

Search Tunnel Vision: The Opportunity for Brands to Hyper-focus on the Shopper Journey

In many conversations we've had, we've heard brands hyper focus on search analytics and remain unaware of holistic visibility into the shopper experience. Everyone talks about and pushes search. The Shopper Journey now extends beyond search to include the product and marketplace experience. Brands need to improve the shopper experience, and they require unified marketing intelligence to gain insight. Brands are not sufficiently using marketing intelligence to get more clicks and sales.

“

The Shopper Journey now extends beyond search to include the product and marketplace experience. Brands need to improve the shopper experience, and they require unified marketing intelligence to gain insight.

”

Why should you care? Think as a digital shopper. As a shopper, you look at product prices, reviews, videos and lots more. You try to get deals by looking at promotions and expect free shipping and easy returns. You don't buy if a product doesn't give you this experience. This is a typical Shopper's Journey, but why are brands so focused on getting the shopper to the product only? Why are you pushing only SEO and ads to get the shopper's attention? You won't succeed if you bring a shopper to a product that offers an inferior experience. Shouldn't you focus equally on helping your brand offer the experience shoppers expect?

We caution that focusing only on search and ignoring the full shopper experience is putting your brand at competitive risk!

Despite the importance of an exceptional digital shopper journey, brands struggle here and hence have suboptimal ecommerce performance. Brands have this opportunity to add unified marketing intelligence to enhance the digital shopper experience and grow their ecommerce sales.

“

We caution that focusing only on search and ignoring the full shopper experience is putting your brand at competitive risk!

”


THE LINES ARE BLURRING BETWEEN THE SEARCH, PRODUCT, AND MARKETPLACE EXPERIENCE

A smart brand starts with smart search by bringing their brand to the channels the shopper is browsing. Amazon and Google are important. However, value shoppers browse Walmart. Target is a shopper choice with increasing online visibility and brick and mortar presence. A shopper in home goods checks out Home Depot and Wayfair. In electronics, shoppers check out Best Buy. As an brand, you must understand channels popular among shoppers and how to gain visibility here.

Assuming the shopper sees your brands, you want to catch their attention with the right offer. A smart brand goes into this area by utilizing product and marketplace intelligence to uncover what the shopper sees. On the digital shelf, you want your products to have tags like ‘Sale’, ‘Curbside Pickup’, ‘Price Drop’ and others. Unless your brand is a premium product, you don’t want Google ads to show that your products are exceptionally more expensive than other visible ads. You want to make the shopper comfortable with hundreds of 4+ star ratings and inclusion on review sites. You want to highlight free shipping and returns. When you get the shopper comfortable with your product, you get the click.

“
You want to make the shopper comfortable with hundreds of 4+ star ratings and inclusion on review sites. You want to highlight free shipping and returns. When you get the shopper comfortable with your product, you get the click.
”

Ads · Shop Bluetooth Speakers




Bushnell Wingman GP...

\$149.99

Bushnell Golf

Free shipping




Bose SoundLink...

\$129.00

Bose

★★★★★ (9k+)




JBL Charge 4 Portable...

\$129.99

Verizon

★★★★★ (7k+)

SALE




Free 2-day

Klipsch The One II...

\$187.00

~~\$249~~

Crutchfield



Bose SoundLink...

\$164.00

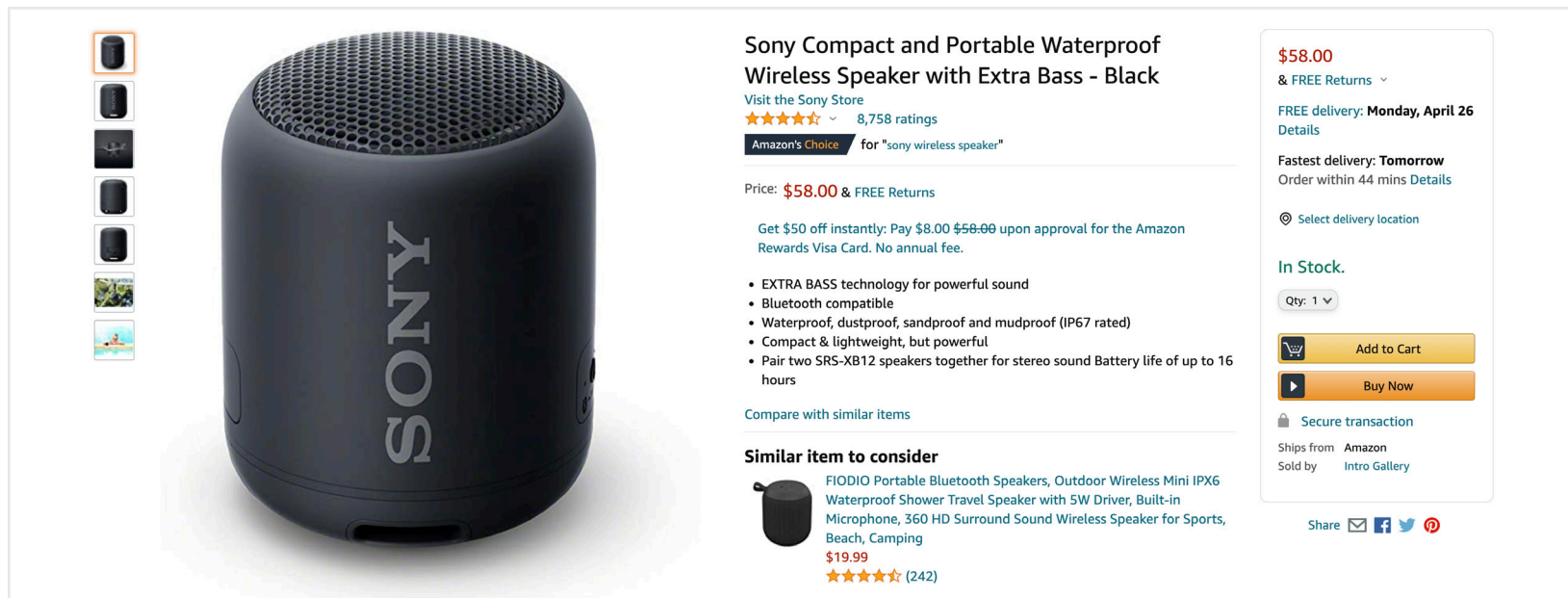
Bose

★★★★★ (7k+)

»

Additionally, Google and marketplaces are always coming up with new Shopping capabilities that catch the shopper's attention. You want to be one of the first to know about these capabilities and use them on your campaigns.

Yet that doesn't suffice! The shopper wants to experience the product by reading questions & answers, reviews (bad and good), watching video and browsing pictures, getting a sense they are getting a good price tempted with a promotion, and verifying free 2-day shipping and free returns. Stumble on any of these and the shopper browses away.



A NEW LENS INTO THE SHOPPER FOR BRANDS

As a shopper, this kind of journey is obvious. However, as a brand leader, does your brand delight the impatient and demanding shopper on the digital shelf? Is your brand on top of these ingredients to get the shopper's purchase?

Brand leaders intuitively understand that as a digital shopper it's easy to shop with Amazon Prime membership. Yet many are not looking at the world from this complete shopping lens. Many are relying on incumbent search marketing tools and limited first party data provided by publishers. They have zero visibility on how competitors are changing and what publishers are changing.

Questions for you to ponder - are you attracting a digital shopper with short attention wanting the very best product with the best price with the best experience? A tall order, but one that shoppers are expecting. Are you aware of competitor's new promotions and pricing discounts that can tank your sales? Do you know the changes Google is making that can hurt or help you? For example, are your ads showing up but are very expensive vs others in the Google Shopping carousel? Are you aware of new products competitors are launching or key

geographies they are pushing? You need this to drive your ecommerce growth.

IMAGINE A NEW, BETTER WAY TO MARKET TO SHOPPERS

You are serving Macy's. You understand Macy's competition by men's and women's clothing, home décor, cosmetics, toys and more across the top US metros. You understand competition with Nordstrom in San Francisco, New York, Chicago and Seattle in clothing, with Wayfair in home décor in Dallas, Miami and Atlanta, and with Target in toys in Denver, Phoenix and Washington DC.

You realize that Google ads are showing expensive Macy's men's shoes when you don't want to be perceived that way. You see that Macy's products don't have tags like sale and pickup today yet has pretty good reviews. And you are finding that Macy's is not offering easy free shipping. You extend your services to assist Macy's to address its weaknesses and customize its offering by geography.

A NEW WAY TO LOOK AT DATA

Help your brand catch the attention of the impatient digital shopper. You've done the hard work to gain visibility of your products in their top markets. Why wouldn't you want to add value to get the shopper to click? And why wouldn't you identify and fix weaknesses in your brands' product experience? You may already manage your product feed. Why not understand and improve your product reviews and rankings? Why not improve promotions when competitors are providing compelling offers and winning the sale? Why not enhance your creative to make product images and videos becoming compelling? Why not enable your brand to go into Walmart and Target? These will help your brand delight the digital shopper and increase your sales.

“
Why wouldn't you want to add value to get the shopper to click? And why wouldn't you identify and fix weaknesses in your brands' product experience?
”

As you read this, you may wonder how difficult it is to bring this to life. Given the latest advances in marketing intelligence, you can gain visibility directly from search engines and marketplaces. You can understand trends by geographies up to the zip code level at different times every day. You can track what is visible on desktop and mobile at the top of the screen,

which the shopper rarely scrolls below. You can understand whether and how you are appearing on Shopping Ads, Text Ads, People Also Ask, Organic and other SERP components. You must keep pulse of reviews and price cuts. You can learn what Google is surfacing at the top of the page, whether it is knowledge panel, or people also ask, or shopping ads, or other SERP components. Additionally, you can read the product detail page to simulate what the buyer browses to experience the product. Shoppers read titles, images, videos, descriptions, questions/answers, prices, promotions, fulfillment, and sellers and seller reviews to get comfortable before buying.

Next, you may be wary of data accuracy as Google and Amazon are constantly making SERP changes. Your visibility data can't dip if Google PLA ads move from top of page to right and show two columns of ads vs three. SERP visibility from Text ads can't remain the same if Google pushes them to the bottom of the page. With proactive data quality assurance techniques, you can detect these changes and remain confident in data quality.

The icing on the cake - your teams can easily utilize this data. Gain data in a format custom to your needs. Connect the raw data from marketing intelligence into your business intelligence tools like Tableau or Google Data Studios and the insights will appear on your team's dashboards. And you are not limited to macro trends data only. You gain visibility by shopper attributes like category, sub-category, gender, color, size, case pack and others by competition, geography and device, and be able to drive tactical improvements. To bring to life insights like better titles and advertising optimized by competitive pricing, push a product feed with recommended changes to the publishers.

PROACTIVE BRANDS **KEEP CUSTOMERS**

We are passionate on this topic. We believe this is the proactive, forward-looking brand's opportunity to align with the digital shopper journey and win. Ignore this and your brand position and product sales may go to a competitor that delights the digital shopper and wins the sale.

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