THE Tomorrow Summit



Hannah Nakano Stewart VP Marketing

Yieldify

What we're here to do

Tomorrow

Bring our industry together in a time of uncertainty

Share experiences and learnings

Provide a safe space to ask for help

...(hopefully) be entertaining



What's coming up

Tomorrow

Agenda

The story so far: the coronavirus crisis as told through e-commerce data
Handling a crisis in e-commerce: where we've been and where we're going
Virtual networking break
No budget, no bother: how to keep marketing when the chips are down
The watershed moment: will today's crisis change the way we do business?
End of virtual event

Who are we?





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Home > Woman > High heels



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LADIES FORMAL SHOES SIZE 7 \$145.00



Personalization Unique **Effortless** Compliant Connected



Personalize your website faster...



Without editing code



for different behaviors and segments



...and it's all connected into journeys



...all managed on your behalf

From this...



Visitor abandonment rate by funnel stage

Website abandonmentVertical abandonment







● ● ● All Beach Wedding Attire For X					59% Conversion		
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The story so far

The coronavirus crisis as told through e-commerce data





Daniella Gregory Global Strategic Sales & Partnerships Director

Melissa Elliott Head of Data



Yieldify



Agenda

- <mark>1.</mark> W
 - What everybody knows
- 2. The new normal: 5 lessons from the next layer of data
- 3. Key takeaways



COVID - 19

What everybody knows...

Tomorrow

Impact on retail traffic



E-Commerce Manager with too few sales E-Commerce Manager with too many sales



- Less organic traffic
- Reduced acquisition

spend

• Reduced conversion rate

- Supply chain delays
- Reduced inventory
- Coping with closure of brick-and-mortar



The New Normal

5 lessons from the next layer of data



OLD NORMAL

April 2019

NEW NORMAL

April 2020



The money is in the new visitors



Don't be fooled by the proportions...



There's a real spike in NEW visitor sessions



...and even though their sessions are SHORTER



...and returning users still view more pages than new ones



...the REAL story is in the sales


...and can be seen in conversion rates



It's an overall 'greener' visitor base



Lesson: treat your new traffic separately





CLARINS

Lesson: assume less knowledge then usual

To show our gratitude and to help keep our Keyworkers fuelled by science during its time, we are offering an EXTRA 10% OFF ALL PRODUCTS Keep up the great work! for Team Sis Inter your bluelight card number 0R 0ccupation Pick your favourite sport Leverage brand credentials



Lesson: engage returning visitors



Find new ways to replace F2F interaction

BURROW



The 'boredom shopping' problem



Shoppers are viewing WAY more pages



Average number of pages viewed by device

...but that's only the case for retail



...they're even adding more to cart



...but conversion rates are LOWER



...but why?



Lesson: focus on the onsite experience NOW



Lesson: focus on the onsite experience NOW





Working Shopping from Home (SFH)



Sessions are up across the whole week



But proportionally more online shopping over the weekend...



Day of the Week

Lesson: adjust ad schedules



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Lesson: capitalize on a new WFH culture



...

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SFH: the missing desktop revival



Session growth on mobile AND desktop



Desktop session times are getting way longer...



Mobile session times are less consistent



Average minutes spent onsite by device

...but fewer SALES are being made on desktop





The Coronavirus service message has evolved



What consumers want...



of consumers find it reassuring to hear from brands they "know and trust"



wants to know how companies are responding to the coronavirus pandemic



believe coronavirus messages from retailers sound too similar and "are losing their impact"



say they don't want to hear from companies at the current time

What consumers are actually looking at...

💻 Holidays 💻 Insurance 📒 Leisure & Tourism 💻 Transportation & Travel 25.00% 20.00% 15.00% 10.00% 5.00% 0.00% 23/02/2020 08/03/2020 22/03/2020 05/04/2020

Percent of Sessions Viewing Coronavirus Information Pages by Vertical

datefield

Lesson: add the message upfront



Deliver messaging on the homepage



Maintaining brand loyalty through clear communication



Extending return period



Deliver messaging on the homepage

COVID - 19

Key takeaways

Tomorrow

Conclusions

5.

- . New visitors have open wallets adapt to them
- 2. While traffic rises, conversion rates drop; the onsite experience is critical
- 3. Adjust for a world of more erratic shopping schedules, esp the weekends
 - . Mobile is growing, but desktop needs help there are easy fixes here
 - Coronavirus messaging is getting tired focus on what your customer **needs to know**





Thank you!

Tomorrow summit

Handling a crisis In e-commerce

Where we've been and where we're going





About us





Jez Groom Chief Choice Architect Keith Anderson SVP, Strategy & Insights **Stephanie King** Client Services Lead

cowry consulting

Profitero



No budget, no bother

How to keep marketing when the chips are down





About us





Bhavik Patel Head of Conversion Paul Markovic Ecommerce Product Manager

Nick Pulvino Client Service Lead







The watershed moment

Will today's crisis change the way we do business?





About us



Rytis Jakubauskas General Manager



Raj Nijjer VP Marketing



Michael Desimone Consulting Lead







Tomorrow Summit





with Milk Makeup

Wednesday, May 13th

Follow this link to sign-up

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Thank you!

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