



That was then



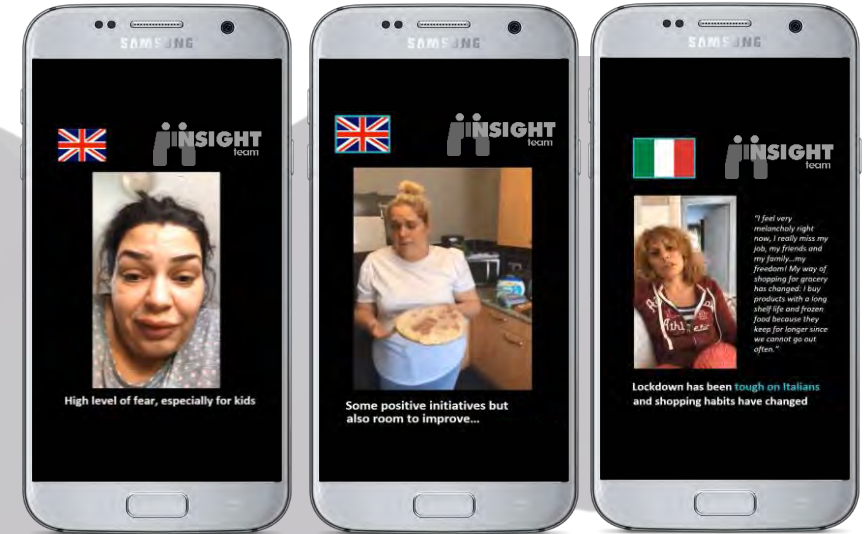
This is NOW



UNiDAYS

**Bringing brand,
innovation & retail
best practice to
growing businesses**

**Harnessing the
latest advances to
deliver cost
appropriate
solutions**



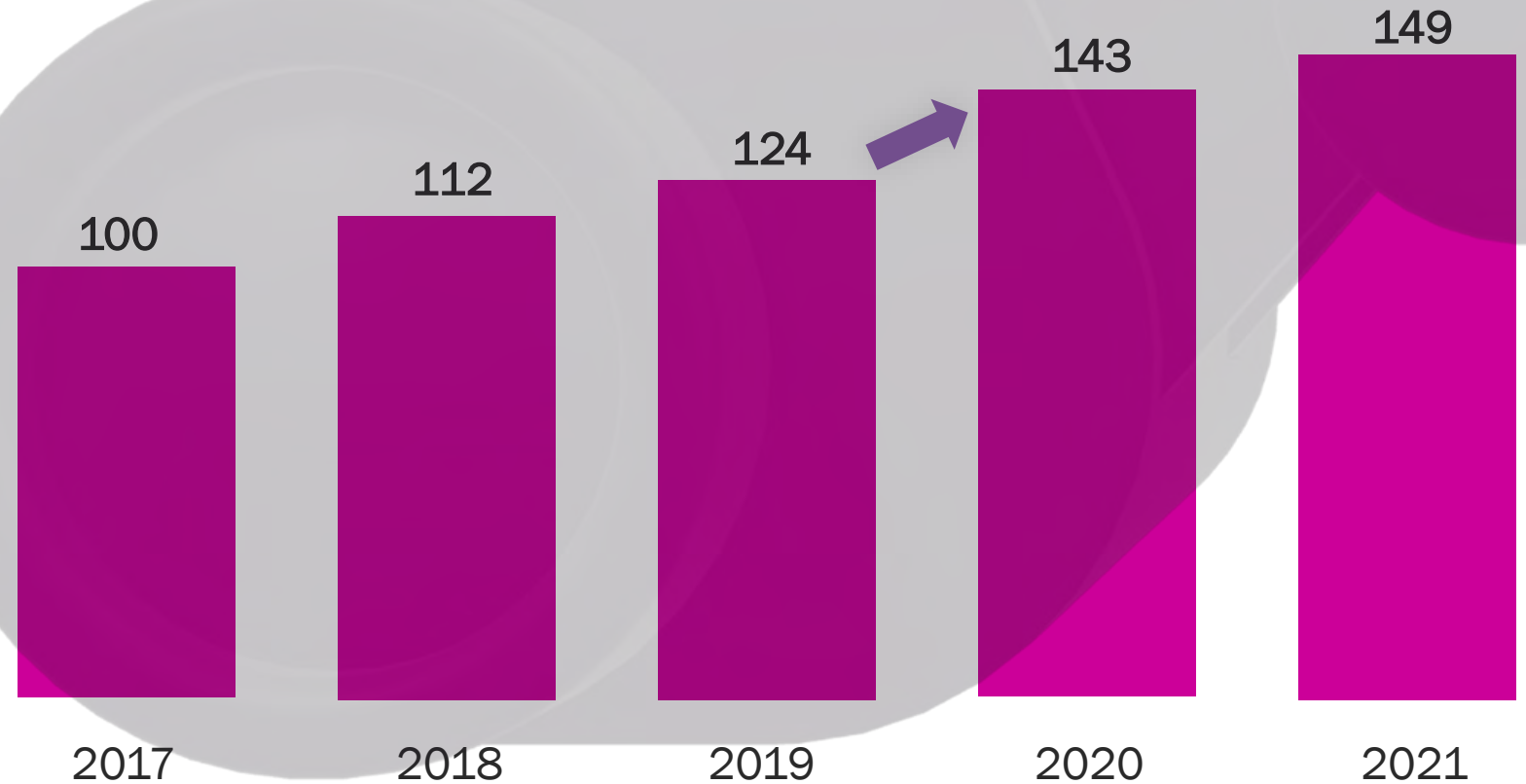
That was Then | This is Now...

Existing e-commerce trends heavily accelerated

More (and smaller) brands into and in the market

But Amazon position entrenched ("for better & worse")

Number (millions) of Amazon Prime users in the United States

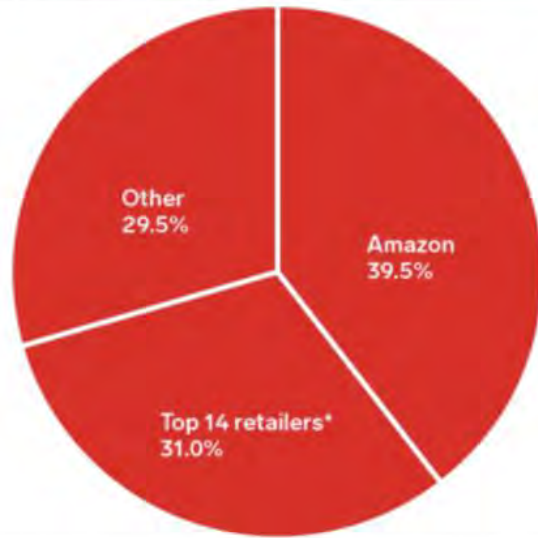


Independent Online Retailers vs Ecommerce Giants <https://www.junglescout.com/blog/amazon-statistics/>

This is Now | What's happening in e-commerce?

US Retail Ecommerce Sales, by Company, 2022

% of total retail ecommerce sales

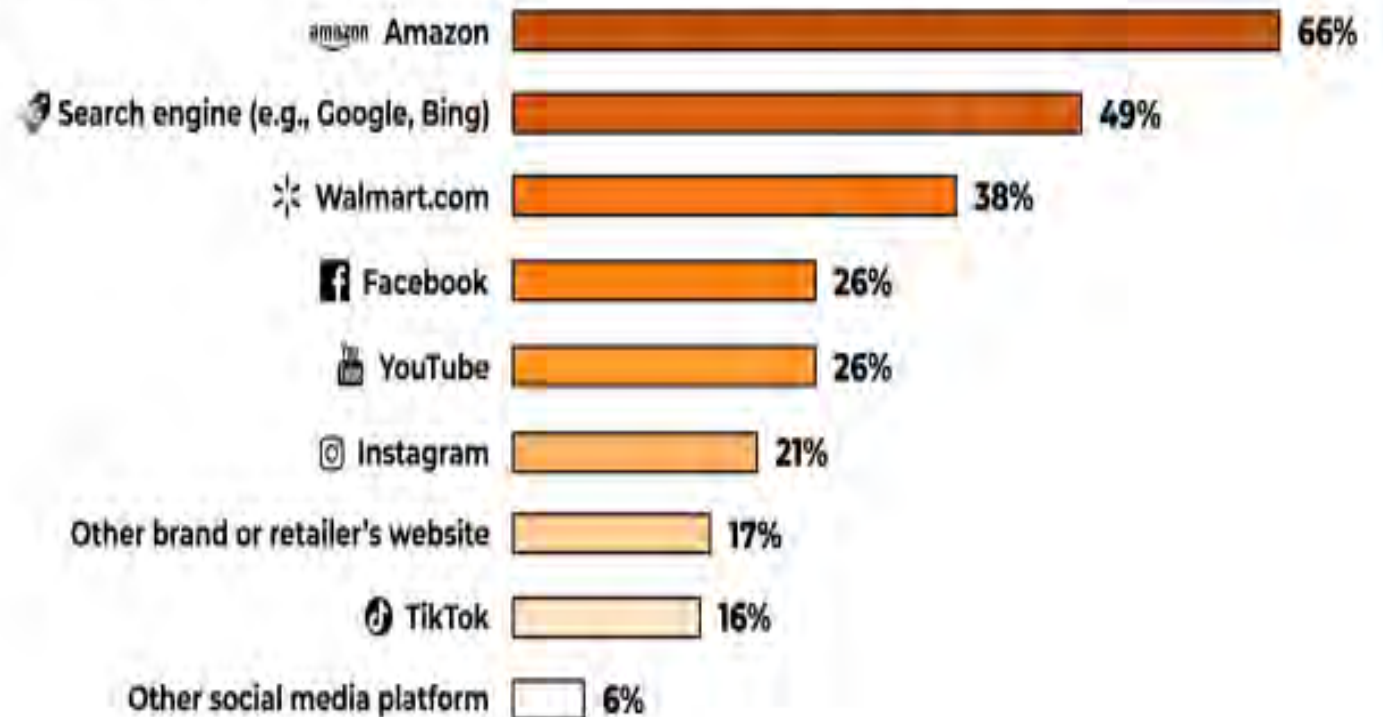


Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes privately held companies and travel and event tickets;
*Walmart Inc., Apple, eBay, Target, The Home Depot, Best Buy, Carvana, Costco Wholesale, The Kroger Co., Chewy, Wayfair, Macy's, Etsy Inc., Lowe's
Source: eMarketer, Feb 2022

273519

eMarketer | InsiderIntelligence.com

When consumers shop for a product online, where do they start their search?



There's something about Amazon... | What is it?

Faster shipping

Familiar (and effective)
returns service

Customer service
(security)



Many of the benefits
of a brand

Drastic impact on expected shipping times

10 years ago, reasonably estimate weeks for a package to arrive & even prepared to wait 2-3 times this for large furniture.

Amazon's impact means even 2 - 3 days doesn't seem good enough for most (even large or heavy) items.

Becomes a **driver of choice** in where to shop – in fact **even a 'hygiene factor'** -> causing other retail giants to follow suit

-> Massively challenging for any small store that can't keep up: **especially if they sell something similarly found on Amazon.**
...unless it's **really** worth waiting for...



amazon



currys



asos

There's something about Amazon... | What is it?

Faster shipping

Familiar (and effective)
returns service

Customer service
(security)



Many of the benefits
of a brand

There is another way to deliver the benefits of a brand ...

Higher quality
shopping experience

Offer something
different!

Enhanced
customer service



Benefits of your own
brand presence

Fame

If a brand comes
readily to mind,
it's a good choice.

REFLECTS **CURRENT** BRAND SHARE



PREDICTS **FUTURE** BRAND SHARE

Fluency

If I recognise
a brand quickly,
it's a good choice.

ENABLES YOU TO **CHARGE A PREMIUM**



Feeling

If I feel good
about a brand,
it's a good choice.

System1

There is another way to deliver the benefits of a brand ...

Higher quality
shopping experience

Offer something
different!

Enhanced
customer service



Benefits of your own
brand presence

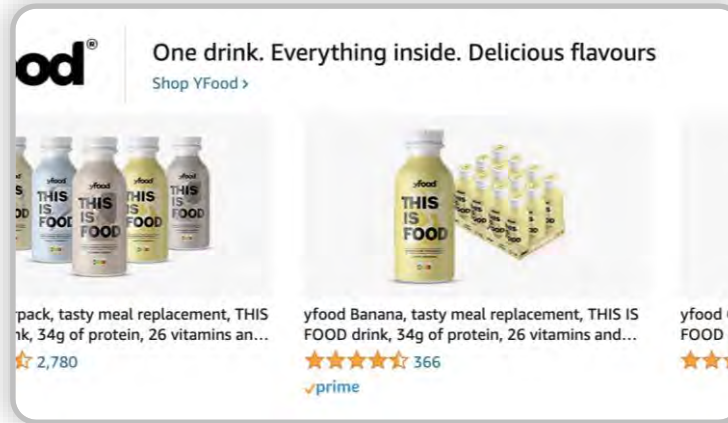
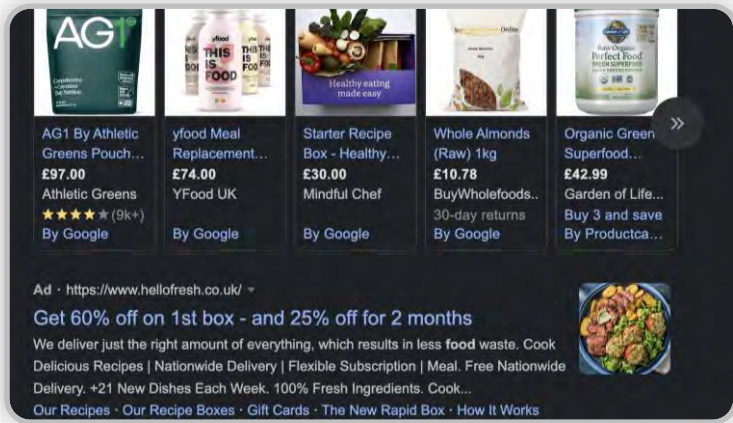
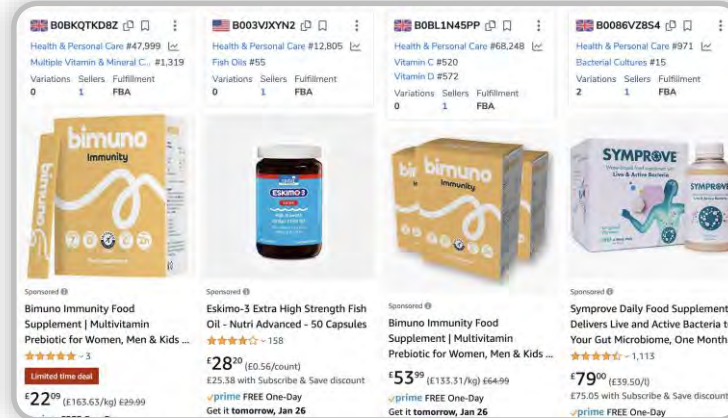
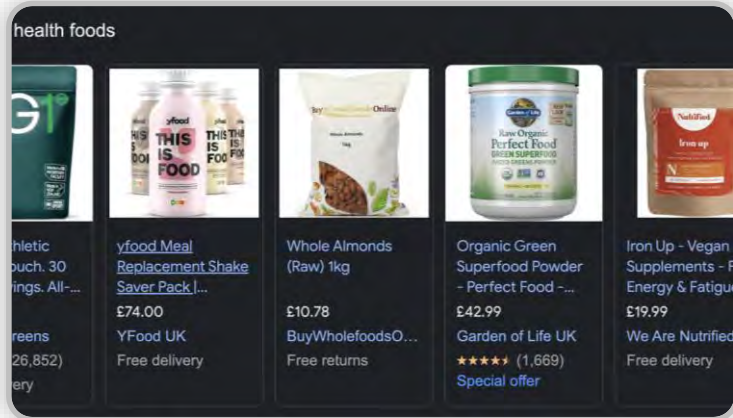
-> But shipping speed
is a big challenge

Brand presence
+
Shipping speed –
fulfilment
by Amazon, but costly

FBA Fees

£

It always pays to advertise...? | But where?



Using the Keyword “Health foods” this is what appears at the top of the search for Amazon compared to Google (all using ads No organic listings!)

Which platform should you advertise on?

Any and every platform you have an online presence in.

If you are choosing – Google is key (even if you prioritise a third party marketplace you can still run ads on Google Search Engine Optimisation to have it link over to e.g. Amazon.

Role of target audience | Especially post-Covid

Before Covid ads were a lot less competitive and users didn't know how to best optimize them compared to now.

This is largely down to most big platforms incorporating PPC (pay per click) ads on their platform. Instagram, Facebook and recently Tik Tok.



facebook Ads

Why advertise on one platform over another?

Firstly, target audience, who will see your ad? The whole post covid approach to ads is optimizing them in a way where they are best targeted. Majority of people that use Tik Tok are half the age of the Facebook majority.

Secondly a platform with more users will reach more people, but is that what you want? Would you rather present your product to 100 people that have no interest in it, or 10 people that have bought from your competitors?

Not only is it important to consider what type of people are on each platform, but what these people use each platform for!

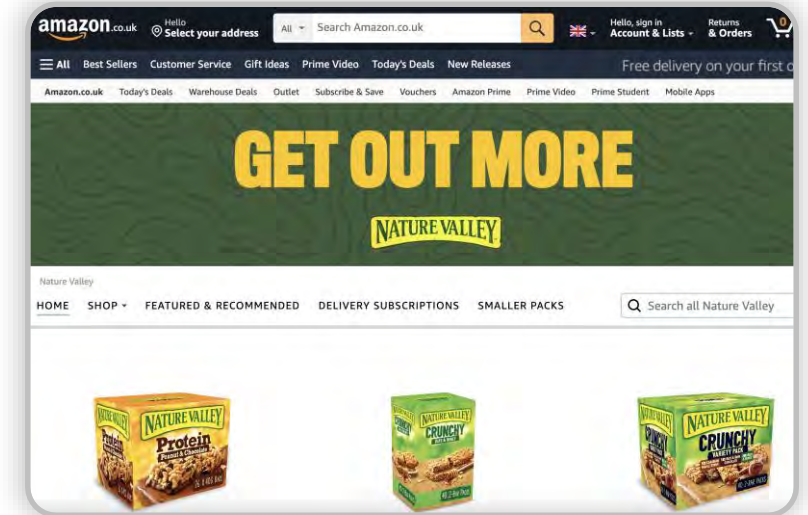
Who is Amazon not for?

Consumer POV

The biggest reason someone would choose to shop elsewhere than amazon is if they had some form of brand loyalty. A product with a more complex buying behavior lends itself to this. If your product is one in which customers want and value your experience, then they will consider leaving behind the perks of amazon. Consumers will want to justify either spending more or waiting 2 more days etc.

Brand

If you are an established brand in the market then you can often sell independently. If you have built a brand that consumers can get behind, you will have some market dictatorship and attract people outside of fast shipping times and good price points to a higher quality product customers are prepared to wait for.

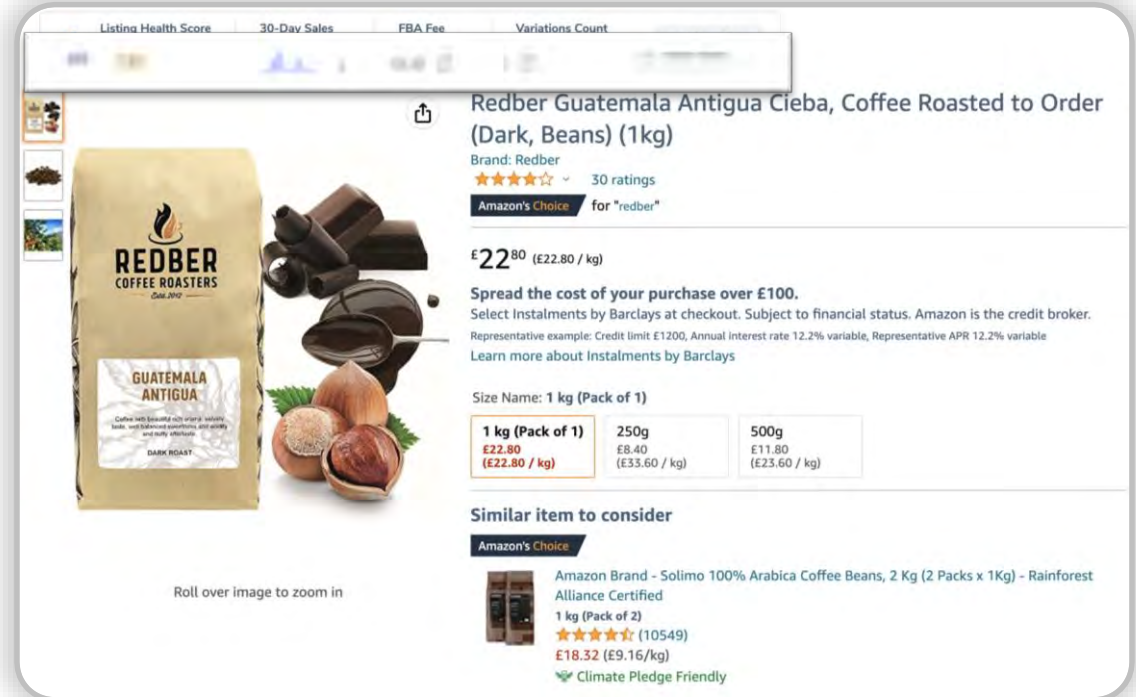


Although you can build quite a strong brand on Amazon....

To conclude it heavily depends on what type of products you sell. However, who said you have to pick one. Most brands have a dedicated store and an amazon presence

No matter what you choose to do, do it right!

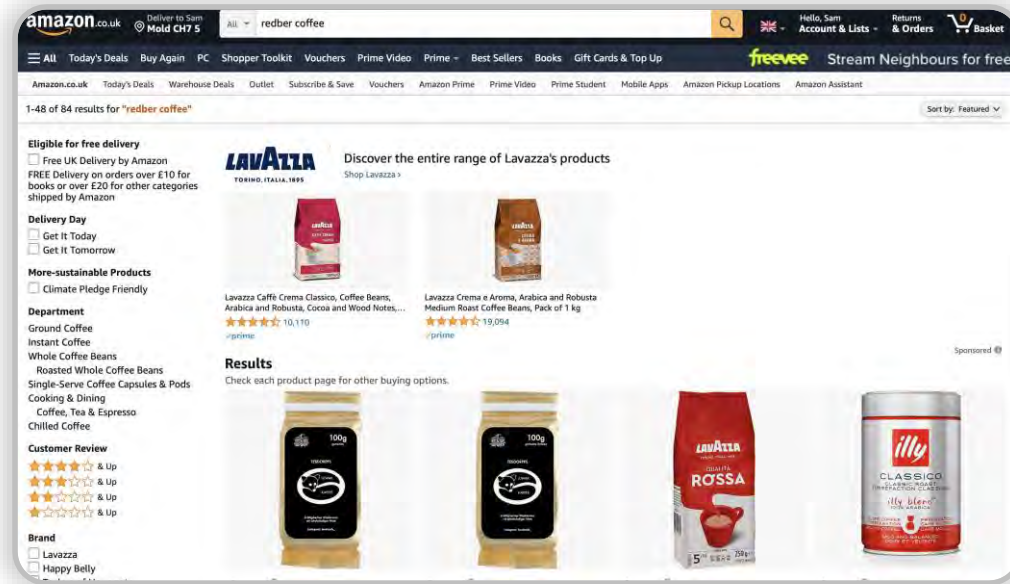
Our first example is Redber Coffee. They have a strong website and our backdoor tools estimate they receive around 3000 site visits a month.



However, according to our tools they have only sold 4 of this particular product in the last month. So why is this.....

No matter what you choose to do, do it right!

Firstly, when you search their brand name on Amazon, this is what comes up.



They do not even rank in the top 4 for their own product name, which has led to their competitors advertising under the keyword 'Redber coffee' so they can drive consumers towards their brand as Redber doesn't own the right keywords for their product.

We also estimate that the keyword Redber coffee has around 240 searches a month on Amazon! But we know they get less than 10 sales a month? So how many customers who went to find Redber coffee ended up purchasing a similar product which came up first.

Also their listing only contains 3 pictures. Only one of which actually shows the product with packaging!



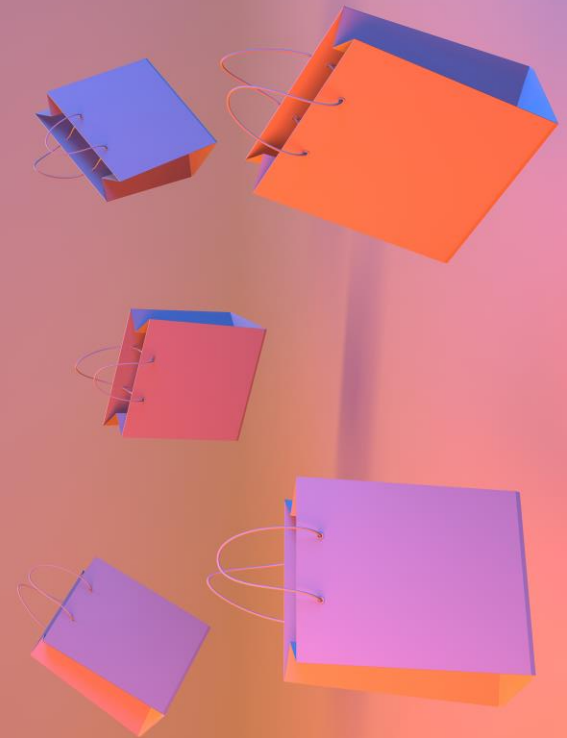
Listing checklist

Relevant Keywords- Keywords are the backbone of modern day ecommerce. With the rise in online presence among everyone due to covid, its more important than ever to make it easy to be found. Prioritising highly relevant keywords and not pushing ones which aren't as relevant is essential.

Good pictures- Potential consumers should be able to see everything they need to know before having to read a word of what you're selling. Pictures should inform and clarify thoughts and feelings of a potential buyer to help make their decision easier.

Clear listing- Before considering a purchase, consumers shouldn't have any questions about what they are actually going to receive. It seems obvious but always set up your listing in the order you want it to be received, i.e the picture order and description layout.

Final takeaways- The biggest impact of covid from an ecommerce point of view is the amount of brands selling stuff + the amount of stuff each brand is selling. We no longer live in a monopoly landscape where only 1 or 2 people sell a thing on the internet. So with this in mind your listing has to attract and **keep** the potential customer.





Not forgetting



THE VOICE OF UK NATURAL HEALTH

Payments

The importance of **getting the payments process right**

Key Takeaways

- Availability of preferred payment method is considered a crucial factor for a positive customer experience, with 85% of Brits considering it very important feature, and 49% of respondents from both countries stating that they would abandon a purchase if their preferred payment method is not available.
- Better checkout design can lead to a 35% increase in conversion rate for large e-commerce sites.
- 54% of Americans report that embedded add-ons like insurance or financing are either very important or the most important factor for a positive purchasing experience
- Personalised offers can be viewed as icing on the embedded finance cake, not an essential feature but one that is appreciated and can be improved by targeting other demographics.
- Reducing customer friction is a \$213 billion opportunity for businesses: In US, a website that requires login was the second highest rated source of negative experience with almost 50% of respondents reporting that they would likely abandon shopping if they encountered this.

DECTA
Powering Your Payments

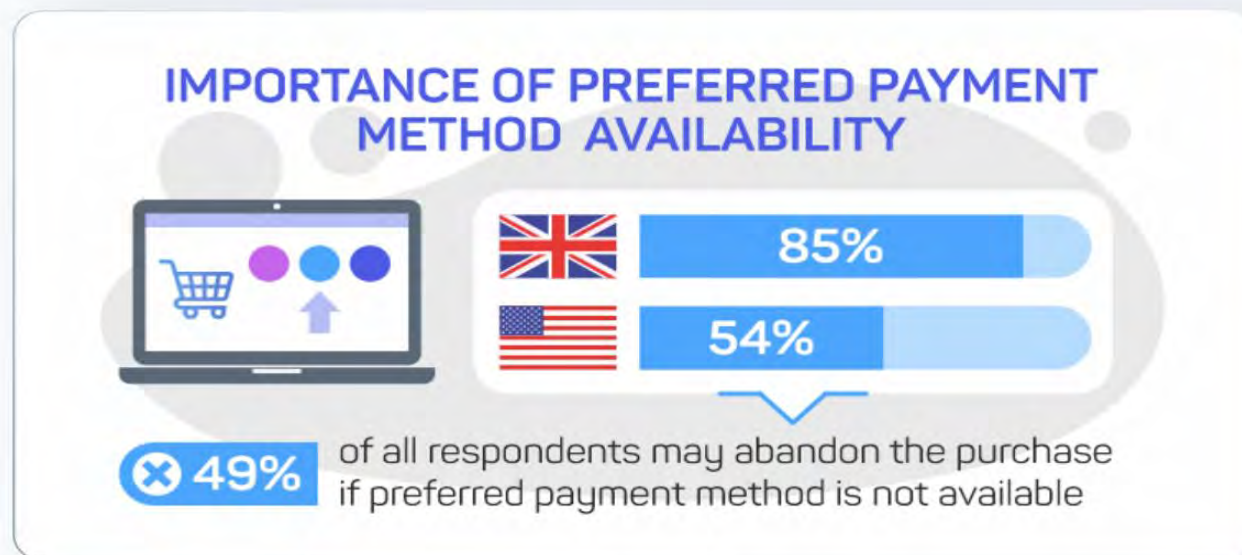
The importance of **getting the payments process right**



This figure was lower in the United States, but the majority of those surveyed (53%) still considered fast payment clearing speeds to be important. It is also notable that U.S. respondents were particularly irked when websites failed to update quickly. A webpage not loading on the first attempt was seen as more annoying than any other event in the survey by participants in the United States.



The importance of **getting the payments process right**



There was also agreement on the negative side of this factor. Roughly half of all respondents from both countries (49%) stated that they would certainly or probably abandon purchases if their preferred payment method was not available. In the UK, the lack of availability of a preferred payment method was listed as the second most negative experience among participants. Younger people also tended to view the availability of the preferred payment method as a bit more important for positive shopping experiences than older people ($\rho = -.140$).

Businesses offering embedded finance features would therefore be advised to ensure that they offer as many payment methods as possible. Embedded payment methods, such as SmartPay Rewards, will also become increasingly important, which will need to be factored in vendor processes.

DECTA
Powering Your Payments

The importance of **getting the payments process right**

A report from the Baymard Institute concluded that large-sized e-commerce sites can gain a 35% increase in conversion rate through better checkout design. And one of the simplest ways to achieve this is to ensure that consumers can purchase their goods via a same page checkout system. This has been a particular focus of Amazon, whose '1-Click' patent alone is estimated to be worth billions of dollars.[6]

Previous studies have also indicated that failing to provide a same page checkout feature is one of the primary reasons that consumers abandon purchases. And this is highly significant, as the aforementioned Baymard Institute report concludes that \$260 billion of lost orders are recoverable annually solely through a better checkout flow and design.[7]

When we surveyed consumers on this issue, a majority of both U.S. (54%) and British (52%) respondents agreed that having a same page checkout was a very important or critically important issue in their buyer's journey. It was deemed somewhat more important in the United States, where nearly half (49%) of participants indicated that they would be willing to abandon a purchase if the merchant involved had failed to provide a same page checkout.

Consumers don't want to put too much thought into the details of the payment process. They just want things to work organically. Embedded payments help achieve this by running all the compliance and security procedures in the background and presenting customers with a clear interface customized to your exact business specifications.

DECTA
Powering Your Payments



***“The more that
things change”***



***“The more they
stay the same”***

**what, if anything,
hasn't changed?**

Innovation | “Give me the same but different”

Movies > Digital Spy Features

8 films that are basically Die Hard, from planes to trains and automobiles

Yippee ki-yay, *Die Hard* knockoffs!

BY [HUGH ARMITAGE](#) 21 FEB 2017



1. Under Siege – aka Die Hard on a Boat



3. Speed – aka Die Hard on a Bus



5. Air Force One – aka Die Hard on a Plane



7. Sudden Death – aka Die Hard in a Hockey Arena



2. Under Siege 2: Dark Territory – aka Die Hard on a Train



4. White House Down – aka Die Hard in the White House



6. Passenger 57 – aka Die Hard on a Plane (Again)



8. Masterminds – aka Die Hard in a School



Fluent Innovation | 80% Familiar: 20% New



What I love about Fluent Innovation, is it puts people's wired habits and feelings at the very centre and demands more work and more empathy from marketers. 80% Familiar, 20% New is about making the unfamiliar FEEL familiar and using creativity to bridge people to the new.

Maria Mujica

Leading Marketing Transformation Mondelez- Accelerating Digital - Culture Hacking - Designing new ways of creative collaboration




Today, we live in the world of innovation saturation. Developing the 'fluency' is the only way to make any 'innovation' acceptable to the mass. The simple recipe of 80% familiar, 20% for successful innovation seems ever more relevant. This book will be my end-year gift to all my team.

Won Park

Senior Vice President of Marketing, Samsung Electronics America



Fluent  **Innovation**



Successful Innovation | 80% Familiar: 20% New

1

1. Bakon Vodka

The first innovation, *Bakon Vodka*, a bacon flavoured vodka, tested extremely badly. It got our lowest rating, 1-Star on a 5-Star scale. (Our average star rating across forty thousand tests sits on the border of 1- and 2-Stars.)



What you'd need to make *Bakon Vodka* a success is a way of framing it to make it easier to process – to make the combination of bacon and vodka feel obvious as well as exciting. This isn't impossible to achieve. For example, there's no particular reason pumpkin spice and coffee should go well together. But by introducing its Pumpkin Spice Latte in October, when pumpkins are all around because of Halloween, Starbucks was able to create an iconic seasonal product. By tying the product to a specific occasion, Starbucks made Pumpkin Spice Latte fluent.

But *Bakon Vodka* has no particular occasion, and not much precedent. The best route to Fluency

4

Stella Artois Cidre Raspberry

The new **Stella Artois Cidre Raspberry** has been carefully crafted according to a unique Belgian recipe, which combines hand-picked apples with crushed raspberries to deliver a refreshing, sophisticated cider bursting with fruit flavour.



Successful Innovation | 80% Familiar: 20% New

Designed for Analytical Thinking

3

Stella Artois Cidre Raspberry



When having fun and socialising with friends, sometimes I like fruity and refreshing drinks, but it is important they still feel authentic and sophisticated.

The new **Stella Artois Cidre Raspberry** has been carefully crafted according to a unique Belgian recipe, which combines hand-picked apples with crushed raspberries to deliver a refreshing, sophisticated cider bursting with fruit flavour.

16.6 seconds to buy shares in the idea & chosen less often

Visuals illustrative of actual images tested

Designed for Holistic Thinking

4

Stella Artois Cidre Raspberry



The new **Stella Artois Cidre Raspberry** has been carefully crafted according to a unique Belgian recipe, which combines hand-picked apples with crushed raspberries to deliver a refreshing, sophisticated cider bursting with fruit flavour.



12.3 seconds to buy shares in the idea & chosen more often

Visuals illustrative of actual images tested

Successful Innovation | 80% Familiar: 20% New?

In that context, the new KitKat cereal launch is a clever one in that it takes a well known product over into a new category and meal occasion therefore giving shoppers another reason to buy it. It is looks delicious! [#innovation](#)
[#costoflivingcrisis](#) [#vst](#)



Successful Innovation | 80% Familiar: 20% New





Concluding



THE VOICE OF UK NATURAL HEALTH

What now?

Concluding

Whether you think a website of your own or a third party platform is the best fit for your brand, optimising e-commerce is just as important and the same mistakes can be made.

E-commerce has moved forward so much since Covid as all e-commerce gateways have had more and more traffic: allowing for refinement and optimisation by big companies.

The rise in online retail and the online space in general means so many advancements in how companies can collect data with so many more data points being available.

The best way to obtain success in a post-Covid online ecosystem is to engage with **the exact people** you see fit to tell about your product.





Will Goodhand

CEO

07769 284 571

Will@insightteam.co.uk

