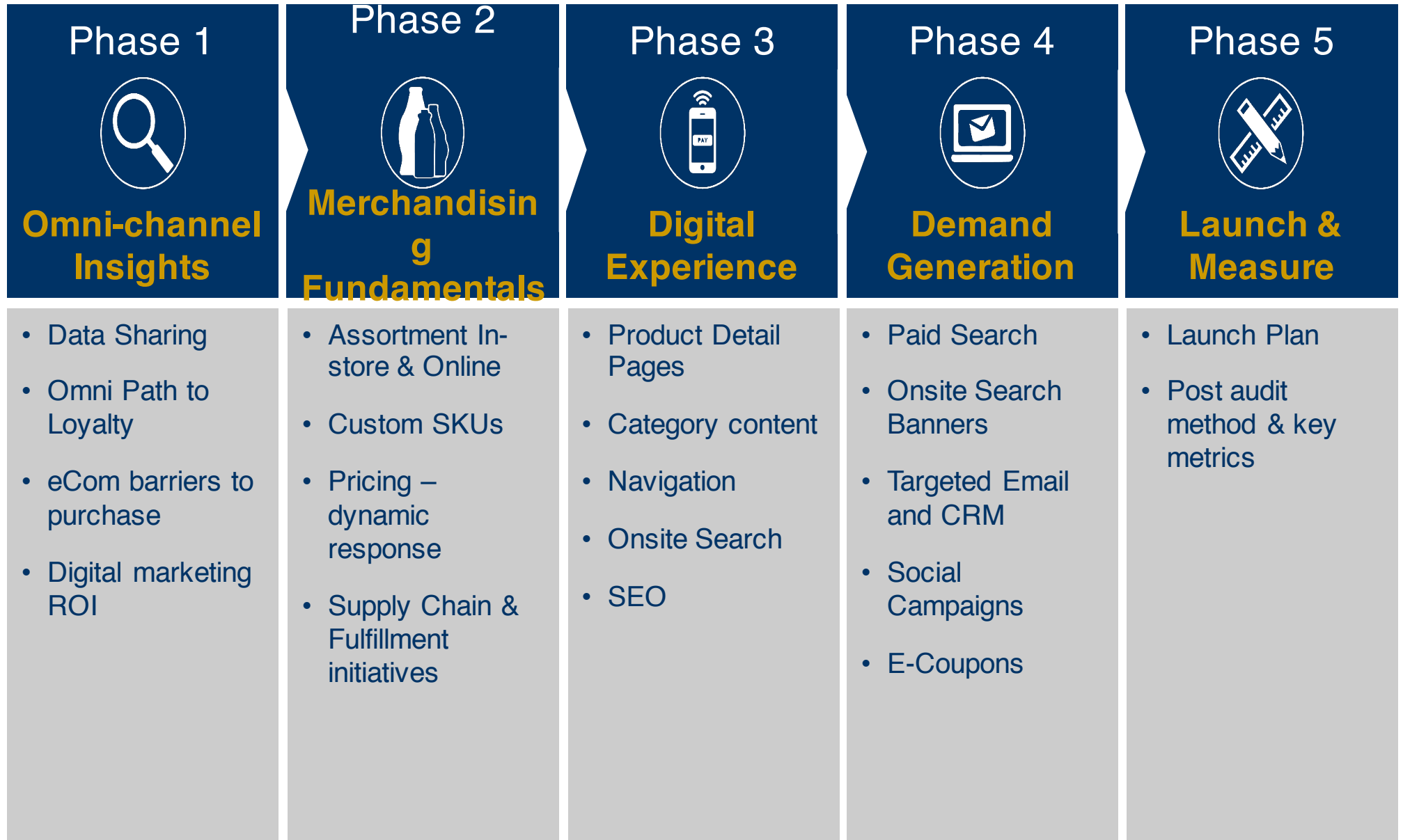| Functional Group	New Planning Behavior	To Proactively Produce
Marketing & Shopper Marketing	One integrated consumer/shopper digital marketing plan	Digital solutions at retail linked to corporate objectives
R&D/Innovation	Design products that are "eCommerce" driven (Nespresso)	Quick Innovation in packaging/product on a fast track basis
Supply Chain	Value chain analysis to uncover supplier through retailer savings	Supplier solutions to help strategic customers deliver product to shopper faster and cheaper (e.g. dropship)
Shopper Insights/Analytics	Rethink research for 360 view of shopper on Omni-Path to Loyalty	New corporate "Learning Plan" for research ensure Omni-channel learning
Trade Marketing	Create a 5th P – Personal Shopping Plan for targeted / digital promotion	DSMP Playbook and Evaluation elements must contain Omni-channel "Guidelines"
Sales	Build Omni overtly into the plan encourage retailers to plan store + ecom	Lead Omni directed JBP, funding, events, 5P elements should be transparent

Most Suppliers and Traditional Retailers are facing eCommerce/Omni challenges...

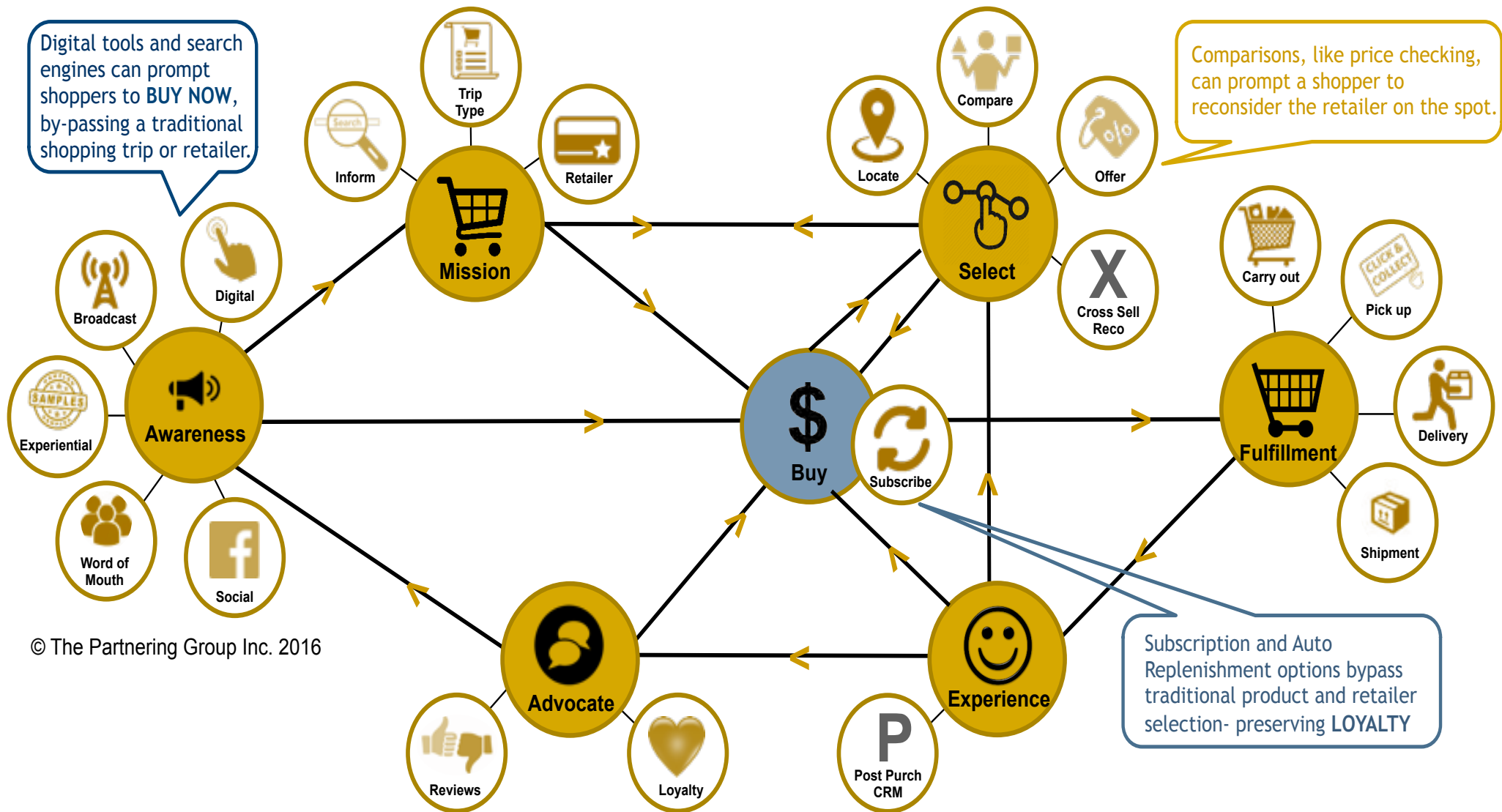**Leaders are collaborating to learn faster and develop Omni-channel plans that drive sales and profits.**

New Omni Planning Requires a Power Collaboration Team
(Retailer + Supplier)

Supplier

Retailer

Supplier	Function	Retailer
Manufacturer Team Leader	Company-to-Company Strategy Alignment	Retailer Sr. Manager
Account Executive	Category Business Planning across store and eCommerce	Category Manager
Logistics Manager	Value Chain Optimization For eCommerce and BOPIS	Supply Chain Manager
Retail Operations Manager	Execution of Digital In Store	Store Operations Manager
Shopper Marketing Manager	Shopper Marketing	Shopper Marketing Manager
eCommerce Specialist	eCommerce Expertise	eCommerce Specialist

Omni Collaborative Plan

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Omni-channel Insights	**Merchandising Fundamentals**	**Digital Experience**	**Demand Generation**	**Launch & Measure**
• Data Sharing • Omni Path to Loyalty • eCom barriers to purchase • Digital marketing ROI	• Assortment In-store & Online • Custom SKUs • Pricing – dynamic response • Supply Chain & Fulfillment initiatives	• Product Detail Pages • Category content • Navigation • Onsite Search • SEO	• Paid Search • Onsite Search Banners • Targeted Email and CRM • Social Campaigns • E-Coupons	• Launch Plan • Post audit method & key metrics

Omni-channel Path to Loyalty – No longer linear

Digital tools and search engines can prompt shoppers to **BUY NOW**, by-passing a traditional shopping trip or retailer.

Comparisons, like price checking, can prompt a shopper to reconsider the retailer on the spot.

Subscription and Auto Replenishment options bypass traditional product and retailer selection- preserving **LOYALTY**

Trip Type

Inform

Retailer

Mission

Compare

Locate

Offer

Select

Cross Sell Reco

Broadcast

Digital

Experiential

Awareness

Word of Mouth

Social

Buy

Subscribe

Carry out

Pick up

Delivery

Fulfillment

Shipment

Advocate

Reviews

Loyalty

Experience

Post Purch CRM

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Omni-channel Category Leadership
Uncovering Opportunities & Strategies for Growth

Omni-channel Insights	
eCommerce Site Audits Reporting	**eCommerce Category Usability Study**

• Detailed category audit across key ecommerce sites
• Category Products Review
   • Share of marketing & assortment
   • Product ranking
   • Recommendations
• Category across retailers
   • Navigation and Taxonomy
   • 4 P's analysis and benchmark
	• Quantitative study of usability on a key retailer site and competitors
	• Uncovers pain points and abandonment for the category
	• Develop a series of content and navigation solutions that drive up conversion rate.
	• Develop solutions to improve taxonomy (naming of the segments).

Merchandising Fundamentals

eCommerce Custom Packs is driving smaller brands to the top!

Perfecting the Pack is Winning Consumers

Example of Earths Best Variety 12pack Frustration Free, Subscribe & Save, Unique to Amazon

- At $0.92/jar this is $0.10 above Mass

- At $0.78/jar this equates is slightly above promotions in Mass

Supplier Builds Great Marketing Content

Syndication Partner provides content management engine

Interactive Tour

Detailed Why to Buys

Syndication Partner

Videos

Product Images

Retailer Adds one line of JavaScript to the site template

Digital Experience

Web Analytics via Heat Maps tool helps supplier understand retailer page visitors and thereby increase revenues with actionable visual reports.
- JS pixel on the page
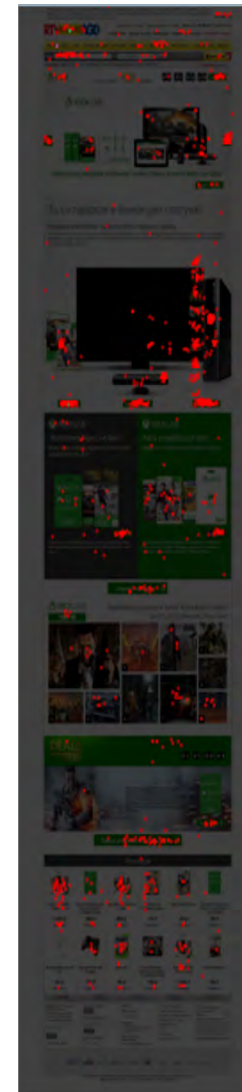
Case Study:
eCommerce vendor collaboration to improve search and landing pages

Supplier and Retailer combine research around Rising Search Queries….

Competitive Best In Class Digital executions are collected and….

A Collaborative digital plan using vendor assets and creative is built.

Next Steps

1. Find one partner.

2. Do your insights homework.

3. Structure a project team.

4. Align on a project charter.

5. Build a plan and…

6. Measure, measure, measure.