**IntelligentReach**

# ONLINE-TO-OFFLINE ADD-ON

Unlock a whole set of opportunities to transform clicks into footfalls, and reap the benefits of your O-2-O strategy.

AT A GLANCE

## CONNECT YOUR DIGITAL CHANNELS TO YOUR BRICK-AND-MORTAR STORES

### WHAT IS THE ONLINE-TO-OFFLINE ADD-ON?

The Online-to-Offline (O-2-O) add-on, is an extra function available on the Intelligent Reach Platform. It helps you manage your local inventory and store product data to run local ads and manage click & collect options across channels, like Google and Ebay.

## RIVER ISLAND

At River Island, we were pioneers of using LIAs when first Google launched it. However, connecting online to offline requires additional data and extra complexity to be managed. With the Intelligent Reach add-on, we can manage our local and online stock levels from one platform, with ease. We were able to remove complexities to focus on our digital promotion and drive sales

– Ashley Addison – Paid Media & Search Lead
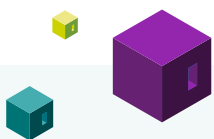
THE CHALLENGES

## WHAT'S BEEN STOPPING YOU?

Local ads help you connect your online buyers to your physical stores and offers collection options, improving their shopping experience at their convenience. But it doesn't come without these common challenges:

### COMBINING AND AUTOMATING STORE DATA IS HARD

Adding information about your stores and item availability means adding and managing a whole new set of data to combine with your product feeds. This data needs to be constantly automatically updated, and this is hard to do manually.

### STORE DATA ACCURACY IS ESSENTIAL BUT EFFORT-DEMANDING

Whether you are using Google and its merchant-hosted local shop front, on display to order, or the collect today feature, or selling on eBay with its in-store or curbside collection option, your data must be accurate. Otherwise, you will jeopardise your buyer's journey and their experience with your brand.

THE FEATURES

# POWER UP YOUR STORE AND CLICK-AND-COLLECT DATA

With the Intelligent Reach platform, drive in-store traffic by delivering a seamless multichannel search experience for shoppers looking to buy. Optimise and enrich your product data feed with accurate and up-to-date attributes to better match "near-me" search queries.

**BRING IN STORE DATA INTO THE PLATFORM**
Add a secondary feed to your primary data feeds and include information such as *shop availability, price in shop and shop code*, while showing distances from your brick-and-mortar store.

**MANAGE CLICK-AND-COLLECT OPTIONS**
Add collect-in-store and curbside pick-up availability to your main feed to provide your buyers with more shopping options.
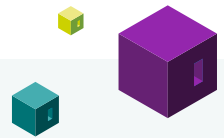
THE BENEFITS

# REAP THE BENEFITS OF YOUR O-2-O STRATEGY

**CONVERT CLICKS INTO FOOTFALL BY COMBINING PRODUCT DATA FEEDS WITH IN-STORE INFORMATION**
Whether it's to reinforce your offline offering or to build up a better experience for your buyers, connecting your consumers to your offline store helps you to level up your strategy.

**GET VISIBILITY IN NEAR-ME QUERIES**
Don't miss out on high purchasing intent customer acquisition opportunities. Easily fix and optimise product data at scale to be visible in "near me" customer searches.

**CONNECT YOUR DIGITAL TEAM TO YOUR STORE TEAM**
Your digital and brick & mortar teams work in silos. Connecting your online store to the offline store can create strong cross-department synergies to generate incremental revenues.

**DELIGHT YOUR CUSTOMERS BY GIVING THEM OPTIONS**
It's no surprise that shoppers love choice! Have them feel in control of their collection options, so you won't miss any sales opportunity and get them to the "Buy Now" button.

With the O-2-O add-on, we take the hassle out of managing local data and give our clients an easy way to combine their store information with their data feeds. Your store footprint can be a real differentiator if you can get your O-2-O strategy right, offering consumers a fast and seamless buying experience, getting your digital and store assets working together to win customers and drive revenues. If you are going to compete in tomorrow's digital commerce world then you need to make the most of every opportunity to delight your customers!

– Steve Rivers, Founder and CCO at Intelligent Reach

# READY TO TAKE YOUR PRODUCT DATA TO THE NEXT LEVEL?

# THE INTELLIGENT (REACH) POWER COMBO

We've built a complete Product Marketing Platform to help you go that extra mile. The O-2-O add-on works with:
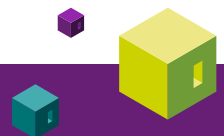
### PRODUCT DATA MANAGEMENT

Our module empowers you to easily import, optimise and distribute complete, accurate and attribute-rich product data feeds across +1500 channels, no matter the requirements. With beautifully curated product data attributes, your product listings ads will stand out in an increasingly competitive market, driving impressions, clicks, conversions and incremental revenues.

### MARKETPLACE MANAGEMENT

The simplicity of flawlessly listing your products on multiple marketplaces and managing multiple channels all from one place.
We act as the interface between you, the retailer, and the marketplace. Sync your product data across multiple marketplaces and your e-commerce platform to create a delightful customer experience. By seamlessly managing stock levels and tracking orders all in one place, it helps you to meet consumer expectations; from the initial product search through to the purchase and processing of the order in your platform.

## THE AWARD-WINNING PLATFORM, LOVED BY OUR CUSTOMERS...

Capterra 4.5

Retail Systems
2021 awards
WINNER
Ecommerce Technology Vendor of the Year

Global Business Excellence Awards
Winner 2021
Outstanding New Product / Service

# READY TO TAKE YOUR PRODUCT DATA TO THE NEXT LEVEL?