# **Omnichannel Retail**

How to build winning stores in a digital world

Tim Mason with Miya Knights



# CONTENTS

List of figures xi
Foreword xiii
Acknowledgements xv
List of abbreviations xvii

#### Introduction 1

# 01 The digital imperative 5

The analogue years 5
The benefits of digital spaces 7
The importance of digital 9
The importance of connection 11
The value of digital connection 13
Winning with omnichannel 16
The digital black hole 19
The importance of frequency 20
Endnotes 23

## O2 Analogue learnings 25

Establishing customer connection 25
Building business value 30
Competition-fuelled obsession 32
The value of Clubcard's connection 38
Creating strategic advantage 41
The importance of analytics 42
Endnotes 43

### 03 Loyalty is dead 45

Analogue loyalty learnings 46
Customer-informed differentiation 49
Tapping into emotional loyalty 55

Omnichannel loyalty 57 Harnessing the power of digital connection 60 Endnotes 61

#### O4 Your location in the physical world 63

Digital innovation opportunities 64
Location as a proxy for relevance 70
Locating customers instore 76
The importance of place 78
Endnotes 79

### 05 The digitally augmented store 81

The benefits of data instore 83
Frequency boosts visibility 91
Enhancing the customer connection 93
Endnotes 99

#### 06 Mobile makeover 101

Refit for purpose 104
Right-size investment against frequency with utility 110
Content and relevancy 115
Managing digital in your business 117
Consistent delivery of omnichannel offers 119
Endnotes 121

# 07 Data-based retailing 123

Linking customer insight to sales 124
Connecting to the point of sale 126
Mobile-first investment 127
Empowering customer self-service 129
Data-based ranging 133
Data-based pricing 134
Permission to engage 137
Endnotes 139

80	Performance marketing 141
	Marketing execution evolves 143
	Optimize share of voice instore 145
	Saying 'thank you' versus stretching 149
	Tracking attribution and redemption 153
	Targeting the opportunity 155
	Endnotes 158

# Investing in e-commerce growth 161 Mastering e-commerce delivery 162 The value of e-commerce data 166 Mastering e-commerce marketing 169 The speed of e-commerce innovation 170 New opportunities, new competitors 174 Endnotes 174

# 10 New media, new content 177 Sympathy for the medium 179 Setting the context 181 The importance of localization 182 Proving the value of creativity 186 Using data with empathy 187 Maintaining value and relevancy 190 Endnotes 192

Lessons learned 195

Index 197