

A high-angle, top-down photograph of a woman with long brown hair, seen from behind, as she browses through a rack of clothes in a retail store. The store has dark wooden floors and racks filled with various garments. In the bottom left corner, a wooden table holds a laptop displaying a bar chart, some papers, and a folded light blue shirt. The overall lighting is warm and slightly dim, creating a focused shopping atmosphere.

# From Clicks to Footfall: Connecting the Online Consumer to the Physical Store

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**IntelligentReach**



A person is sitting at a desk, using a laptop. Their right hand is on the keyboard, and their left hand is holding a credit card. On the desk, there is a white coffee cup with a lid, a small potted plant with green leaves, and a pen. The person is wearing a brown sweater and blue jeans. The background is slightly blurred, showing a window with blinds.

Why do you shop online?







- **58%** of consumers globally said they shop online because of the 24/7 availability
- **54%** of consumers globally said they shop online because of the ability to compare prices
- Global ecommerce growth reached **£1.64 trillion** in 2017 and is predicted to reach **£3.4 trillion** by 2021





What does this mean for the High Street?

A photograph of a clothing store interior, showing racks of clothes and a shopping cart. The image is dimmed to serve as a background for the text.

"With the overall market not growing, it is all about **market share.**

**20%** of that market is held by online players. If you don't have the right online offering, again, you will struggle."

*Source: Paul Martin, head of UK retail at KPMG*





- Around **3** shops are closing on UK high streets every day
- **1** in every **5** pounds spent in UK shops is now online
- The UK's high streets suffered **5,855** store closures in **2017**

*Source: Telegraph, The Guardian*



Will this be the downfall of our High Street?

...or is a lack of digital transformation part of the problem?



A woman with long brown hair, wearing a pink coat, is smiling while talking on a red smartphone. She is holding two shopping bags, one white and one pink. The background shows a clothing store with racks of clothes. A semi-transparent dark overlay covers the image, and a small yellow square with a white exclamation mark is in the top right corner.

# Online vs. Offline?

- It doesn't have to be one or the other.
- Online and Offline need to work together and combine their powers.
- Local and digital teams need to start aligning strategies.



A woman in a light-colored dress is looking at clothes on a rack in a clothing store. In the foreground, a man with curly hair and glasses is sitting at a desk, working on a laptop. The desk also has a cash register, a mouse, and some papers. There are stacks of folded jeans on the desk. The background shows more clothing racks and a mannequin.

# The O2O Battle Plan

- ☐ Get your product data ready
- ☐ Choose the right channels for maximum exposure
- ☐ Get found online - sell in-store
- ☐ Repeat in a never-ending quest for perfection





# ✓ Get your product data ready

- Start with the basics

**70%** of product data feeds contain incomplete, inaccurate non-attribute rich product data.

- Optimise your product data

Complete, optimised and correct product data helps you get your product ads in front relevant customers when they are looking to buy. **Product Discovery is vital for revenue growth.**

- Scientific Testing – Offsite Optimisation

See what works best and optimise towards the success metric.

- Continually update your store stock information

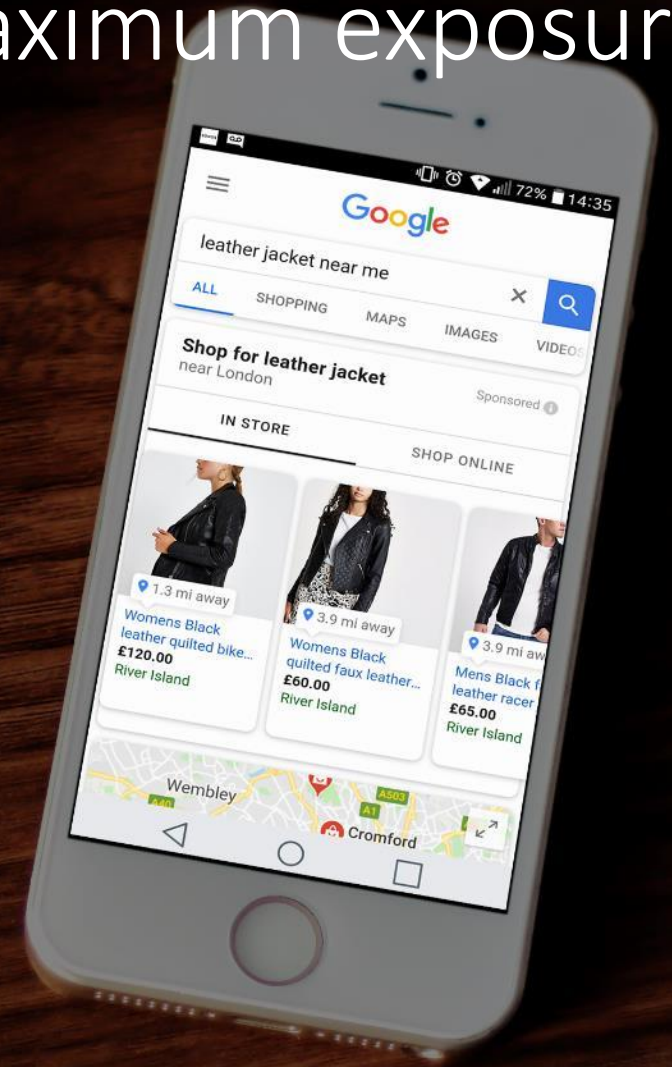
Local stock needs to be up-to-date and continually maintained for every store. Google will disapprove products or campaigns if this information is wrong.



# ❑ Choose the right channels for maximum exposure

- Google Local Inventory Ad

River Island, John Lewis, Argos, Curry's, M&S are doing LIAs. River Island saw a **17%** increase in store visits and a **33%** increase in sales when they first started.



Source: Google



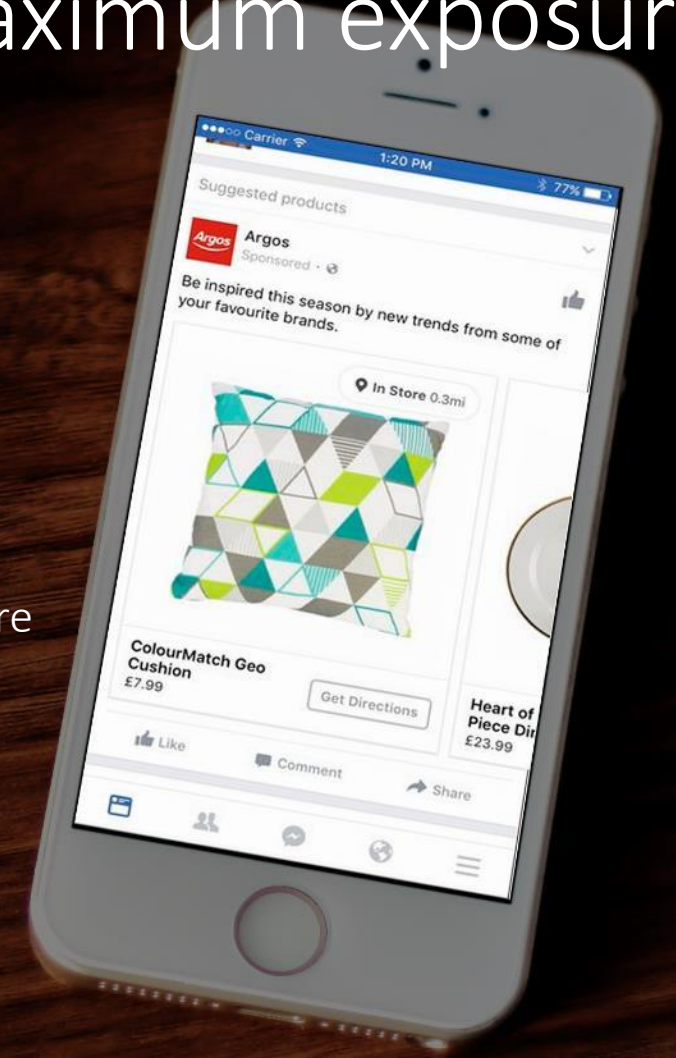
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- Facebook Location Targeting

Facebook will surface relevant ads when a consumer is in proximity to your store using methods such as ambient Wi-Fi, beacons and historical local info.



Source: Google





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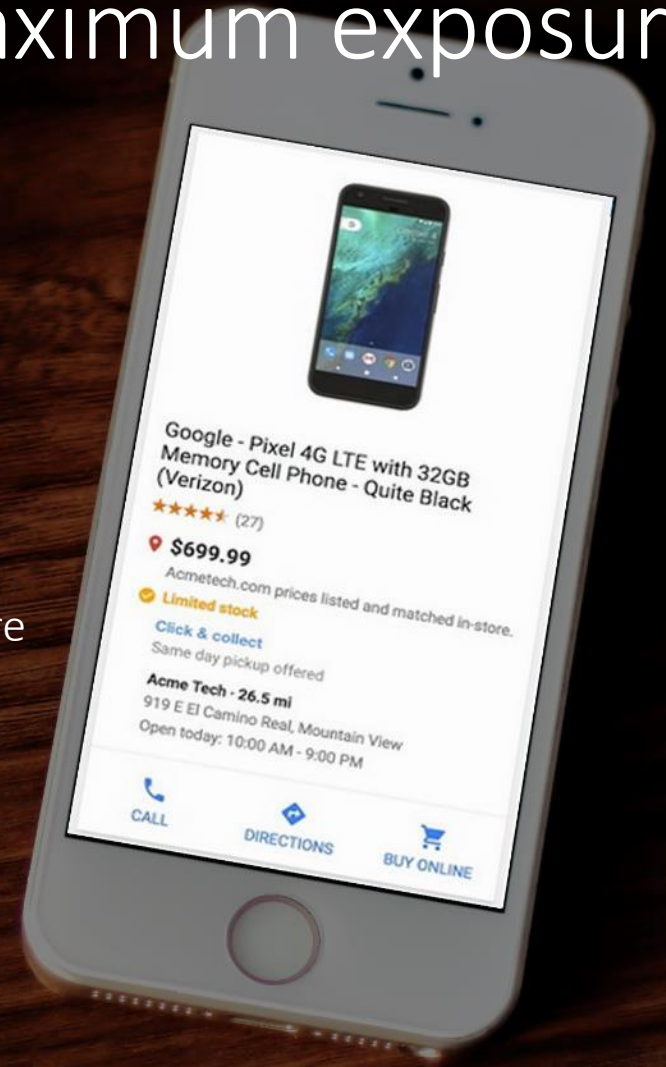
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- Click & Collect

Click and collect is now part of the consumer omnichannel purchasing journey and is a service not to be overlooked.



Source: Google





# ✓ Get found online & sell in-store

- Get your Google My Business and Google Ads to work together

Alongside complete and accurate product information, business information such as business name, location and opening hours must be provided as well.


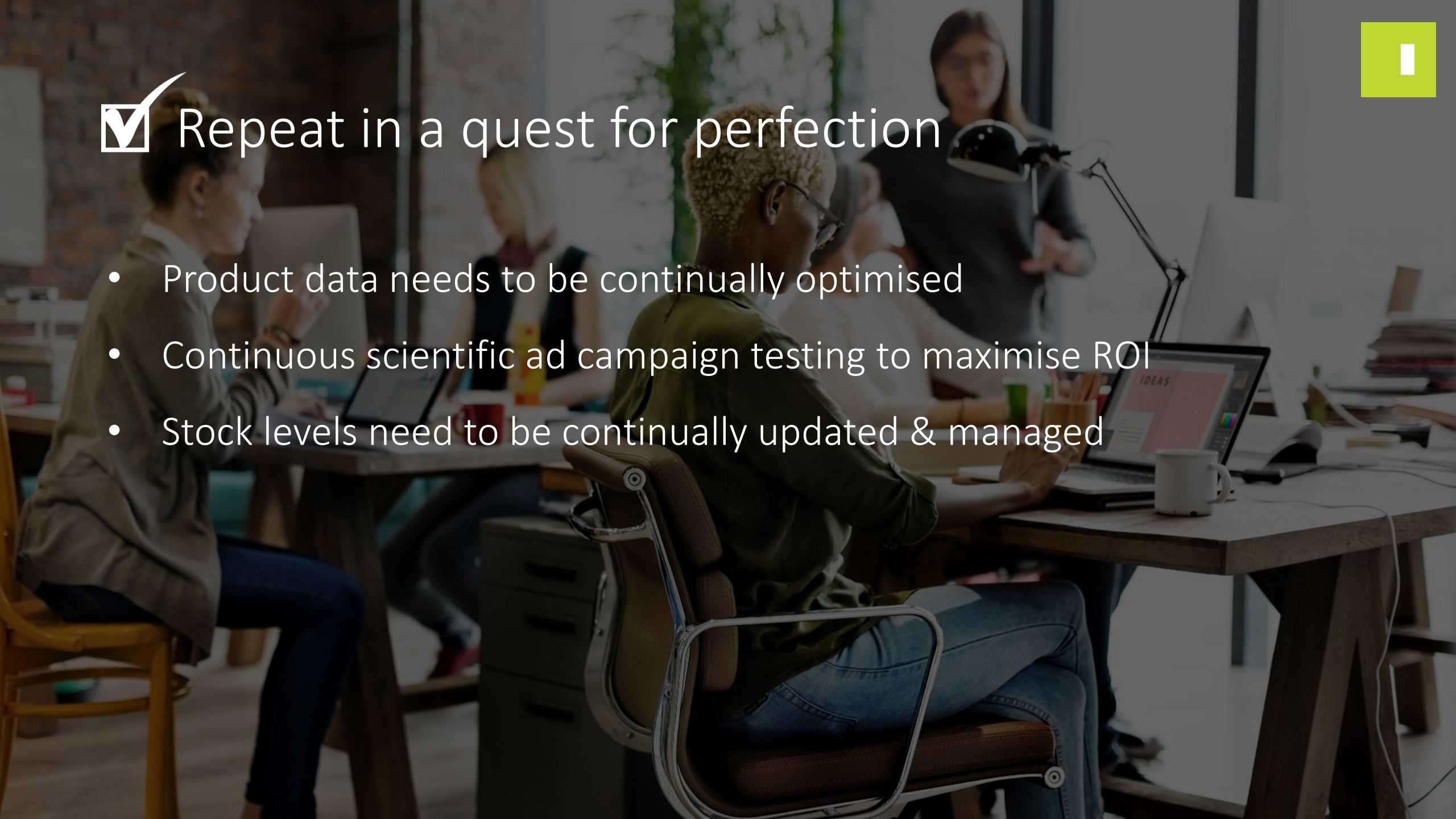
- Connect Facebook Business Locations and Facebook Ads

This will help you provide localised ads to people near your offline stores.

- Provide Click & Collect annotations

The Google Merchant Centre allows retailers to provide a Click and Collect annotation on their local inventory ads, directly connecting online with offline.





# ✓ Repeat in a quest for perfection

- Product data needs to be continually optimised
- Continuous scientific ad campaign testing to maximise ROI
- Stock levels need to be continually updated & managed



A photograph of a clothing store interior, showing racks of clothes and a shopping cart. The image is dimmed to serve as a background for the text.

Bricks & mortar is, in fact, still a **valuable** source of sales and revenue when retailers and brands focus on a multichannel strategy to bring online customers in-store.



A woman with long brown hair, wearing a light pink coat over a grey top, is holding a smartphone in her hands. She is also holding several shopping bags, including a white one and a pink one. The background shows a clothing store with various garments hanging on racks.

# Thank You!

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