

NatLo Brick-and-Click Retail Top 40

The Best Brands at National-to-Local Digital Marketing

Which Omnichannel Retailers Are the Best at Digital Marketing?

With the proliferation of free shipping, free returns, and in-store pick-up, consumers are becoming increasingly indifferent to buying online versus shopping in a store. They will do what is easiest and cheapest. Savvy brick-and click retailers realize the importance of creating a digital presence that maximizes their ability to capture local search traffic and efficiently convert it to an online or offline sale.

Building a localized digital presence that supports this requires implementing an array of complementary tactics. This approach uses a click-and-brick retailer's physical store footprint and omnichannel capabilities to win traffic and drive both e-commerce and in-store sales growth. To help brands measure and prioritize these tactics, Ignite's Placeable team developed the NatLo™ Score. This methodology determines how well a multi-location business performs across four critical dimensions of national-to-local digital marketing: Visibility, Depth, Precision, and Reach.

To identify the national and regional brands best positioned to succeed in their digital marketing efforts, Ignite's Placeable team recently scored and ranked over one thousand companies across a broad range of industries—including 381 retailers. The NatLo Brick-and-Click Top 40 recognizes the omnichannel retailers that are the best at digital marketing.



RANK	BRAND	NATLO SCORE
01	Best Buy	71
02	PetSmart	70
03	Big Lots	69
04	Office Depot	68
05	Walgreens	68
06	Gander Mountain	65
07	CVS Caremark	64
08	Verizon Wireless	64
09	Kohl's	64
10	Target	63
11	Barnes & Noble	61
12	Golfsmith	60
13	Michaels Stores	59
14	Hy-Vee	59
15	The Men's Wearhouse	59
16	Fleet Feet Sports	59
17	9Round	59
18	Steve Madden	58
19	Dress Barn	57
20	Ashley Furniture Home-Store	57

RANK	BRAND	NATLO SCORE
21	Staples	56
22	Giant Eagle	56
23	Menards	55
24	Build-A-Bear Workshop	55
25	Kirkland's	53
26	maurices	53
27	PacSun	52
28	Kinney Drugs	52
29	Lumber Liquidators	52
30	Carpet One Floor & Home	51
31	Dickey's Barbecue Pit	50
32	Saks Fifth Avenue	49
33	Gucci	49
34	Camping World	49
35	BJ's Wholesale Club	49
36	Sports Authority	48
37	Louis Vuitton	48
38	Raymour & Flanigan Furniture	48
39	La-Z-Boy	47
40	Tiffany & Co.	47

The NatLo Score

The NatLo Score measures a brand's digital marketing effectiveness, as represented by the four key dimensions of local online marketing: Visibility, Depth, Precision and Reach. The brands received a score from zero to 100 for each dimension. The scores for the four dimensions were weighted and combined into a single overall score. The NatLo Top 150 comprises the highest scoring brands that were evaluated.



visibility

Website effectiveness in search and discoverability.

SAMPLE OF EVALUATION CRITERIA

- Site structure
- Page optimization
- Web and mobile site performance
- Local and geo-related search factors

WHY IT MATTERS

Strong **Visibility** produces higher search engine rankings and greater traffic. It also supports authoritative indexing by search engines and enables brands to attain location dominance with multiple listings in search results. Brands with poor **Visibility** surrender more traffic to directories and competitors.



depth

Depth and accuracy of published location content.

SAMPLE OF EVALUATION CRITERIA

- Richness and completeness of site information
 - Basic: name, address, phone
 - Enhanced: descriptions, services, photos, calls-to-action, etc.

WHY IT MATTERS

Brands that achieve exceptional **Depth** deliver a better customer experience with richer content about their locations and offerings. Greater **Depth** also produces higher click-to-brick conversion rates and supports other marketing calls-to-action.



precision

Geographic accuracy of location data.

SAMPLE OF EVALUATION CRITERIA

- Pin placement of each location based on latitude and longitude
- Dispersion of pins on third party sites (pin spread)

WHY IT MATTERS

Superior **Precision** enables customers to efficiently navigate to a brand's locations. It also supports accurate geo-targeting for digital campaigns. Failure to ensure **Precision** damages customer trust and increases the risk of competitive poaching.



reach

Data consistency and coverage across third party sites.

SAMPLE OF EVALUATION CRITERIA

- Presence, completeness and accuracy of location data on Google, Facebook, Foursquare and Yelp

WHY IT MATTERS

Brands with outstanding **Reach** can be found by consumers across a range of search engines, social sites and apps. Poor **Reach** can lead to consumer confusion and misallocated marketing investments.

How Does Your Financial Service Brand Stack Up?

The financial services brands that earned a spot in the Top 15 deserve accolades for excelling at local digital marketing. These brands have achieved industry-leading performance when it comes to marketing at scale on the local level.

However, even the top-performing brands must continue to innovate and improve in order to remain successful. Addressing their weaker scoring dimensions and developing strategies to boost those measures is critical for brands that seek to fortify their digital marketing advantage.

The financial services brands in the NatLo rankings were particularly proficient in the Visibility dimension—standing out for the strength of their local landing pages and exceptional performance in site structure, SEO, and mobile. This is especially crucial in an industry where consumers rely on digital sources for brand selection. For example, a recent Ernst & Young survey found that online content was the most important source of information to consumers researching financial services.

Whether your brand is on the list or not, the NatLo dimensions and criteria can help you objectively assess your digital marketing efforts.

- Do you have a properly implemented online locator? Has your locator been optimized for mobile?
- Do you have unique landing pages for every one of your hundreds to thousands of locations?
- Have you created custom content and offers for each of your locations?
- How accurate is your location data?
- Are you syndicating to the right directories, aggregators, social networks, and search engines?

The NatLo scoring methodology illuminates the digital marketing tactics most critical to winning the digital consumer. Understanding what these tactics are empowers your company to prioritize its digital activities to capture more local search impressions, clicks, location visits, and conversions.

For More Information

Please contact us at success@ignitetechnology.com or visit www.ignitetechnology.com.