

Ecommerce at the Speed of the Shopper

Agencies and Brands Need to
Become One with the Customer



eCommerce is rapidly evolving from search, purchase, and fulfillment as the shopper experience becomes more sophisticated, and better data is available to put brands in touch with the consumer. The shopper experience has become what Google calls, the Messy Middle, consumers exploring, buying, and fulfilling their needs in increasingly complex ways that require brands to consume vast amounts of data to gain insight. Yet, agencies, brands, and retailers are all limited by accessing the same data - readily available search intelligence and publisher data from Google, Amazon and others. First party data from brands might be available, but it's inconsistent and doesn't take potential consumers or competitors into account. As a result, agencies, brands, and retailer executives need unified, holistic visibility into the shopper experience, particularly shopper attributes, where the journey meets the digital shelf and every touchpoint is optimized for eCommerce performance.

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What are those shopper attributes, and how are they analyzed in conjunction with search, product, or marketplace intelligence? Shopper attributes enable agencies, brands, and retailers to go much deeper into the nuances of the shopper journey. Shopper attributes may include enrichment of product titles based on gender, purchase behavior based on geo or by type of device, or the impact of shipping and fulfillment promotions. The holy grail of eCommerce, and the shopper journey, is an

ideal customer profile defined by shopper attributes. But there is no single ideal customer profile, but many exhibiting different needs and behaviors at any particular point in time.

That's why, unlike anywhere else, GrowByData clusters and groups massive amounts of shopper data, across all of these dimensions, and narrows the infinite possibilities to the best opportunities, presenting them to you with unified search, product, and marketplace intelligence. Agencies, brands, and retailers then have visibility into how shopper attributes affect the digital shelf, for example how consumers search, and how that impacts their experience on a product page or in a marketplace. Let's take a deeper look at shopper attributes and demonstrate their impact.

MASTERING THE BASICS: SEARCH AND PRODUCT INTELLIGENCE

At its core, shopper attributes have a very tight relationship between search and product intelligence. There is a treasure trove of shopper attributes across SERP components that manifest itself on product pages on marketplaces or direct-to-consumer sites. For apparel and other soft goods, these attributes may include gender, color, size, or type of material. In the case of hard goods, price may be a consideration, and SERP components like video, images, ratings, reviews, and People Also Ask, may reveal insight about a particular type of shopper.

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These searches and SERP components reveal several types of insight into the shopper experience. First, a shopper, with particular attributes, e.g. gender, size, or lifestyle interest, clicks on a product and has an expectation of a product experience based on the search. This means their expectation may include, at the very least, their gender in the product title, their size, and color preference all matching their search in the product description. But it probably also means so much more - high quality product content, good ratings, enough reviews, attractive price, promotions, and availability. These are critical for a satisfied experience that aligns to a shopper's attributes from the search. Enhancing the product page further with A+ content, including multiple images and video, and answering questions & answers further increases the likelihood of a purchase. Second, the combination of shopper attributes gained from search and product intelligence produces rich shopper data when a conversion takes place that then replicates improvement in a brand's search and product strategy, leading to further purchases. For example, a new customer may have been acquired by making a Father's Day purchase based on a particular promotion, and as a gift. Those attributes gleaned from the search and the product page provide insight into offering other gift promotions to that consumer during other holiday periods.

It also produces interesting data if a purchase is not made, and helps the agency or brand determine which shopper attributes were not satisfied. Did lack of videos or reviews lead to loss in conversion? All of this insight is gleaned from a very basic example. Extend this example deeper into competitive and marketplace insight, and the implications of the power of shopper attributes and its impact on the shopper journey become game changing.

DEMYSTIFYING THE SHOPPER EXPERIENCE: PRODUCT AND MARKETPLACE INTELLIGENCE

Shopper attributes associated with search, the findability component of eCommerce, is useful because it is the beginning stage of the shopper journey. However, that's where most agencies and brands stop, taking a search-centric approach to helping the consumer find the right product. But the shopper journey is a continuous one that finds the brand experience on the marketplace or seller page to be the most critical issue. This is where the shopper determines the buyability and availability of the brand. Understanding the shopper's attributes at this stage helps the marketer optimize the brand experience to increase eCommerce performance.

Let's start with the rich shopper attributes that are available from experience on the product page, and how those also relate to marketplace intelligence. We've already established shopper attributes related to searches that give us insight on gender, taste, size, color, or other preferences. Now shoppers interacting on the product page give much deeper insight into their attributes as to how they relate to your brand, rather than how they search for a particular product. This latter point is particularly important.

Based on your brand category, does a shopper react to the need for more information to make a decision, reviewing videos, images, reviews, questions and answers, and specifications? Are those behaviors related to the initial search attributes in some way that produces a correlation to the type of shopper? What about the shopper identifying themselves by logging into their account through a special program like Amazon Prime or Walmart Plus, and then relating the behavior on the page, and the resulting attributes, to cohorts of consumers? Taking it one step further, once these attributes are identified on the product page, perhaps based on a purchase decision, an ideal customer profile may be formed with other consumer data. Then the shopping experience, the product page, and all of its dimensions, could be scored to determine further optimization of the experience.

For example, on the product page, multiple dimensions may be scored, using GrowByData's Product Detail Page scoring tool. These dimensions include title, description, bullets, specifications, reviews, ratings, questions and answers, promotions, availability, videos,

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images, and other forms of A+ content. Comparing the scores for each of these components against the shopper's experience on the page helps determine what was most important to that shopper, and their attributes, related to a purchase. Weaknesses could also be identified

and further optimized. Perhaps the shopper spent time on videos or images, but they scored low, and the shopper purchased anyway based on a price or fulfillment offer. Optimizing for these other dimensions may lead to more purchases, and put less pressure on the need for promotions for this cohort.

It's not enough to understand what a shopper's attributes are or what are the dimensions that promote your brand. eCommerce marketers need unified visibility into shopper attributes and search, product, and marketplace intelligence to optimize interaction between consumer and brand at the point of purchase. That is where the shopper experience meets the digital shelf.

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UNIFIED VISIBILITY INTO THE SHOPPER EXPERIENCE: ONE TO MANY

The shopper experience is not one to one - the consumer and your brand. It is one to many - the shopper and interactions with your brand, other consumers, your competitors, and many marketplaces and sellers. Yet, agencies and brands, due to the limitations of not having unified visibility, plus shopper attributes, across search, product, and marketplace intelligence, focus on optimization related to their targeted shopper and the brand. As a result, eCommerce marketing is one dimensional, yet the consumer is multidimensional - having many choices across brands, marketplaces, and sellers all available in seconds through mobile devices, regardless of time or location. No wonder optimizing performance is so limited.

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Imagine having visibility based on the shopper attributes we discussed and applying that insight to how that cohort of consumers behaves with your competitors, or across

marketplaces selling your brand. Do they behave differently with your competitors and do you know why? Are other marketplaces helping you provide the optimized experience your brand requires? Are you optimized for the way that particular marketplace operates? This is where unified visibility involving search, product, and marketplace intelligence, overlayed with competitive data and shopper attributes, dramatically improves eCommerce performance.

KNOW YOUR CUSTOMER, COMPETITION, AND BRAND

We've established the value of unified visibility across search, product, and marketplace with the added advantage of insight based on shopper attributes. However, to achieve true optimal eCommerce performance, agencies and brands must know the customer, the competition, and of course, their own brands. This is where customized insights specific to your business provide a real competitive advantage. With those customized insights, for example at the SKU level of your brand and your competitor's, and then with visibility into dimensions like share-of-voice, product detail page scores, promotions across marketplaces, and many other factors, eCommerce marketers are able to make holistic strategic and tactical decisions aligned to the shopper journey at a granular experience level. That means holistic visibility where these three dimensions come together:

- 1. Unified search, product, and marketplace intelligence with a competitive dimension**
- 2. Shopper attributes across the journey**
- 3. Custom insights specific to your business**

Contrast this holistic marketing intelligence to what eCommerce marketers generally use today - search intelligence, limited publisher data, and incomplete first party data - all siloed, with agencies and brands focused on bringing it together, rather than making strategic decisions that optimize performance.

YOU NEED TO BE AS HOLISTIC AS THE SHOPPER EXPERIENCE

Holistic visibility brings your eCommerce marketing strategy to a potentially differentiated level from other brands. Unified data and visibility, shopper attributes, and insights customized to your strategy creates a competitive advantage unavailable to other eCommerce marketers. Shoppers control their own experience, and competitors and marketplaces react to it, ceding optimized performance in the process. Proactive eCommerce marketing, driven by unified marketing intelligence, aligned to the deepest levels of the shopper experience, gives agencies and brands the opportunity to be as holistic as the shopper.

For more insights into how marketing intelligence will improve your eCommerce performance throughout the shopper journey, [download our guides](#).

Talk to an expert today by contacting info@growbydata.com or visit us at growbydata.com