

Unified Visibility into the Shopper Journey: How Brands Can Get to the Speed of the Customer

Technology, COVID-19, and a sophisticated consumer have changed eCommerce forever, and for the better. The convergence of these dynamics calls for more intelligent, faster, and improved marketing, since consumers not only control the shopper journey, they evaluate, buy, and try products at speeds brands have never experienced. Yet, brands, and their agency partners have limited insight through search intelligence, sparse data that Google provides, or sometimes incomplete first party data. This limited visibility that brands, and their agency partners, have is hindering, not improving the shopper journey. Today, a shopper within minutes can search for the best products and the best deals across Google, Amazon, Walmart and multiple marketplaces, and make buying decisions based on price, reviews, ratings, video, competing ads, special offers, shipping, and other criteria. Just as consumers holistically search, experience, and buy the products they need, brands need the same kind of visibility into the shopper journey and the digital shelf.

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BRANDS NEED TO ORCHESTRATE THE JOURNEY

Brands must think of themselves as part of the orchestration of the shopper journey and the digital shelf. To get there, brands must first act holistically by helping the shopper meet their needs through a superior journey experience of finding, interacting with, and delivering your product. However, brands cannot orchestrate that experience without marketing intelligence that provides unified insights across all the touchpoints in the shopper journey. That means getting more and better insights and working with them differently than you have in the past, including how you work with your agency.

Marketing Intelligence to analyze the shopper journey must be the backbone of your brand. You must leverage information about shoppers to craft strategy and tactics for your brands. As search engines, marketplaces and consumer preferences evolve, your marketing strategies and tactics must be constantly updated to open new opportunities for your brand.

WHAT IS MARKETING INTELLIGENCE?

Marketing Intelligence enables deep understanding of the meandering shopper's journey across the digital shelf. Executives must gain insight to help your brands thrive.

This involves gathering day-to-day information about your and competitive brands' activities across the digital shelf and analyzing that data to uncover opportunities. This data can be used to formulate your brand's marketing plans to boost brand awareness, increase sales, and proactively avoid emerging threats.

There are three types of marketing intelligence:

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SEARCH INTELLIGENCE

This gives you holistic and granular visibility across Google and Bing across all ad formats, not just paid and organic. By staying abreast of changes in Search Engine Results Pages (SERPs) on keywords searched by billions of users, you have a current pulse on your Share of Voice as seen by the digital shopper.

Hyper-target consumers in your brands' core markets through these dimensions:

Holistic SERP Analysis

Understand how Google is changing what it is displaying above the fold. Understand how your share of voice changes every day. Get insight into your SERP depth by understanding strength in each SERP component - text ads, display ads, shopping, local ads, People Also Ask, Twitter, videos, knowledge panel, featured snippet and others. Detect competitors encroaching on your brand keywords' SERP page. Laser focus on SERP page dominance on strategic keywords that drive 80% of traffic.

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Ad Intelligence

Understand your brand's visibility on ads in near-real time across geographies and devices.

Understand and improve your ad's performance across PLA, Showcase and Text ads.

Understand adoption of your brand's shopping ad extensions versus the competition. This has a major impact on clicks. Track across categories, brand vs non brand, keyword types and lots more for your cohort of competitors and emerging brands. This multi-dimensional visibility is invaluable to your ad team to improve ad attractiveness to the shopper.

Broad SEO Intelligence

Increase your organic visibility by understanding presence across organic, People Also Ask (PAA), images, videos, Twitter, and others. Craft a strategy to improve visibility above the fold across seed, mid tail, and long tail keywords across keyword volume. Understand how to get into People Also Ask and videos and other gateway products to skyrocket to the top of the first page.

Despite the tremendous power of holistic search intelligence, brands aren't maximizing this new paradigm. Today, search intelligence, which is readily available to brands, is limited in its visibility into the shopper journey. Brands need to leverage holistic, evolving visibility, which goes beyond search intelligence, to boost performance and win the attention of your digital shopper.

MARKETPLACE INTELLIGENCE

Shoppers do not just do a Google search and decide which product to buy. Many check the product on Amazon, then they may look at Walmart, Target, or their favorite marketplace like eBay, Best Buy or others. Thus, it is key to understand whether your brand has strong share of voice on marketplaces and looks attractive when a shopper does click.

You must gain visibility into your vs your competition's strengths across Amazon, Walmart, Target, eBay, Best Buy and others. You must understand how shoppers perceive the brand. For example, do the 3rd party sellers have poor customer service reviews, are prices in line with prices of competitors, are resellers violating MAP, are unauthorized sellers selling, are products sold in inferior channels, do the products have bad reviews, are favorable shipping options available, are promotions competitive, are videos and photos compelling, and so on? Focus on key marketplaces like Amazon and understand whether your brands are achieving Amazon Best Seller, are on top of the page through ads and organic positions, have adequate reviews, and have the right price and the right fulfillment.

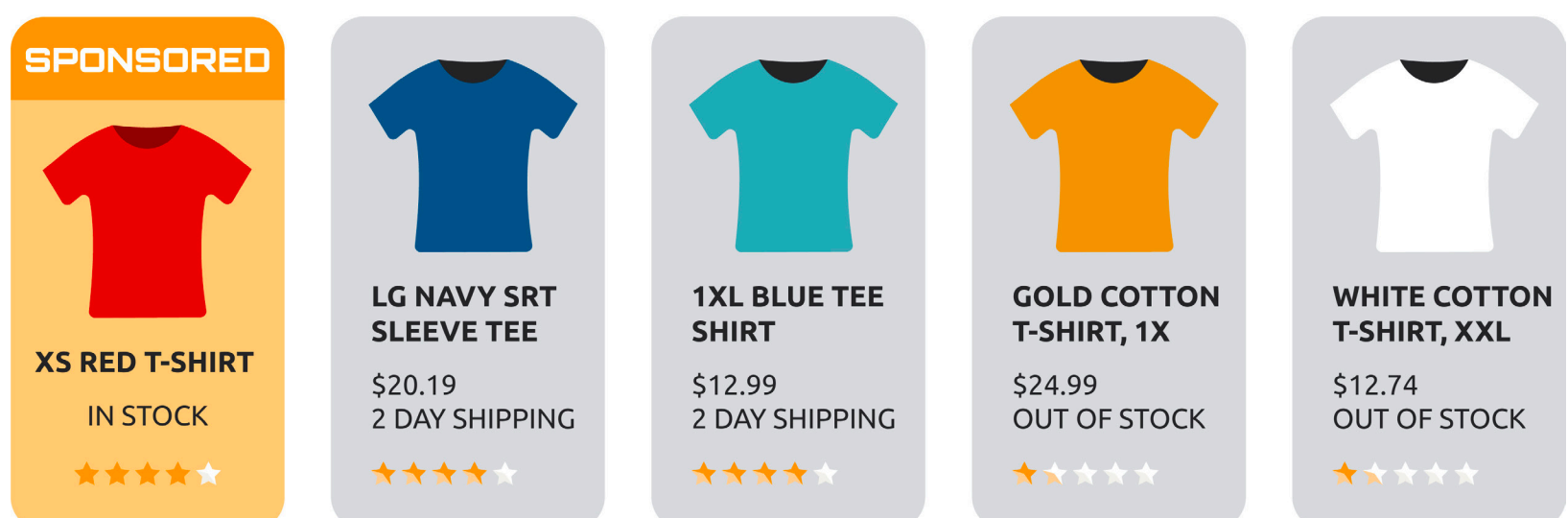
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On the Product Detail Page, understand whether the right product content is available and more. Doing this well is vital to bringing the shopper closer to purchase.

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Leveraging this, you can strengthen your in-marketplace presence. You can understand your competitors' popular products to understand what resonates with consumers. You can ensure the right pricing and availability by geography. Your shoppers in high demand areas must see your products, must be impressed, and must be able to purchase across geographies.

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PRODUCT INTELLIGENCE

Finally, assuming shoppers see your product, they click and experience your and your competitors' brands. Product intelligence offers visibility into the ingredients that tempt a shopper to click and purchase your products. To wow the shopper and have him or her purchase your product, your products must shine along the following dimensions:

Content

Product titles, description, categorizations, GTIN/ASIN, product images, videos and others must shine over the competition. As formats such as video gain popularity, you must add videos to popular products that do not have a video. Rich product titles are vital. You can enrich product title with brand, title, color, size, gender, and others.

Quality

You must understand product quality and boost credibility through additional positive reviews and ratings. If your products have bad reviews, are they due to bad service from the reseller? If the latter, you want to stop selling through such resellers and add higher quality sellers. Or are your products suffering from inferior quality? If so, you can retire those products.

Demand and delivery

You must assess promotions, inventory, shipping, returns, and availability to tempt the shopper – especially if your top competitors are offering them. If your popular products are out of stock, or do not offer free shipping, or free returns, or are not available for curbside pickup, or do not offer attractive pricing through sale tags or promotions, you can lose the shopper to a competitor offering these.

Shoppers interact with brands across multiple marketplaces. Even within their favorite marketplace, they go through the process of searching, to browsing the product, to adding it to the cart, to quitting and searching somewhere else, and then reading, searching it, holding it a few days, and then coming back and restarting once again. This is the meandering shopper journey that today can be completed in just minutes. To gain the sale in this fast paced, messy middle of the shopper journey, unified search, marketplace, and product visibility is vital to get a 360-degree view across digital shelves.

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BRINGING IT FULL CIRCLE

Holistic marketing intelligence, across a fast-paced shopper journey, empowers brands to create a great experience for consumers. This information must be actionable at a granular level to the marketing manager running day-to-day campaigns.

That's why we believe brands require three forms of marketing intelligence to gain a competitive advantage:

- 1. Unified Search, Product, and Marketplace Intelligence**
- 2. Enriched shopper attributes across Search, Product, and Marketplace Intelligence**
- 3. Custom insights specific to your brand across Search, Product, and Marketplace Intelligence**

Delivering all three at the necessary granularity, or through flexible visualizations, gives brands the insights they need to achieve a new level of eCommerce performance. One that is much more aligned to the shopper journey and that executes at the speed of the customer.



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