



Reinventing Retail Quick Guide

Vol. 2

**DRIVE ONLINE
CUSTOMERS OFFLINE**

to accelerate your omnichannel
strategy in the next phase of retail



Drive Online Customers to Offline





“We’re forgetting the stores in the omnichannel vision ... What tends to happen when online comes into a retail business is everyone goes, ‘Look, online is so shiny. We’re just going to focus on online.’ And then the [in-store approach] tends to look at online as ‘[They are] a separate bucket now ... online and offline – they’re two separate entities.’ But the actual fact is, they really should be combined because, let’s face it, customers do shop in both places.”

Mike Cheng, Head of Digital, City Beach



“We evaluated the competition ... and felt Emarsys showed opportunities on how the team can leverage, build, and deploy campaigns more effectively and efficiently at lower cost using less time and resources. Emarsys has the right solution for our current and future growth expectations relating to marketing maturity.”

Catherine Rezabeck, Digital Experience Solutions, New Balance

A complete omnichannel retail strategy includes a strong digital presence that allows you to drive online customers to offline, and offline customers to online. In this quick guide, we'll look specifically at online-to-offline engagement.

Bring Newly Acquired Online Shoppers In-Store

Although many nations are still in flux and at different stages regarding the COVID-19 pandemic, many stores are beginning to reopen. Now it's time to make the most of the new online customers acquired in your database during the last few months.

Customers may be eager for in-store shopping experiences after having been relegated to purchasing strictly online during lockdown. If a customer's first and only experience with your brand was online, you now have a chance to encourage them to buy from you again, in-store. This not only continues the customer's journey with your brand, but it also serves as an opportunity to make up for lost in-store revenue.

Look for insights about your customer's preferences in your product and sales data related to online purchase history. This will allow you to send that customer relevant personalized communications to drive them into the store.

Embrace “ROPO”

ROPO — or “research online, purchase offline” — was trending even before COVID-19 shook up retail.

Whether the goal is to avoid eager salespeople or to enjoy the convenience of browsing from home, many shoppers start their product research on the web or their mobile device. But instead of making the purchase online and having to pay for shipping or deal with long delivery times, they prefer going to a physical store to complete their purchase.

In this scenario, consider using a customer's web or mobile browse behavior and geolocation to encourage them to purchase in-store. Driving them into the store gives them the opportunity to truly experience the product and engage with your brand in a novel way.

Encourage Click-and-Collect

Click-and-collect — or “buy online, pick-up in-store” — is another profitable trend that retailers have been taking advantage of, especially during COVID-19. Depending on your country and region, not all stores are opening at the same time or rate. The ones that are open may be facing continued restrictions — such as in-store occupancy or strict social distancing guidelines.

Customers who want to research online, or want the immediacy of an in-store purchase, but are adverse to entering a store — due to health and safety concerns, long lines of customers, etc. — will prefer a click-and-collect option. This benefits the customer by offering an essentially touchless experience, and they don't have to pay shipping costs or deal with delivery issues that online shopping presents.

This also benefits the retailer because it helps limit the number of people in the store, which keeps staff and other customers safe. Overall, it's another emerging, profitable method to drive omnichannel customer engagement.





Using Digital to Drive Omnichannel Engagement

In the next few years, a larger pool of digitally-savvy consumers — many having been forced to adapt to digital due to store closures — will emerge .

As stores begin to reopen, consider ways to connect with new and existing customers digitally. What tactics might you use to drive **omnichannel** engagement?

Lead re-engagement — identify cold leads and gradually re-engage them through a series of personalized campaigns.

Win back defecting customers — engage customers on the verge of becoming inactive with product recommendations and discounts, supported by social ads.

First-time store buyer to repeat online — encourage an offline-purchasing customer to make their first online purchase.

Customer research online, purchase offline — offer a loyalty-based incentive to customers that make an in-store purchase following their online research.

Putting It All Together

If the past several years have been any indication, the retail industry will continue to rapidly evolve. In turn, so will customer expectations. Thus, the burden is on brands to provide highly-satisfying experiences, engaging buyers when, where, and how they prefer. This is why having an omnichannel approach to customer engagement is so critical.

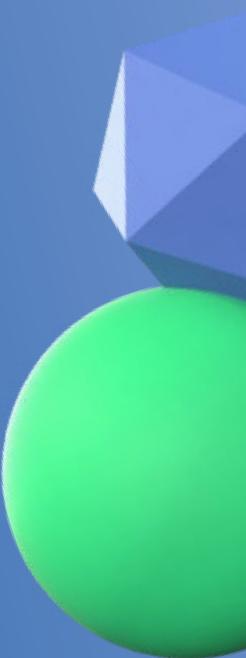
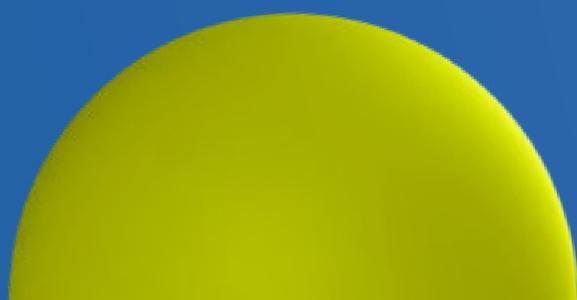
Your ability to **drive online customers offline** is one of the most critical factors in determining whether your brand can succeed in the next phase of retail. Physical stores are an important channel for customer engagement, and one of the most powerful channels in the omnichannel vision when it comes to moving first-time buyers to lifelong, loyal customers.

Companies successfully leading online shoppers into their stores are using a unified commerce solution — with customer, product, and sales data stored in a single customer engagement platform — so they can have a single view of customers, no matter where the customer is shopping.

As you look to build a complete omnichannel strategy that will enable your brand to achieve better business outcomes in the next phase of retail, driving online customers offline must remain a top priority.

Learn how Emarsys can
**accelerate your brand's
omnichannel retail strategy.**

Visit emarsys.com/demo



OUTLET/CITY

M E T Z I N G E N

“What we’re seeing changing now is this so-called ‘ROPO’ business. More people are researching online [and] purchasing offline, especially for us as a destination. We had a lot of traffic on our website before we had an online shop. [Buyers are] checking on the Internet to see which brands and offers are [available] as a preparation for their brick-and-mortar visit. The expectation of the customer is to get an overview of products and prices.”

Dr. Stefan Hoffman, Managing Director,
Outlet City

TOOLSTATION

“With all our customer data now in one place, we have a deeper understanding of the level of engagement we’re achieving across various channels, and the different types of campaigns our customers like to see. Consolidating our data into one platform was always going to be a huge priority for us ... and Emarsys ... will enable us to be responsible custodians of all the information we hold.”

Greg Richardson, Head of Marketing,
Toolstation



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