GameStop Deals

Why are flyers important?

We decided to use a flyer to showcase GameStop's latest promotions alongside our other marketing channels, like our website and advertisements.

In conducting a survey of other retailers, we found that flyers are still a valuable marketing tool.

Our flyer makes it easy for customers to find the best deals on the games they love, and serves. Our flyer highlights the latest and greatest products, promotions, and deals we have to offer.

By using a flyer as part of our marketing strategy, we are able to connect with customers and drive sales in an efficient and effective way.

How It Is.

Current Issues.

How It Should be.

Why It's Better.

How It Is.

Shown here is the actual Italian "Volantone", a collection of monthly offers and promotions.
It started as a printed flyer sent to the stores, used as a tool by both employees and customers.

At the moment the Volantone only lives on our website in its digital form.

Main Purposes:

- Show customers which promotions are active instore and online.

- Keep up with partners' temporary offers and latest releases.

- Have a better link between the volantone itself and our website.

- Moreover it should help customers with a more detailed desctiption of each promotion/offer.

Acquisition Overview

The slide displays the acquisition of data regarding customer interactions with various pages of the PDF uploaded online, which contains active promotions both online and in-store.
The analysis range covers a Fiscal year 2021 of monthly offers.

554291	0.47%	1m44s	45s
Page Views	% of Total	Avg. Time of Page	Avg. for View

59.71%	37.17%
Bounce Rate	Avg. for View

Current Issues

- Graphic Amends

- Prices and Updates

- Mobile View

- Web Links

Graphic Amends.

To fix any tiny issue within one of the promotions the graphic team needs to edit the entire page,
re-export it and send it to the web team to be re-uploaded.
This process is slow and time consuming.

Prices and Updates.

Whenever a promo gets a price update the graphic team need to re-export all the page instead of having a responsive link between the product page and the item shown on the Volantone.

Mobile View.

It becomes unreadable. The file is not dynamic and therefore it's not responsive.
This becomes a problem when you have 70% of users viewing the Volantone by mobile
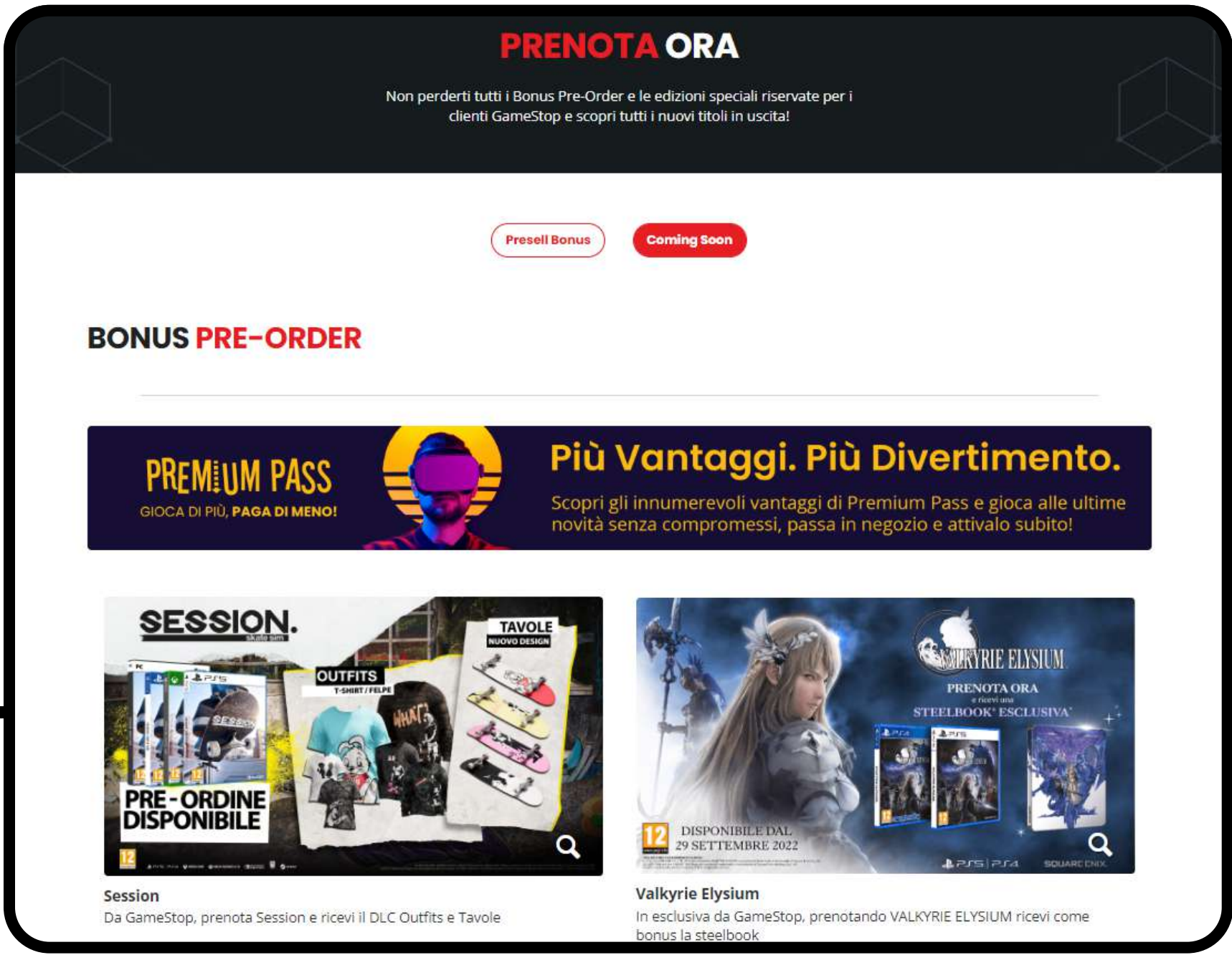(data collected on Microsoft Clarity).

Web Links.

It's not possible to link single items or promo, you can only link each page to one website section.

E.g. By clicking on whichever product shown on the presell page you'll be redirected on the generic preorder landing page.

Current Volantone's **Preorder Section**

Our Website **Preorder Section**

From Volantone to GS Deals

We have addressed some issues that were slowing down the process of using the paper version of our flyer by creating a fully responsive and user-friendly digital flyer for our customers.

With the digital version, customers can quickly and easily browse through our latest deals and promotions from their desktop or mobile devices. This new tool allows us to better connect with customers and provides them with a seamless shopping experience, no matter where they are.

By embracing digital solutions, we are able to provide customers with the most up-to-date information and ensure that our marketing efforts are as effective as possible.

Easy to update.

Working on a tool which works with elements and modules makes the editing and updating process faster and more efficient.
Every block rearranges itself automatically on an ideal grid hence all the editing are done by single entity rather than re-uploading an entire page per time.

Reactive UI.

All the information inside GS Deals are linked to our internal database so that text, promotions and prices are kept up to date in a blink of an eye.
Updating products will be easier and will let us on top of our commercial shifts.

NUOVO
149.98€ ~~179,98 €~~
Sedia Gaming NACON – PCCH-350

NUOVO
98.98€ ~~149,98 €~~
Sedia Gaming NACON – PCCH-350

Fully Responsive.

The new design works wonders when adapting both on desktop and on mobile view. Every element in the page resize and rearrange itself in the best way possible to be easly readable and usable. Users are free to navigate wherever they want: this keeps them engaged and it should reduce the drop-out rate overall.

The main breakpoints are of course dedicated to Desktop, tablet and mobile. However, the design is able to adapt to all the most used screen widths.
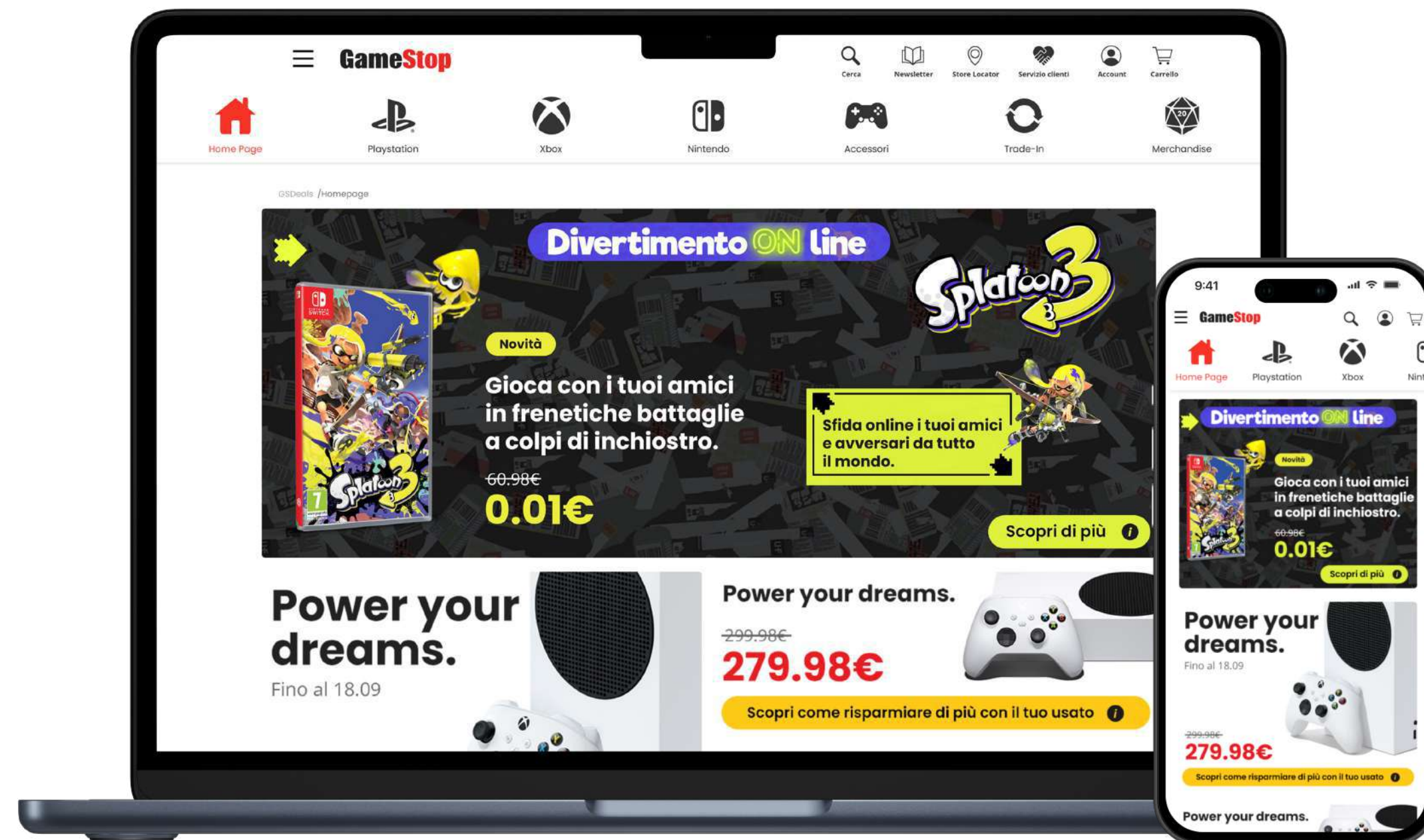
Dynamic & Interactive.

Each element in the page now is fully customizable with its own link. This improved feature makes
the tool much more merged with our website and therefore much more relevant
in a digital environment.
Our goal is to make our website and GSDeals more interconnected and consistent.

Additional Cool Stuff

- Decreased Drop-Out Rate

- User Friendly Navigation

- Dedicated Info Pop-Up

- New Improved Design

Decreased Drop-Out Rate.

Based on our MS Clarity data, the longer the page is the higher the drop-out rate gets. That is why we opted for a leaner and more minimal structure that could develop both on macro and micro categories.

Therefore, with keeping the page short, users might be less inclined to drop out before having discovered all the content advertised.

Avoiding useless and endless scrolls is the best way to keep customers engaged and willing to explore all that GS Deals has to offer.

Improved Navigation.

GS Deals is redesigned to be as intuitive and efficient as possible.
The new Built-in navbar grants a smooth navigation throughout sections both horizontally and vertically.

The old Volantone is now summarized into sections which contains all the information and news related. This new structure improve contents hierarchy and visualisation.
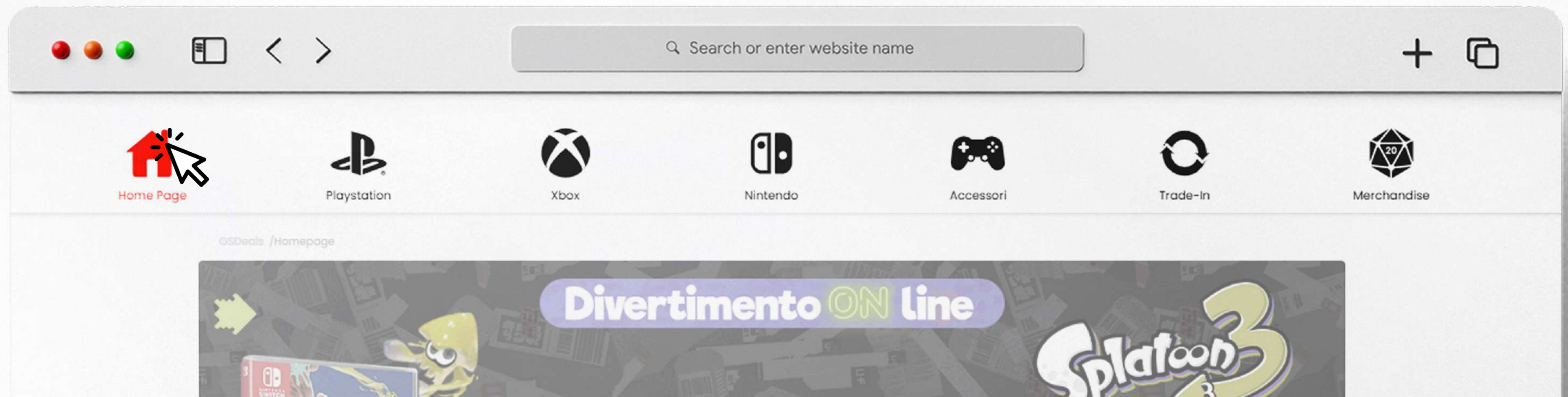
Dedicated Info Pop Up.

Reducing all the promotions into single blocks might be hard when promotions are complex
or demanding. Moreover, it might be necessary to add further and dynamic information such as links, images or similar.

We came up with the solution of placing optional pop up within every block that can increase the promotions information or just extend user awareness around a specific topic.

Those are not mandatory and are primarily used to keep all the points simple and clear.
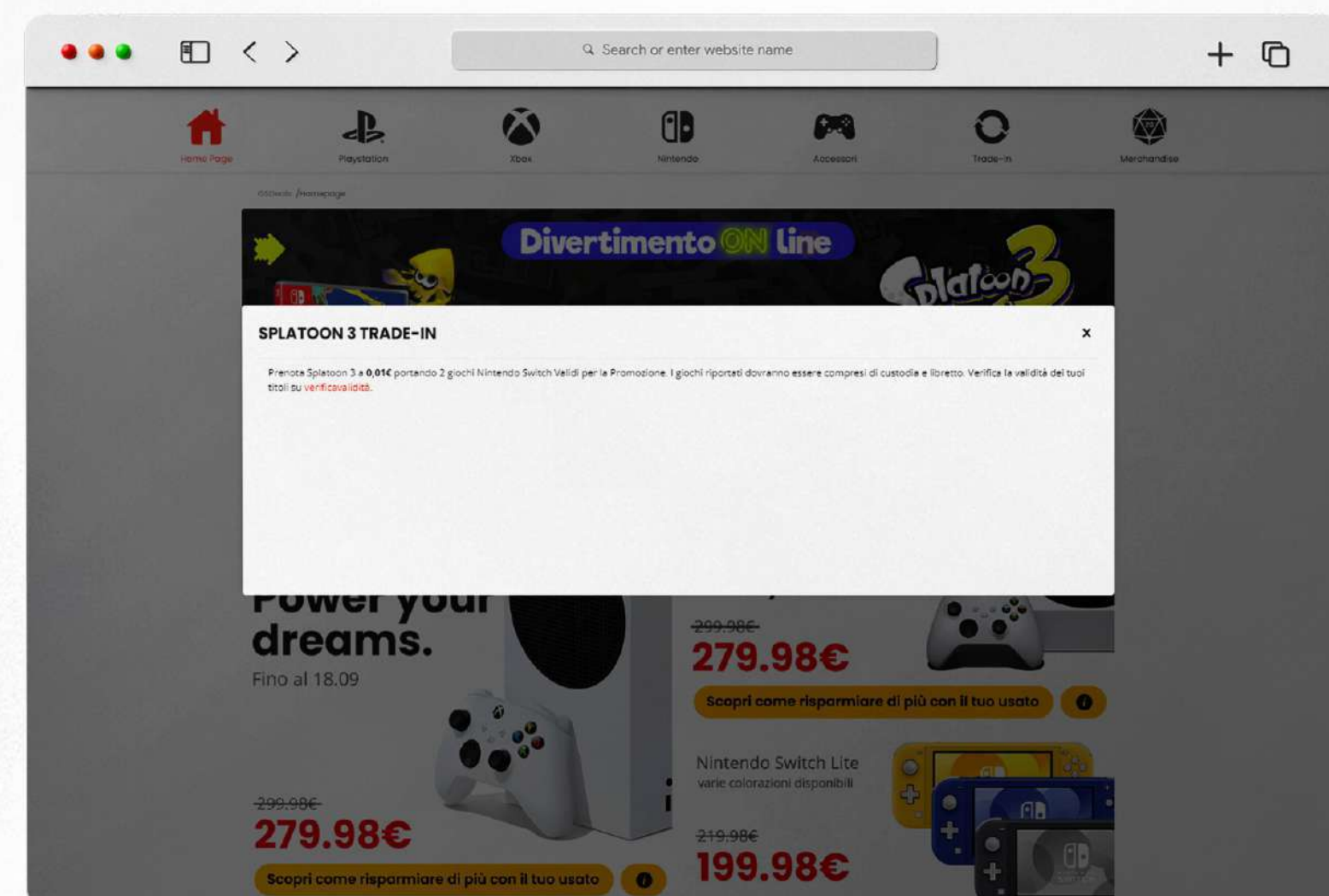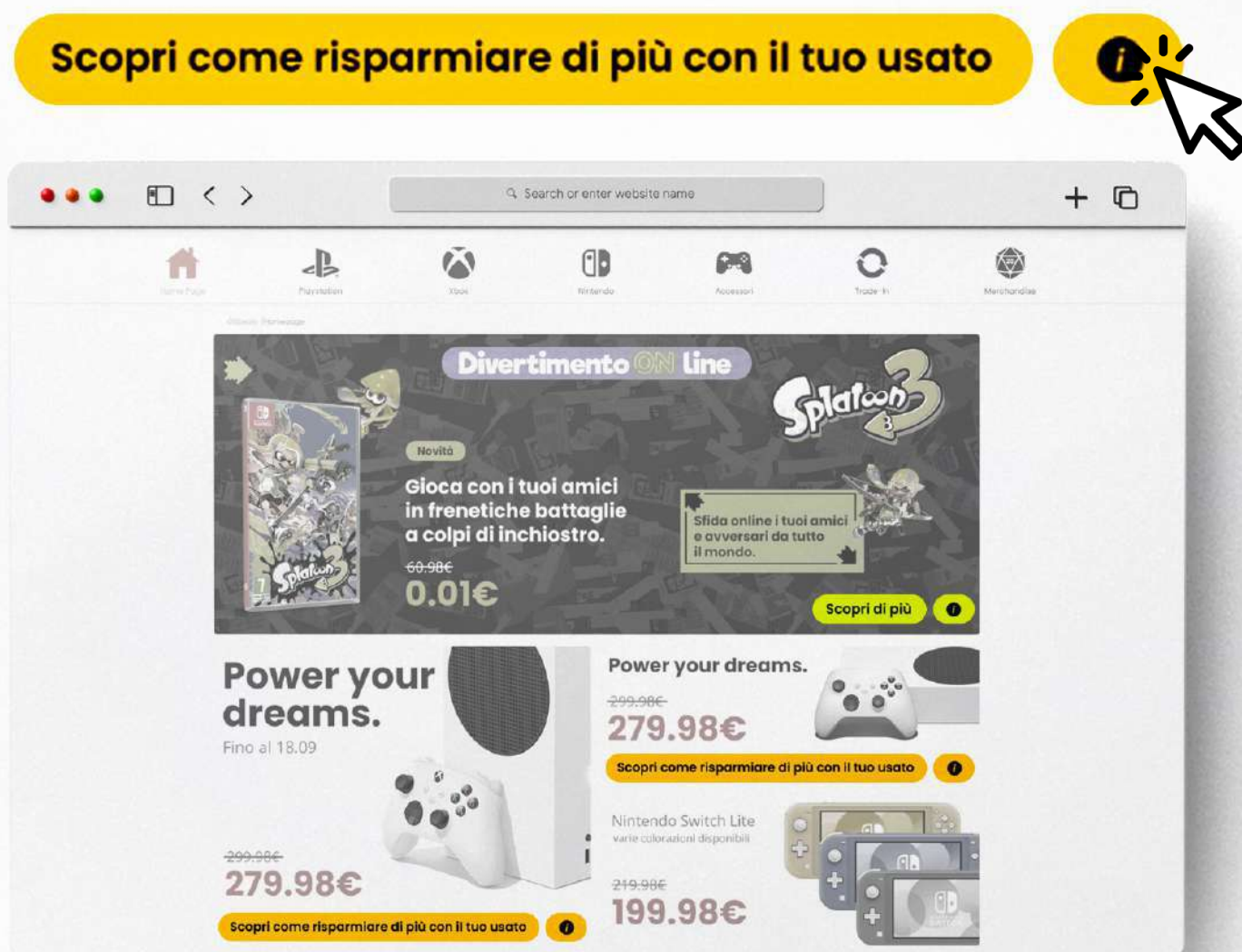
New design.

The new design is simpler and website-like. We kept it fresh & short by dividing GS Deals in different sections and through the usage of different components in order to not be redundant and focus the attention on our deals.

Each section has their own purpose and invites users to move freely across the whole environment. The redesign made on the promotions display makes it easier for our potential customers to understand exactly what they're looking at, inviting them to seek for more informations at the same time.
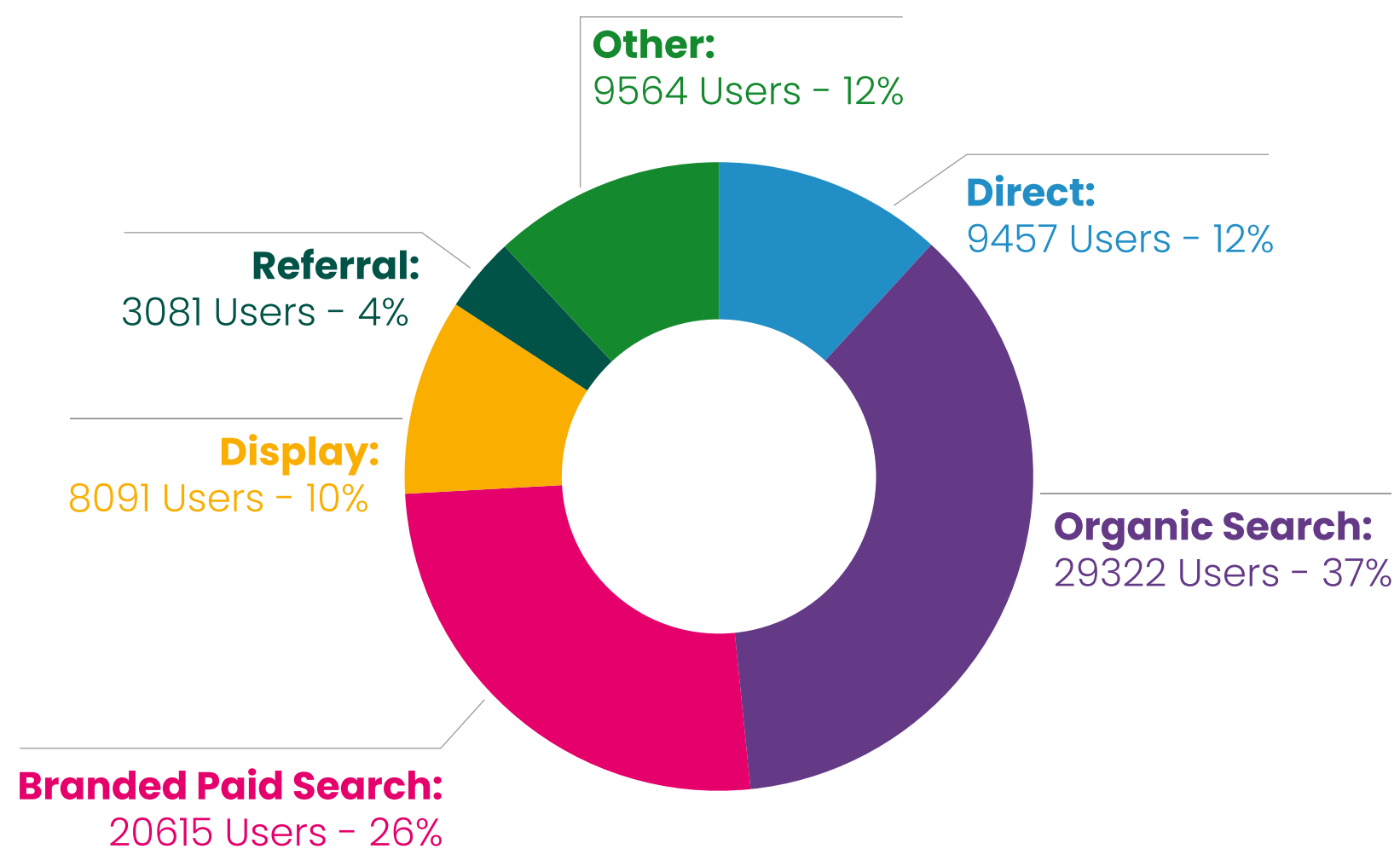
Comparative Data

The slide displays the acquisition of data regarding customer interactions with various pages of the PDF uploaded online, which contains active promotions both online and in-store. The analysis range covers four months of monthly offers.
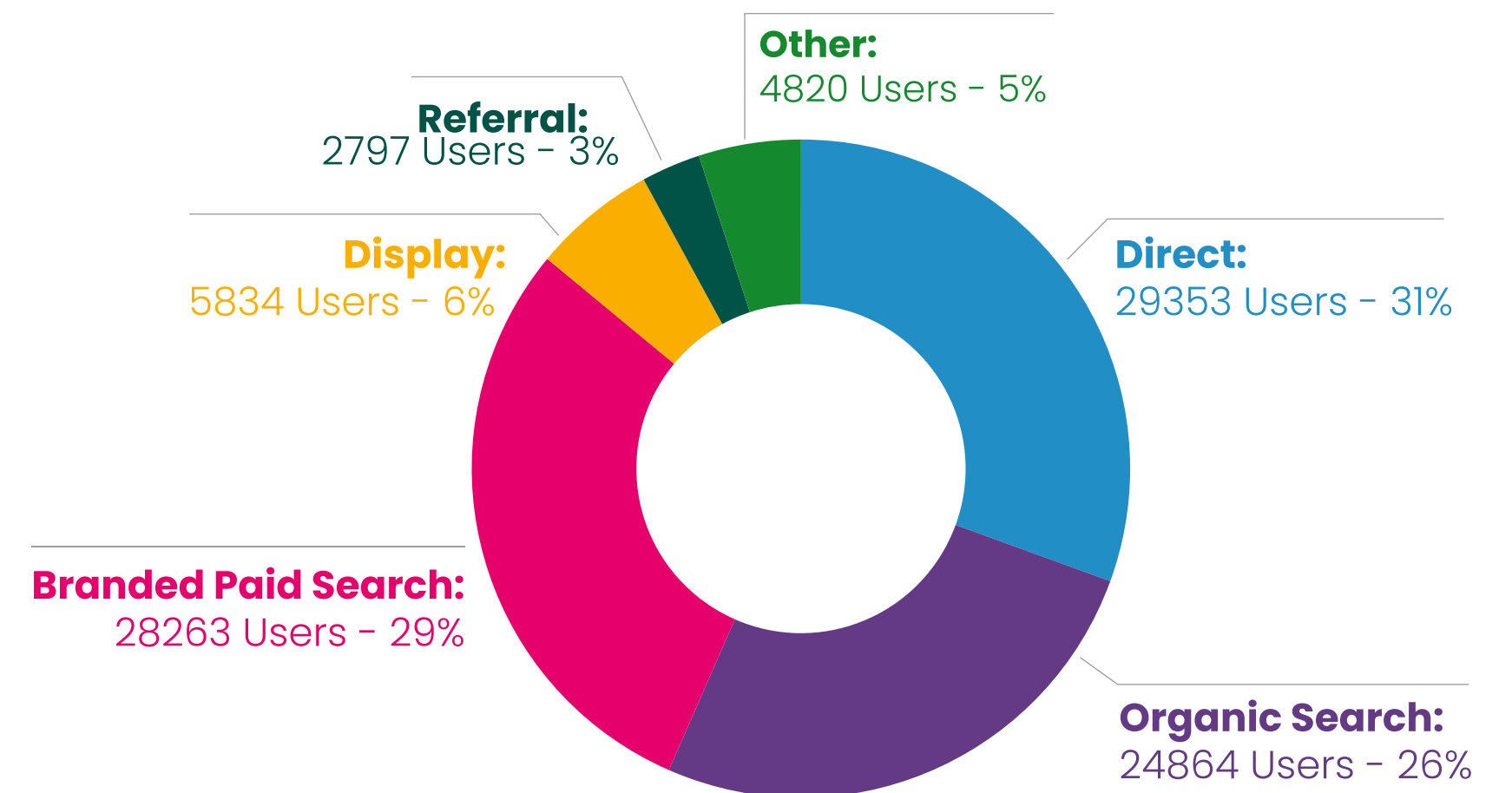
Old Monthly Flyer - Default Channel Grouping
From 10.27.2021 To 02.08.2022

Other:
9564 Users - 12%

Direct:
9457 Users - 12%

Referral:
3081 Users - 4%

Display:
8091 Users - 10%

Organic Search:
29322 Users - 37%

Branded Paid Search:
20615 Users - 26%

GS Deals - Default Channel Grouping
From 10.27.2022 To 02.08.2023

Other:
4820 Users - 5%

Referral:
2797 Users - 3%

Display:
5834 Users - 6%

Direct:
29353 Users - 31%

Branded Paid Search:
28263 Users - 29%

Organic Search:
24864 Users - 26%

Comparative Data: Old Monthly Flyer vs GS Deals

The slide presents data acquisition related to customer interactions with different pages of an online uploaded PDF that contains active promotions both online and in-store. The analysis covers a four-month period of monthly offers. As the tool is still in its early stages, the observation time span was limited to four months from its launch. The provided data indicates encouraging results, even though the tool has only been active for a short period compared to the popularity of the old Volantone.

GS Deals - Default Channel Grouping
From 10.27.2022 To 02.08.2023

117011
Page views

1m02s
Avg time on page

0.61%
% of Total Page views
+8%

44.08%
Bounce Rate
−18.2%

In Conclusion

Based on the data presented today, we are optimistic about the future of our online and in-store promotions through GS Deals. Despite the tool being in its early stages, the four-month analysis has provided encouraging results. The positive trend in customer interactions with GS Deals indicates that our new way of communicating promotions is resonating with our target audience.

We are committed to listening to customer feedback and continuously improving our efforts to enhance customer engagement and sales. With this approach, we are confident that we can build on our success and achieve even greater results in the future. Thank you for your attention, and we look forward to the exciting opportunities ahead.

Thank You

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