



**APRIL 21st 2015**  
**Crowne Plaza**  
**Dublin, Northwood**

# WELCOME

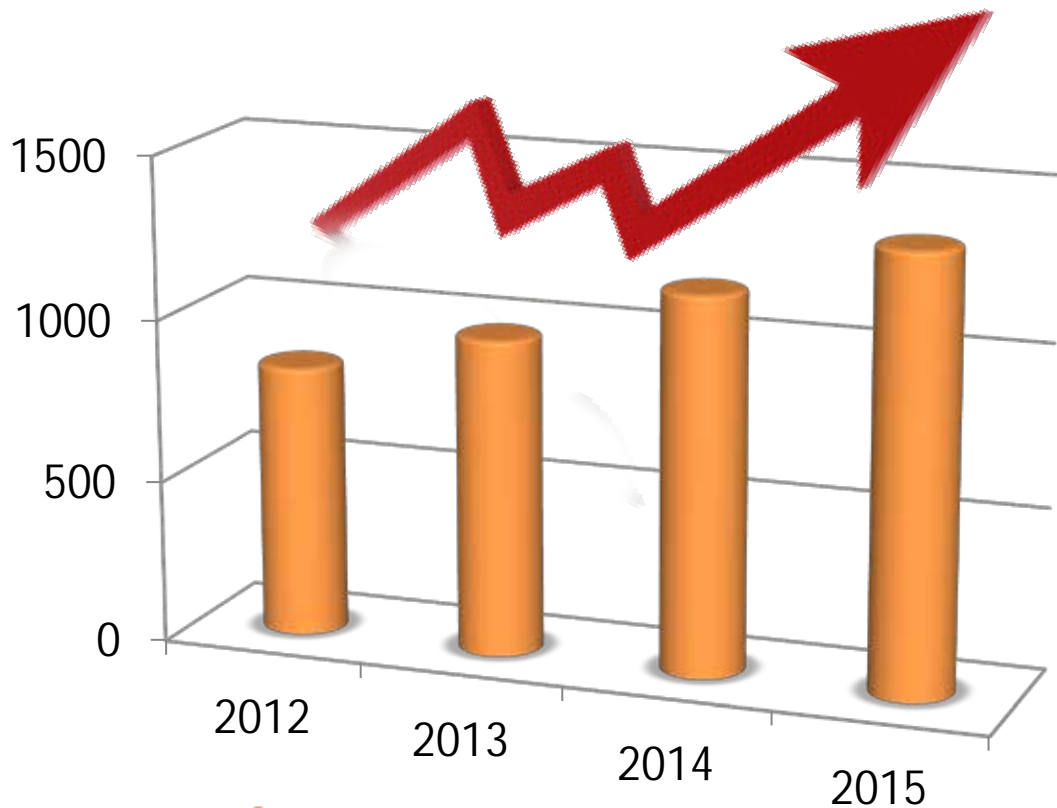


Robert Curran- eCommerce consultant

- Former B&M Retailer
- Moved into eCommerce in 2002
- eCommerce manager for IT website
- Judge for 2014 IIA Net Visionary Awards
- Lecture for the Diploma in eCommerce- Irish Times
- Buy4Now eCommerce platform
- Here for you today as part of the eCommerce Partner Network

# The E-Commerce Market

Worldwide B2C E-Commerce sales 2012 to 2015 (projected)  
in €bn



17.1% year on year  
average growth rate

# The E-Commerce market

SHARE OF E-COMMERCE SALES PER REGION

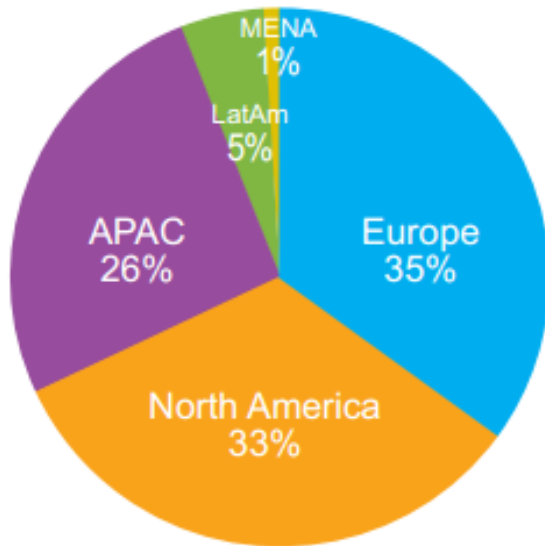


Figure 15: Global Share of e-commerce sales per region, Ecommerce Europe, 2013

## Opportunities

The European market has surpassed the American market in size in 2013.

**€363 billion**

Size of the European E-Commerce market in 2013

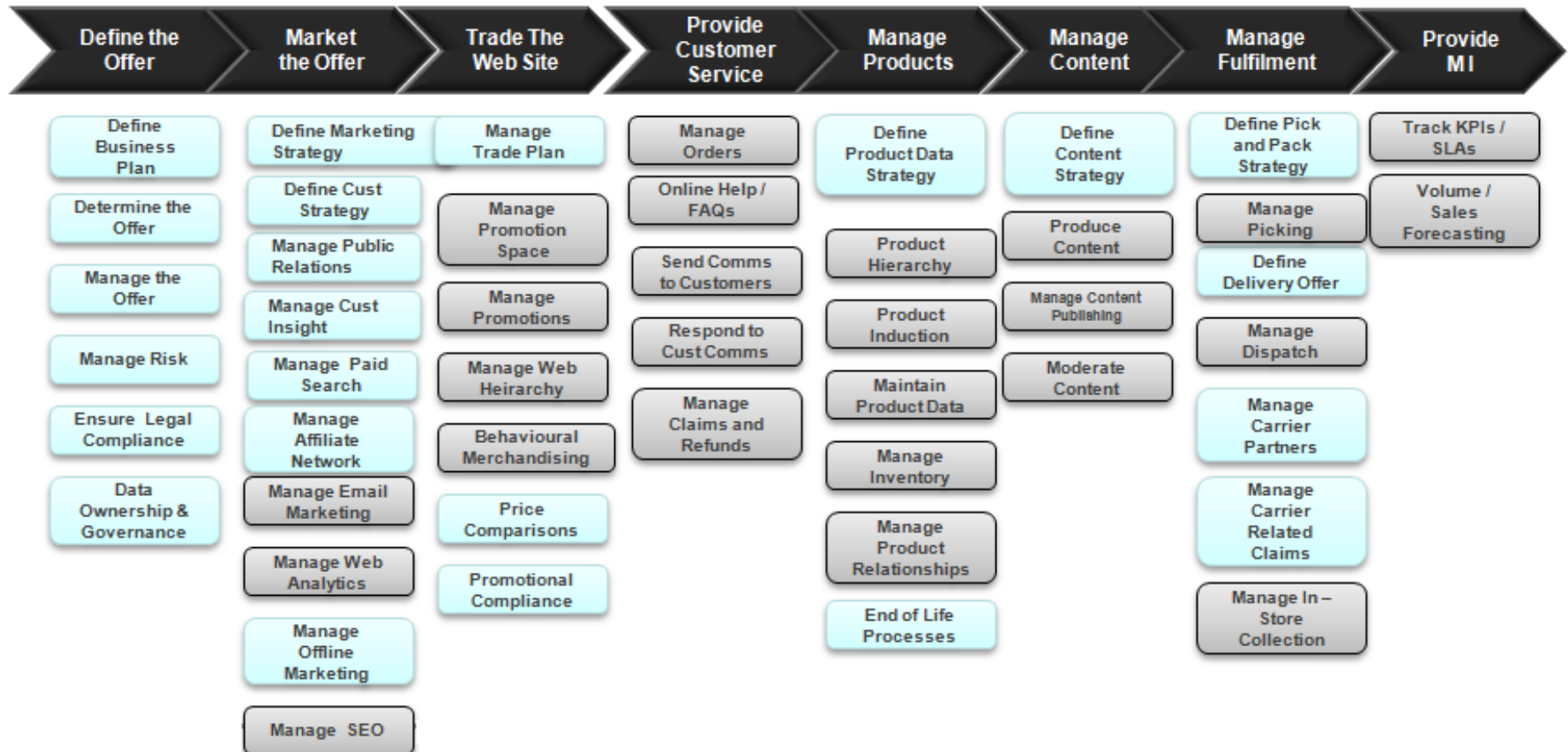
**15%**

Increase in market value from 2012 to 2013



# Ecommerce Operating Model

Run the Website





# Agenda

- Learning room

Gordon Newman

Stephen Quinn

Paul Smith

NETWORKING BREAK

Dan Croxson-John

James Steele

Julie ColClough

LUNCH

Mark Lewis

Eric Horgan

NETWORKING BREAK

Denise Browne

Neil Fitzpatrick

- Essential technologies and 1-1 meetings

Dmac

An Post

Eurobase

Salesforce

Wirecard

SagePay

Willows consulting

DPD

TaxBack

Transfermate

Realex

Nosto







# Do's & Don'ts

## DO:

- Wifi - efqmwinner
- Know- Fire doors Emergency exits
- Room layout
- Tweet, post on SM-- [@Ecommerce\\_Expo](https://twitter.com/Ecommerce_Expo)
- Ask questions
- Leave the room to meet with the other speakers and companies

# Do's & Don'ts

## Don't:

- Miss out on meeting with our supporting partners
  - Bingo competition
- Forget –1-1 sign up sheets on each stand
  - Schoolbooks.ie & Micks Garage--sign up on the EPN stand
- Be shy about giving us feedback -- 2nd event
- What we can do better, what you'd like to see at the next event



[illegible]



# **LIFE** **STYLE** **SPORTS**



Gordon Newman  
Head of Multichannel

Hello.

 @gordon\_newman

 [linkedin.com/in/gordonnewman](https://www.linkedin.com/in/gordonnewman)





## Franklin O'Sullivan

here any chance you could make a decent website?

Like · Comment · 5 November 2011 at 00:24

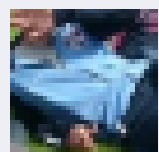


6 people like this.



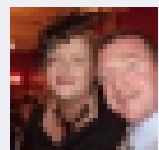
**Jamie Waters** true ha

6 November 2011 at 21:02 · Like



**Franklin O'Sullivan** honestly its ridiculous ... nd theyd make more money out of it aswell

6 November 2011 at 21:31 · Like



**Antoinette Macnamara** Seriously, the worst one ever

6 November 2011 at 22:40 · Like ·  1

**Peter Healy**

How long does it take to make a website?

Like · Comment · 29 October 2011 at 20:15



2 people like this.



57



100,000

3



October 2012





**NEW  
ONLINE  
STORE**







What is multichannel?



What to do about it?



What we've done







# What is Multichannel?



How Customers Interact

How Customers Decide

How Customers Buy





# Interaction

Stores

Telesales

Desktop

Mobile

Tablet

Social Media





# Cool Tools

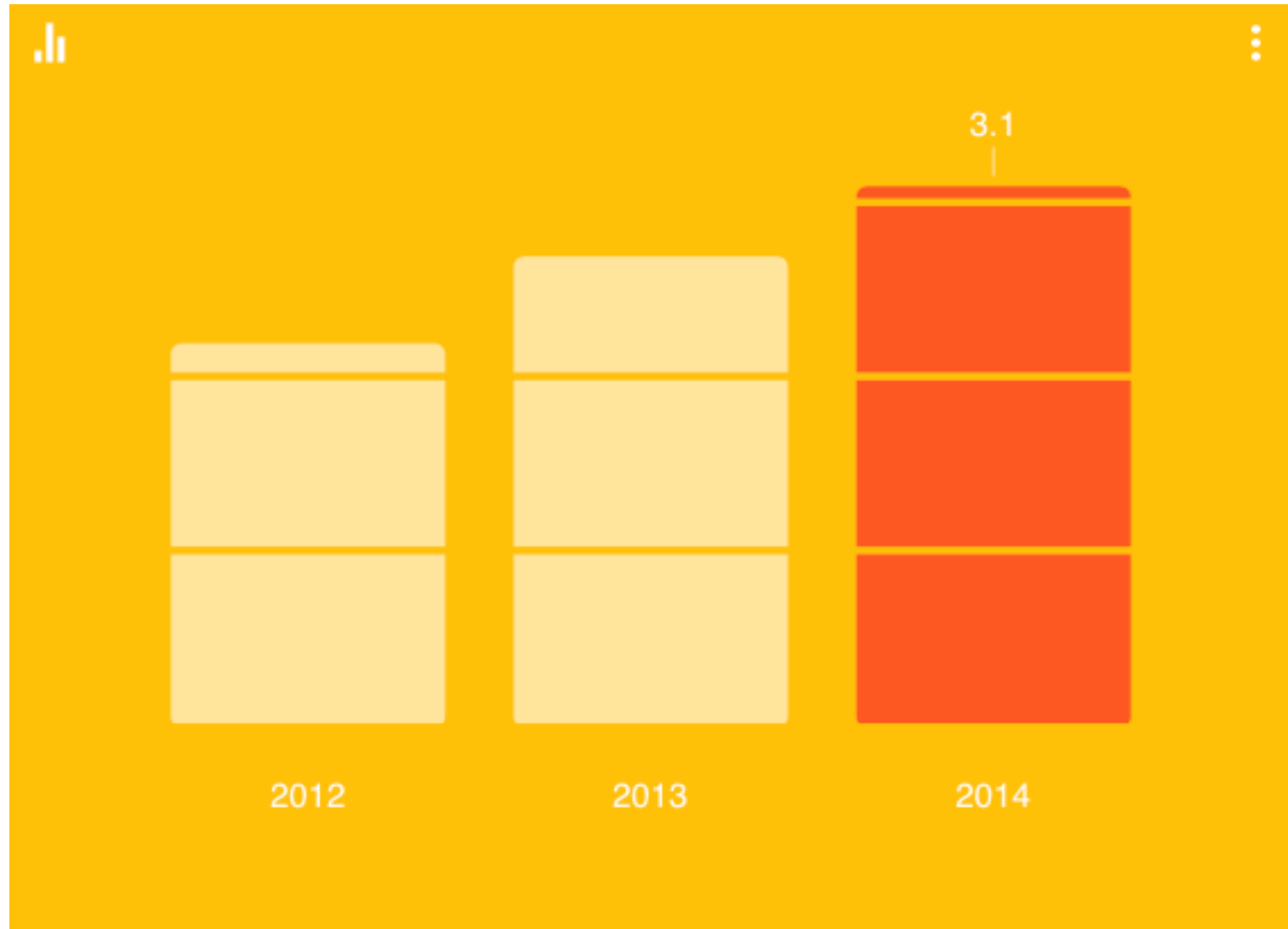
[www.consumerbarometer.com](http://www.consumerbarometer.com)



Google™



# How Many Connected Devices?



# Which of these devices do you use?

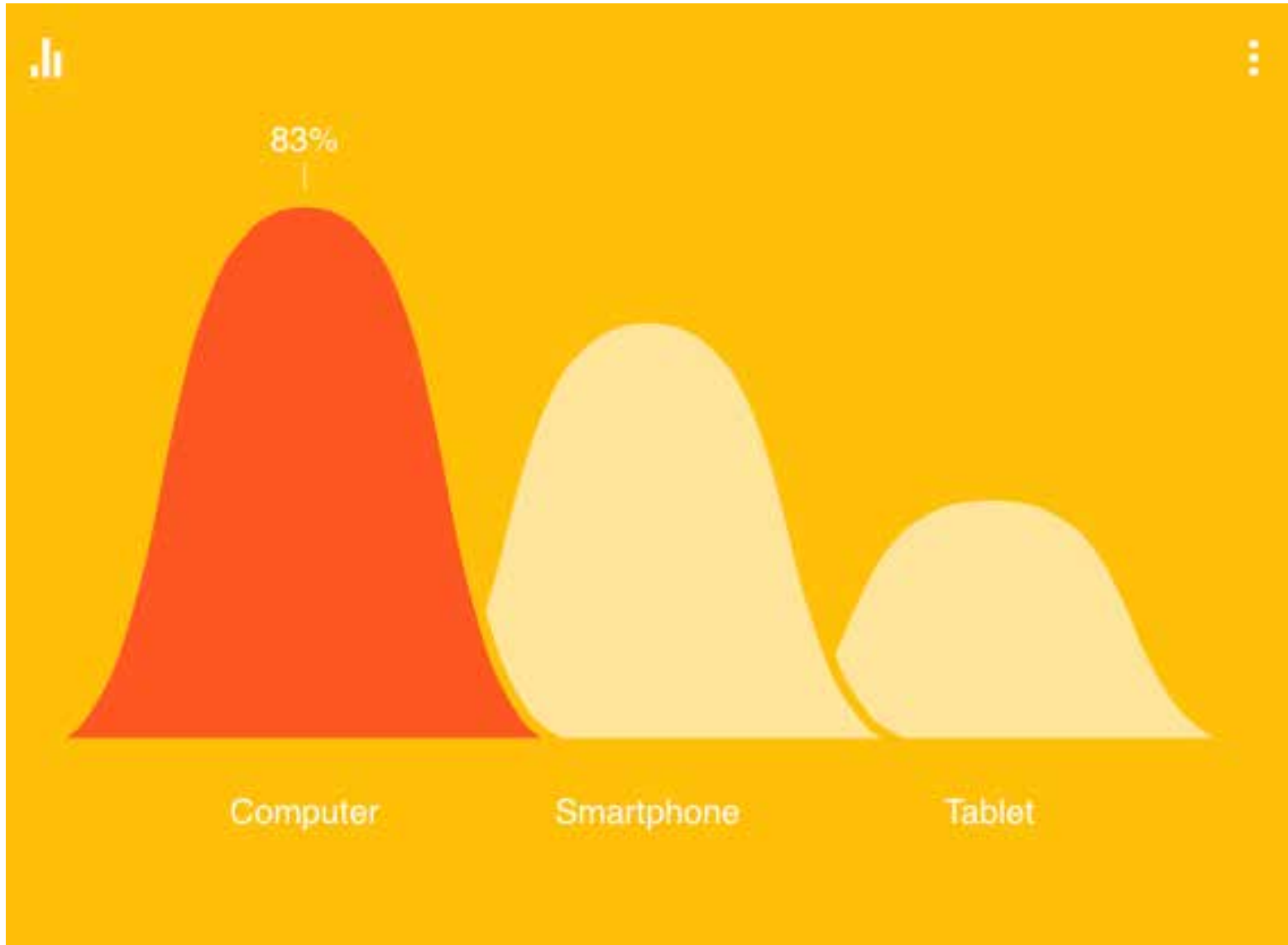
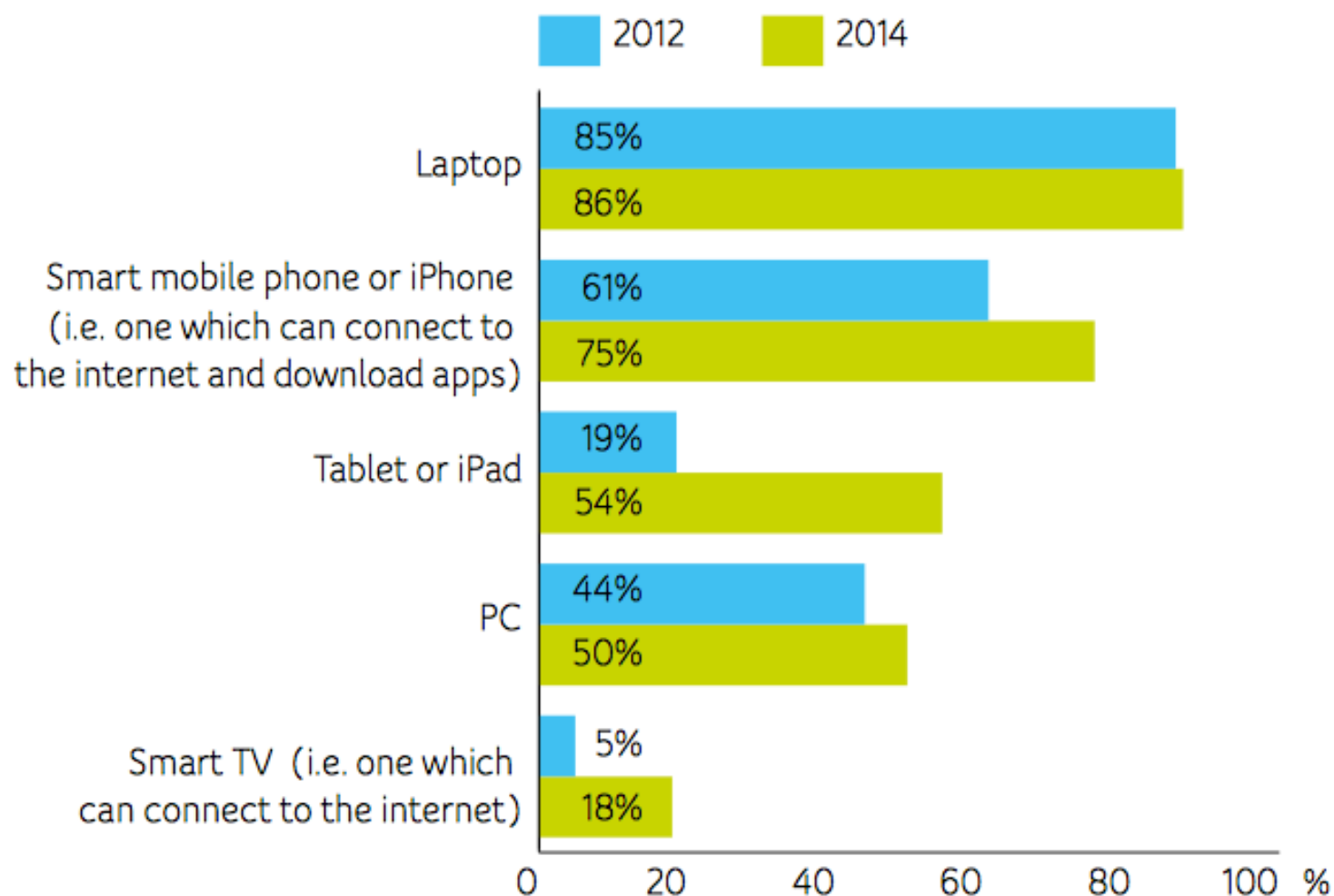


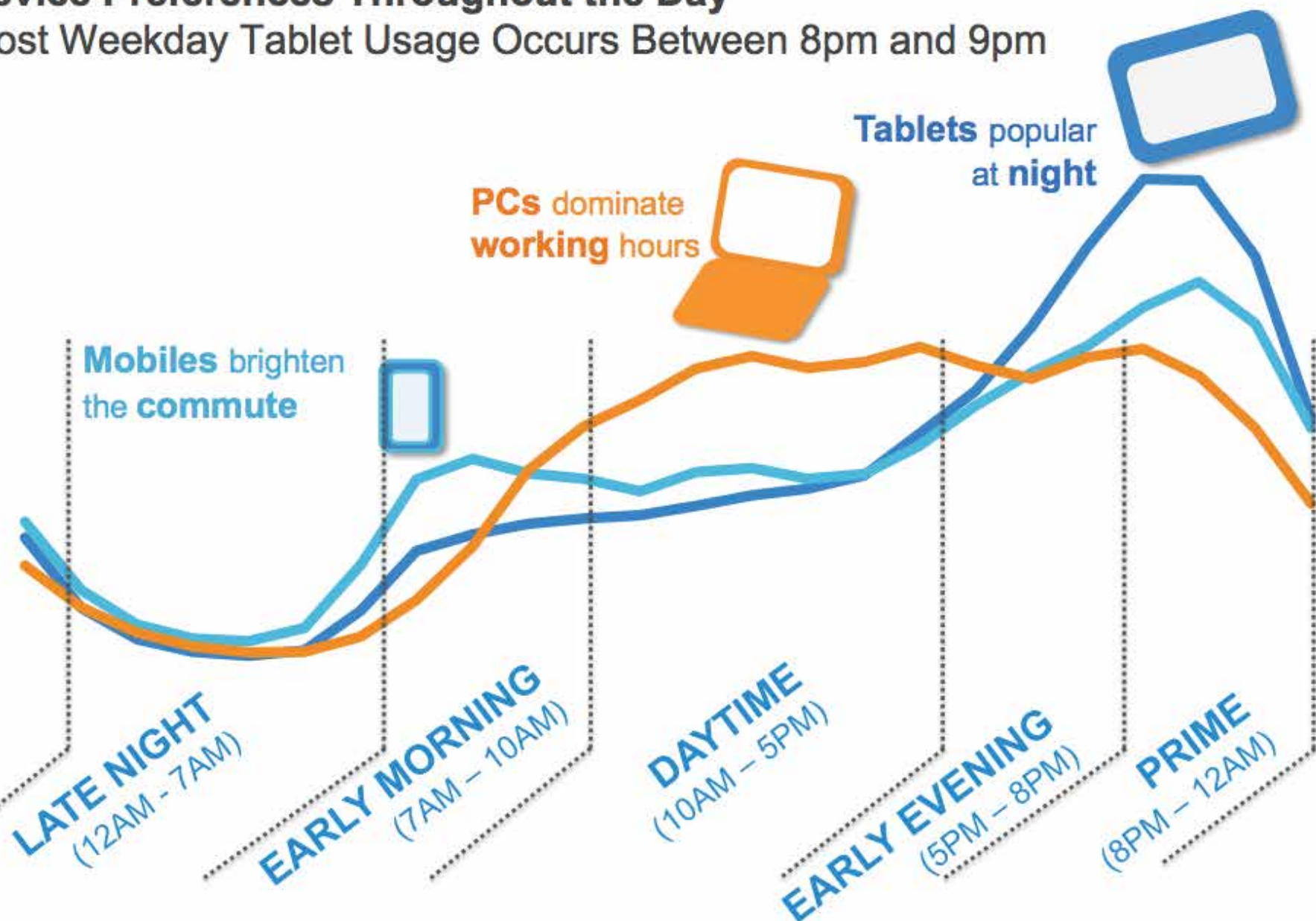
Figure 1: Increase in internet enabled devices in the home



# Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm

Share of Device Page Traffic on a Typical Workday





Do people go online on their devices while watching TV?

Yes



No



Which devices do people use to go online while watching TV?

Use computer while watching TV



Use smartphone while watching TV



Use tablet while watching TV





# Considerations



Customers still come to our stores

Customers have more than one device

Devices change during the day

Customers dual-screen

Customers don't think in "channels"

The world moves on



# Decision

Varies by sector

Discovery  
Research  
Comparison

Multiple Tools



# Discovery

In what ways was the Internet involved in people's recent purchases?

Became aware of product / offer online



Purchased online



Researched online



# Research

Did people do any online or offline research prior to their recent purchase?

Any Research

82%

Online

61%

Offline

60%

Online research only

21%

Offline research only

19%

Both online & offline research

39%

# Comparison

In which part(s) of the purchase process did people use the Internet?

Looked for early inspiration and made initial discoveries online

37%

Compared choices online

64%

Sought advice online

31%

Used the internet to prepare for immediate purchase (e.g. searched locations online)

29%



# Considerations

Customers still come into our stores

Customers research in multiple places

Customers use multiple devices

Customers use the internet to compare

(We should understand this)





# ■ ■ Buying (The Important Bit)

**Most buy in store**



**Peak shopping hours**



**Delivery method**



**Click and Collect**

**Returns**



# Where did people make their purchase?

Store



Phone



Mail



Online



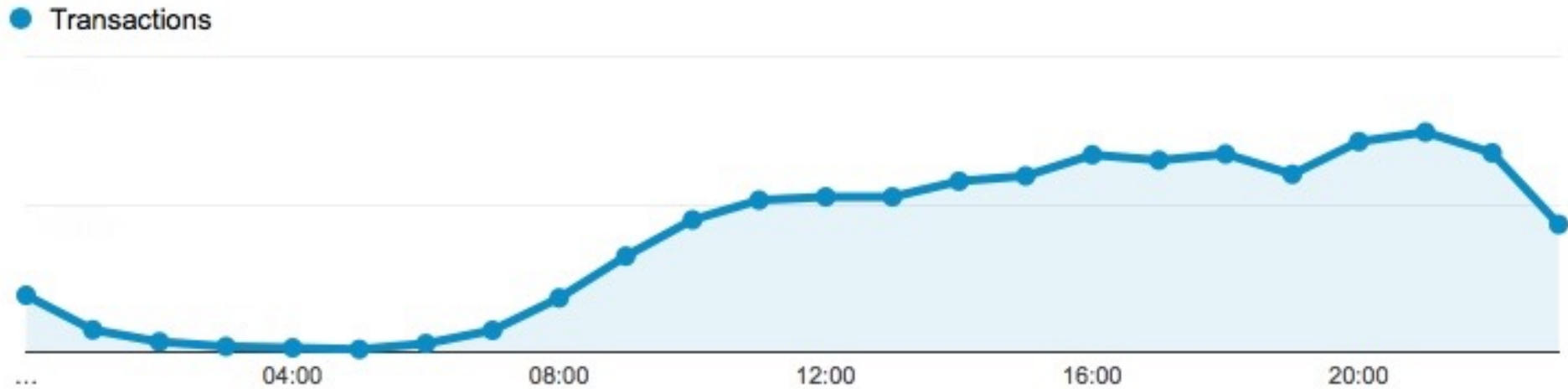
Email



Other

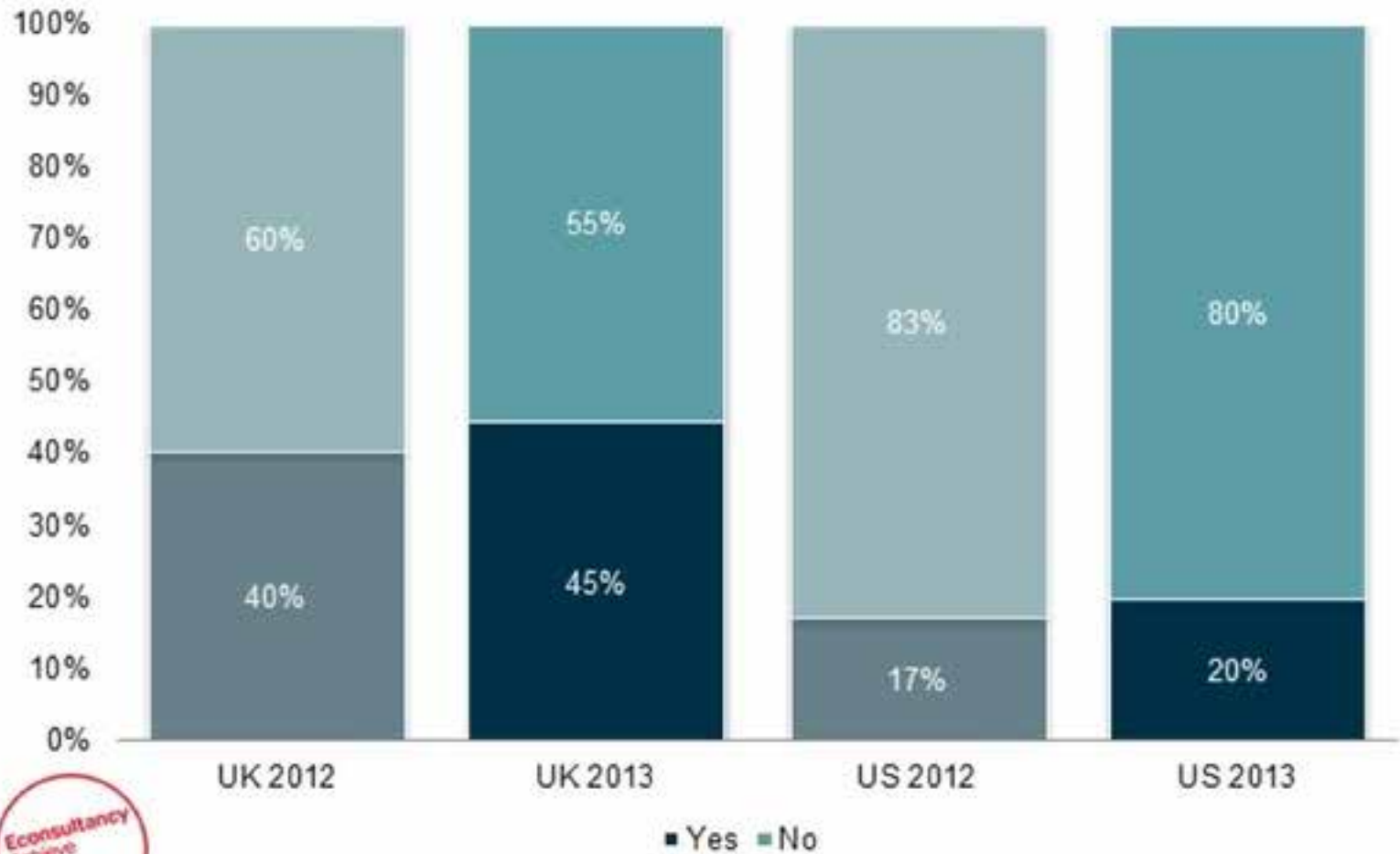


# When is the peak time for online shopping?




# Did you reserve online for in-store collection?

Figure 13: Trend 2012 vs 2013



Respondents 2,000 (UK:1,000; US:1,000)



# Considerations

Customers still come into our stores

Customers prefer online to mobile

Peak buying time is in the evening

Customers like to click and collect  
(They like delivery certainty too)





# What is multichannel?

How Customers Interact

How Customers Decide

How Customers Buy (and return)



What to do about it

CUSTOMER EXPERIENCE FIRST

INTEGRATED CHANNELS

CONSISTENT EXECUTION





# Customer Experience First

What's the Customer Behaviour?

Why is it important?

What's the Customer proposition?





# INTEGRATED CHANNELS

ONLINE

MOBILE

INSTORE

CLICK & COLLECT

RETURNS

MERCHANDISING

PRICING

AVAILABILITY

SERVICE LEVELS

COMMUNICATION





# FUNCTIONAL ROADMAP

ENABLERS FIRST



PRIORITISE

1. CUSTOMERS
2. OPERATIONS
3. EFFICIENCY

RAPID INCREMENTS

CHANGE IT



# CONSISTENCY

PRODUCTS

PRICING

PROMOTIONS

INFORMATION

SERVICE LEVELS

TONE OF VOICE





## What to do about it

CUSTOMER EXPERIENCE FIRST

INTEGRATED CHANNELS

CONSISTENT EXECUTION





## What we've done

CUSTOMER EXPERIENCE FIRST

ESTABLISHING ENABLERS

OUR EXECUTION





# Customer Experience First

## Customer Behaviours

Customers still come into our stores

Customers have more than one device

Customers Discover, Compare & Buy Online

Peak buying time is in the evening


Customers like to click and collect  
(They like delivery certainty too)



HELLO  
my name is

Opportunity





# Customer Proposition

AWESOME PRODUCTS



BUY INSTORE

BUY ONLINE ON ALL DEVICES

FIND US IN ALL CHANNELS

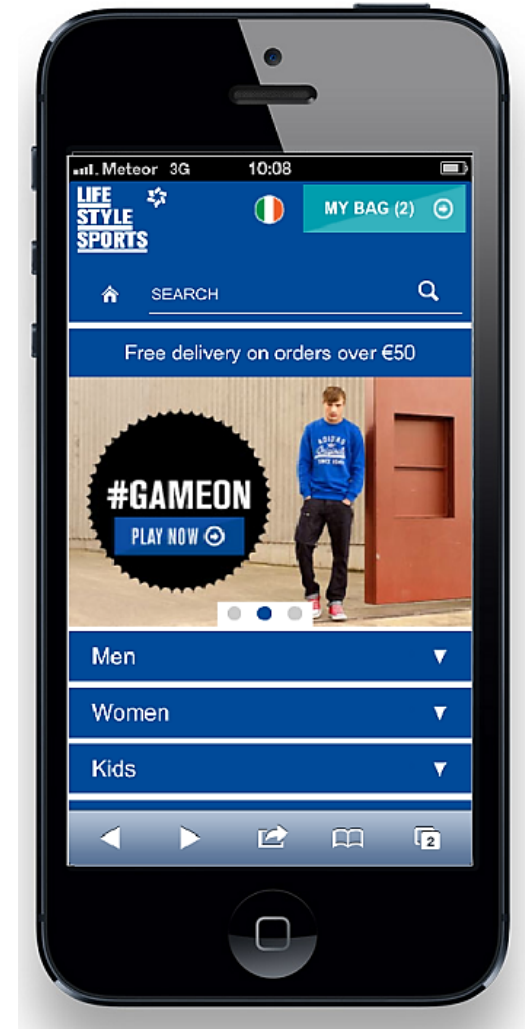
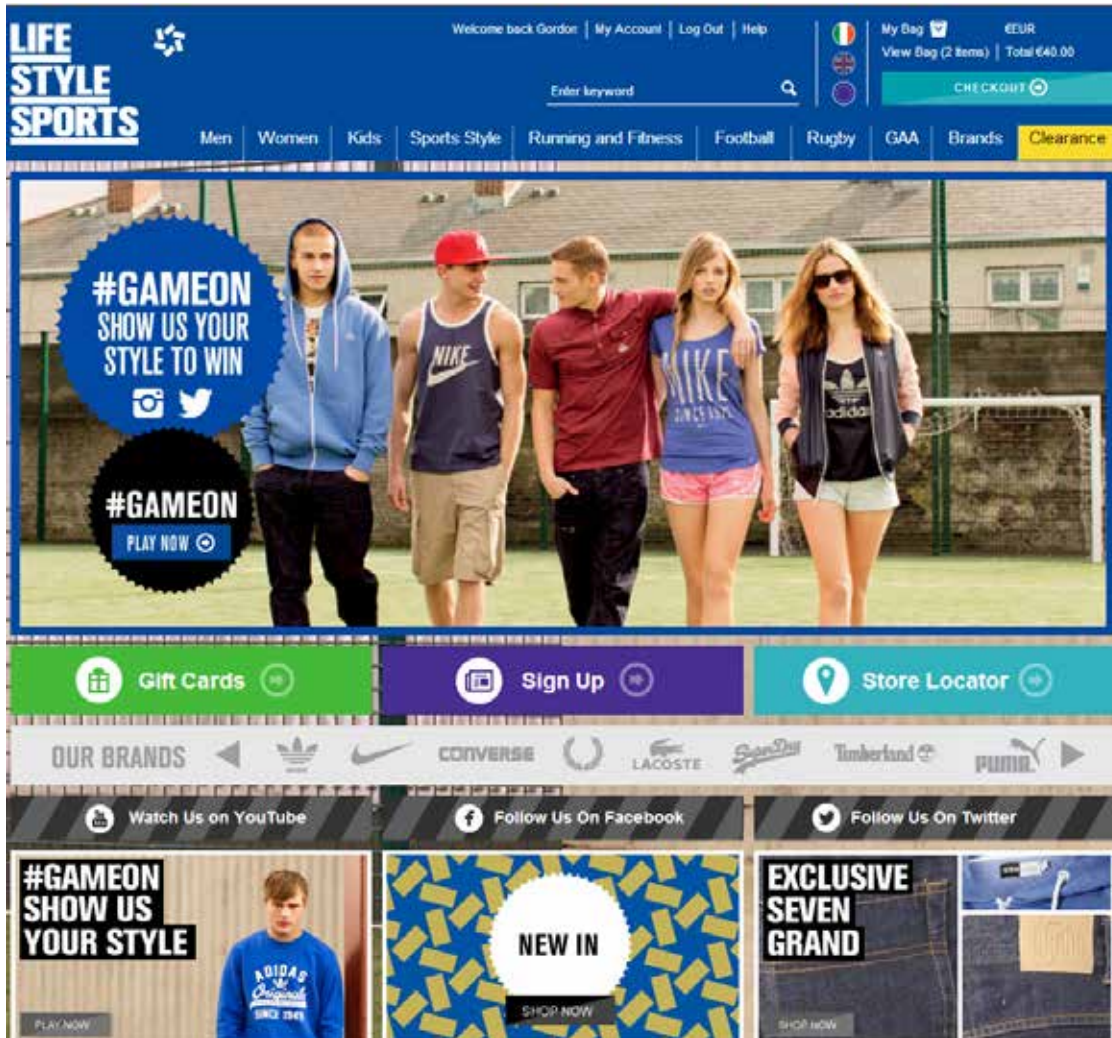
FAST DELIVERY

DELIVERY ANYWHERE

# ESTABLISHING ENABLERS



# OCTOBER 2012 – FEBRUARY 2013



# MARCH 2013 - Click & Collect





# August 2013- Product Customisation



OCTOBER 2013

## Next Day & Saturday Delivery 6-Day Warehouse



MARCH 2014 - 7pm Cut Off



# JULY 2014 - INSTORE IPAD ORDERING

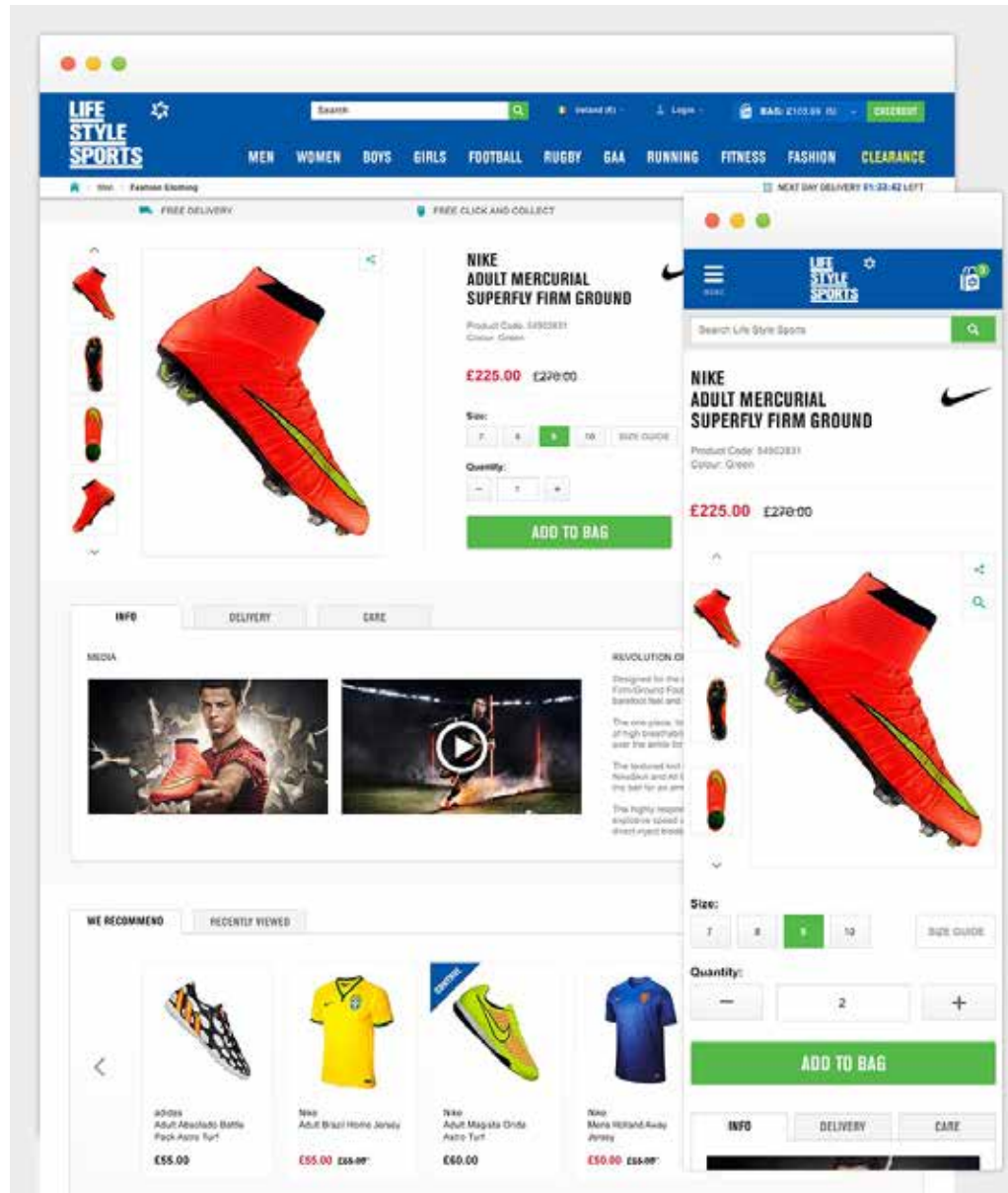




# JULY 2014 - INSTORE IPAD ORDERING



# OCTOBER 2014 - FULLY RESPONSIVE SITE



# APRIL 2015 - PRE-ORDERS

**LIFE  
STYLE  
SPORTS**



Ireland (€)

Hi Gordon



BAG: €81.00 (3)

CHECKOUT

MEN

WOMEN

BOYS

GIRLS

FOOTBALL

RUGBY

GAA

RUNNING & FITNESS

FASHION

**CLEARANCE**

/ [Football](#) / [Premier League](#) / [Liverpool](#)

FREE DELIVERY AND RETURNS TO 65 STORES NATIONWIDE

NEXT DAY DELIVERY 17:04:47 LEFT

FREE STANDARD DELIVERY FOR ORDERS OVER €50

## REFINE RESULTS

### AGE

- ☐ Adult (21)
- ☐ Infants (0-24 Months) (3)
- ☐ Kids (21)

### GENDER

- ☐ Male (44)
- ☐ Unisex (1)

### PRODUCT TYPE

- ☐ Jersey (33)
- ☐ Gifts (5)
- ☐ Shorts (3)
- ☐ Socks (1)
- ☐ Gloves (1)
- ☐ Pants (1)
- ☐ Polo (1)

### SIZE

- ☐ Small (7)
- ☐ Medium (12)
- ☐ Large (17)
- ☐ X-Large (15)
- ☐ XX-Large (6)

**HOLD NOTHING BACK**  
PRE-ORDER NOW  
#HoldNothingBack



## LIVERPOOL FOOTBALL CLUB SHIRT AND KIT

The new Liverpool Football Shirt 2015/16 and Liverpool football Kit is available to pre-order online and in store!

Sort by

All products

45 products in this category



**New Balance**  
Adult Liverpool Home  
Jersey

€65.00



**New Balance**  
Kids Liverpool Home  
Jersey

€51.00 - €63.00



**New Balance**  
Kids Liverpool Home  
Goalkeeper Jersey

€51.00 - €63.00



**New Balance**  
Adult Liverpool Home  
Goalkeeper Jersey

€70.00



**New Balance**  
Kids Liverpool Home  
Jersey

€55.00 - €68.00



## What we've done

CUSTOMER EXPERIENCE FIRST

ESTABLISHING ENABLERS

OUR EXECUTION



What is multichannel?



What to do about it?



What we've done







[illegible]



# Understanding Digital Marketing

Why Digital Marketing is your companies best friend.





Evolution Digital specialise in Digital Marketing, Mobile Marketing and Web Design.

Implementing innovative & measurable Digital Marketing campaigns in addition to designing and developing innovative, search engine friendly & conversion driven websites and mobile marketing solutions for companies of all sizes.

Founded in 1999, Evolution Digital has worked with over 500 companies throughout primarily Ireland & the UK, helping them achieve their optimal digital reach, identifying growing online markets for their products and services.

OVER 16  
YEARS IN  
THE  
INDUSTRY

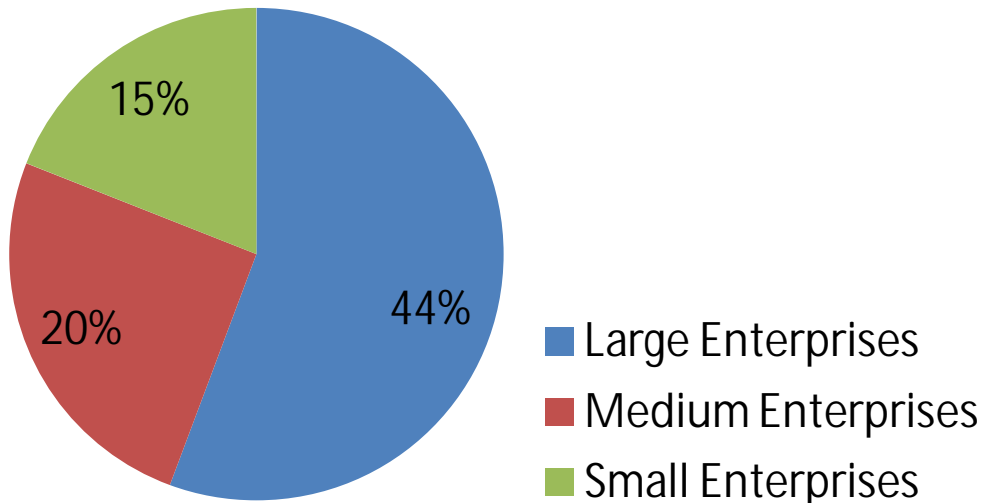


Below are just some of our happy clients, for more of our clients and testimonials please visit our website at [www.evolutiondigital.ie](http://www.evolutiondigital.ie)



## eCommerce Stats

The Irish Ecommerce Market is an 'emerging' market.



**44%**

of sales for Large Enterprises

**20%**

of sales for Medium Enterprises

**15%**

of sales for Small Enterprises

Source: Central Statistics Office / [www.cso.ie](http://www.cso.ie)

According to EuroStat, €98 per second is lost from the Irish Economy

Online retail market set to grow to **€21 billion** by 2017  
In Ireland

People living in Ireland spend **€8.5 million** a day online with retailer abroad

eCommerce sales are expected to reach **2.2 trillion** by 2018  
Globally



Source: EuroStat / <http://ec.europa.eu/eurostat>



Source: EuroStat / <http://ec.europa.eu/eurostat>

A vibrant blue background filled with various digital marketing icons. On the left, a desktop monitor displays multiple web browser windows. Below it, a green keyboard is shown with two white hands typing. To the right of the keyboard is a steaming blue mug. In the center, a large white arrow points right, containing the text 'Digital Marketing'. Below this arrow is a smaller orange arrow pointing right, containing the text 'Strategy and Planning'. The background is decorated with several interlocking gears in blue and green, a document icon with a checklist, a smartphone displaying a webpage, a laptop showing a world map, a bar chart, a pie chart, and various smaller icons like a pencil, a speech bubble, and stars.

# Digital Marketing

## *Strategy and Planning*

# Digital Marketing Strategy



A Digital Marketing Strategy is, creating an integrated digital communications strategy for a brand which requires specific channel targeting, channel propositions and channel partners based on customer preferences.







1. Understand who your buyers are and what their motivations are for purchasing from you
2. Establish your Goals – SMART
  1. Specific
  2. Measureable
  3. Attainable
  4. Realistic
  5. Time-bound

Goals keep you focused and help determine strategy.

- 3 Decide the Broad Campaign and Tactics –  
Come up with creative themes and  
messages
- 4 Get more Specific on approach – SEO, PPC,  
Email, Social Media, Content Marketing,  
Affiliate Programmes, Mobile Marketing
- 5 Decide on strategy on Specifics of each  
Approach eg. Landing pages for PPC,  
Keywords for SEO, Themes for Social Media



## Developing your Strategy

Strategy should address key stages of the buyers journey:

### Demand Generation/Top of Funnel – Awareness Campaign

- Search Engines – SEO/PPC, Social Networks, Blogs
- KPIs = Unique Visitors, Fans Followers, Value Per Visit

### Nurture – Conversion Campaign

- Website, Personalisation, Blogs, Community, Interactive Tools, Re-marketing
- KPIs = Leads, Conversion Rates, Time on Site, Shares/Comments, Revenue/Profit, Average Order Value

### Post Sale – Advocacy Campaign

- Social Media, Email marketing, SMS
- KPIs = Repeat Purchases, Satisfaction and Loyalty, Advocacy, Referrals, Social Proof





# Case Study



## The Story

- Established in 2008
- An idea that was born out of a frustration and a failed attempt to find a Christmas Jumper for a Christmas Party
- In 2011 they shipped to 46 separate countries.
- In 2014, they launched a UK domain [www.funkychristmasjumpers.co.uk](http://www.funkychristmasjumpers.co.uk) and [www.funkychristmassweaters.com](http://www.funkychristmassweaters.com) to target the US.
- Today Funky Christmas Jumpers has grown to become the number one destination and go-to place for Christmas Jumpers internationally.



## Key Success Factors

## Social Media Marketing Strategy



Key social media channels are:



facebook

37,000 + likes

twitter 13,000 followers

INFO

Their Facebook fan-base has grown from **10k** in October 2012



facebook.



Funky Christmas Jumpers

22 December 2014 · Edited ·

One Direction + The Tonight Show Starring Jimmy Fallon + Funky Christmas Jumpers + USA



Like · Comment · Share



# Smart Sharing

twitter



Funky Xmas Jumpers @XmasJumpers Dec 22

The @Real\_Liam\_Payne's jumper  
[funkychristmasjumpers.com/mens-funky-chr](http://funkychristmasjumpers.com/mens-funky-chr)



155 266

[View more photos and videos](#)

Celebrity

Endorsements

ONE DIRECTION



Harry Styles



Niall Horan





Ryan Tubridy



Rory McIlroy



Rita Ora



Tommy Bowe

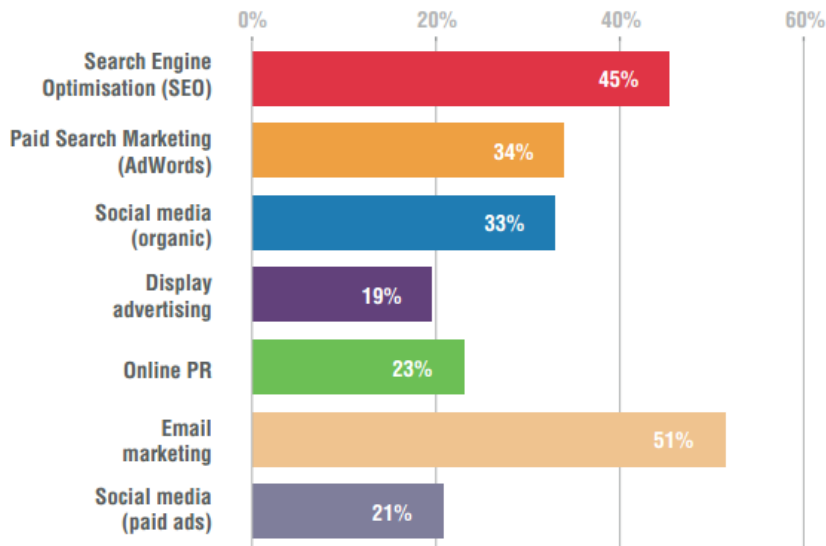
# Trending on twitter



 <b>Trendsmat Sydney</b> @TrendsSydney <p>Funky Xmas Jumpers, @xmasjumpers is now trending in #Sydney <a href="https://trendsmap.com/au/sydney">trendsmap.com/au/sydney</a></p>		 <b>Trendsmat Melbourne</b> @TrendsMelbourne <p>Funky Xmas Jumpers, @xmasjumpers is now trending in #Melbourne <a href="https://trendsmap.com/au/melbourne">trendsmap.com/au/melbourne</a></p>		 <b>Trendsmat Italia</b> @TrendsItalia <p>Funky Xmas Jumpers, @xmasjumpers è ormai una tendenza in Italy <a href="https://trendsmap.com/it">trendsmap.com/it</a></p>	
 <b>Trendsmat USA</b> @TrendsmapUSA <p>Funky Xmas Jumpers, @xmasjumpers is now trending in United States <a href="https://trendsmap.com/us">trendsmap.com/us</a></p> <p>23/12/2014 08:03 from United States</p>		 <b>Trendsmat Polska</b> @TrendsPolska <p>Funky Xmas Jumpers, @xmasjumpers is now trending in Poland <a href="https://trendsmap.com/pl">trendsmap.com/pl</a></p> <p>23/12/2014 09:01</p>		 <b>Trendsmat London</b> @TrendsLondon <p>Funky Xmas Jumpers, @xmasjumpers is now trending in #London <a href="https://trendsmap.com/gb/">trendsmap.com/gb/</a></p>	
 <b>Trendsmat Ireland</b> @TrendsIreland <p>Funky Xmas Jumpers, @xmasjumpers is now trending in Ireland <a href="https://trendsmap.com/ie">trendsmap.com/ie</a></p> <p>23/12/2014 08:43 from Ireland</p>		 <b>Trendsmat Barcelona</b> @TrendsBarcelona <p>Funky Xmas Jumpers, @xmasjumpers es ahora una tendencia en #Barcelona <a href="https://trendsmap.com/es/barcelona">trendsmap.com/es/barcelona</a></p>		 <b>Trends Australia</b> @TrendsAustralia <p>Funky Xmas Jumpers, @xmasjumpers is now trending in Australia <a href="https://trendsmap.com/au">trendsmap.com/au</a></p>	
 <b>Trendsmat Belgium</b> @TrendsBelgium <p>Funky Xmas Jumpers, @xmasjumpers is now trending in Belgium <a href="https://trendsmap.com/be">trendsmap.com/be</a></p>		 <b>Trendsmat Milano</b> @TrendsMilano <p>Funky Xmas Jumpers, @xmasjumpers è ormai una tendenza in #Milan</p>		 <b>Trends Australia</b> @TrendsAustralia <p>Funky Xmas Jumpers, @xmasjumpers is now trending in Australia <a href="https://trendsmap.com/au">trendsmap.com/au</a></p>	

# Most effective channels to invest in for Digital Marketing

Top Online Marketing Channels in 2015

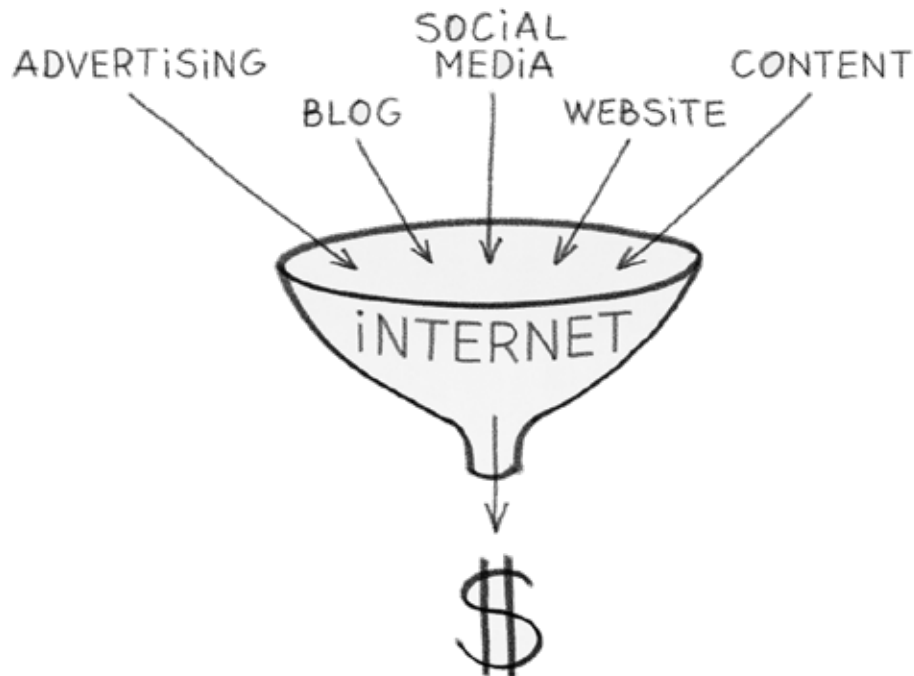


Smart Insights  
www.smartinsights.com

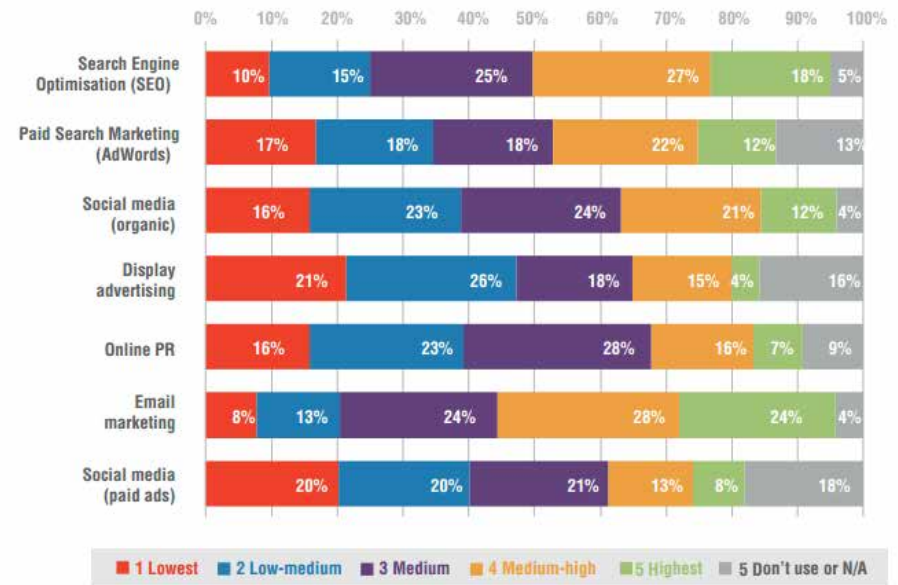
Tfma  
www.tfma.co.uk



# Volume of Sales / Sales Leads per Channel



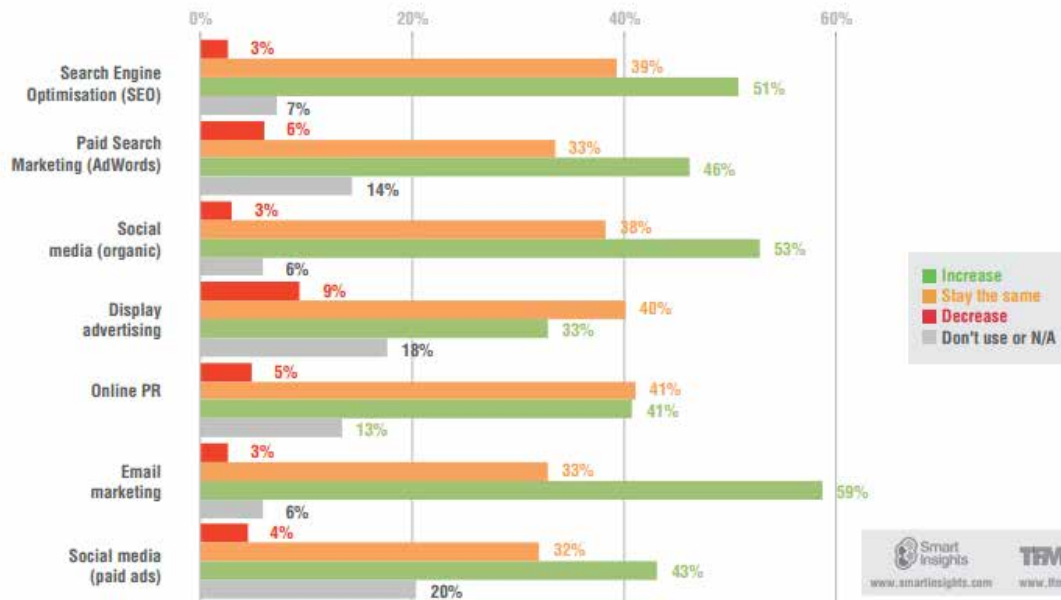
Channel rating for volume of leads or sales expected by businesses





# Digital Marketing Spend Trends 2015

## Investment changes in digital media in 2015



Smart Insights  
www.smartinsights.com

TFM&A  
www.tfm.co.uk



The diagram is a 3x3 matrix with the following axes and labels:

- Y-axis (vertical):** Investment [Resource needed, ROI decreasing] (indicated by an upward arrow on the left).
- X-axis (horizontal):** Effectiveness [Potential lead or sales volume] (indicated by a rightward arrow at the bottom).

The matrix is divided into four quadrants by a horizontal and vertical line:

- Top-Left (Low Volume, Low ROI):** Contains LinkedIn Promoted Posts, AdWords Generic, Facebook Promoted Posts, Facebook Custom Audiences, Facebook Retargeting, and Sponsored Tweets.
- Top-Right (High Volume, Low ROI):** Contains PR, Influencer PR, Media Related PR, and Integrated Content Campaigns.
- Bottom-Left (Low Volume, High ROI):** Contains Instagram, AdWords Remarketing, and Organic Reach.
- Bottom-Right (High Volume, High ROI):** Contains AdWords Tail, Organic Reach, AdWords PLA, AdWords Mobile (Enhanced Campaigns), Blog Marketing, SEO Long Tail, and Organic Reach.

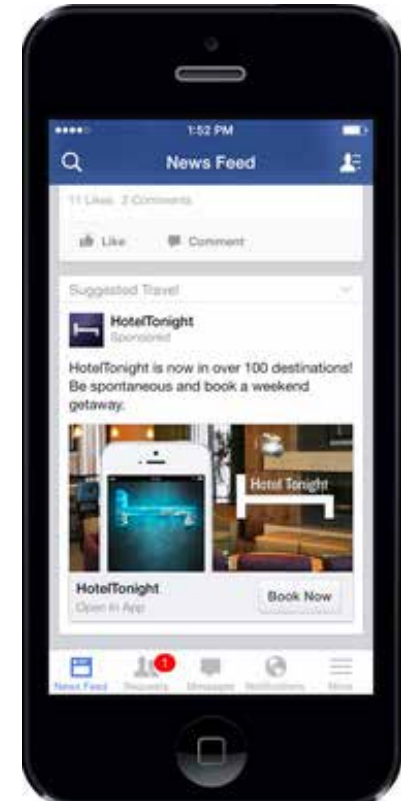
evolution  
digital delivering measurable results

# Remarketing

Customer acquisition is a long process:



# Remarketing





## Remarketing

In the “leads” and “prospects” section:

This is where remarketing is most important.



People have expressed the need but require an extra push in their purchase decision making process.

## Remarketing – Different reasons to use different channels

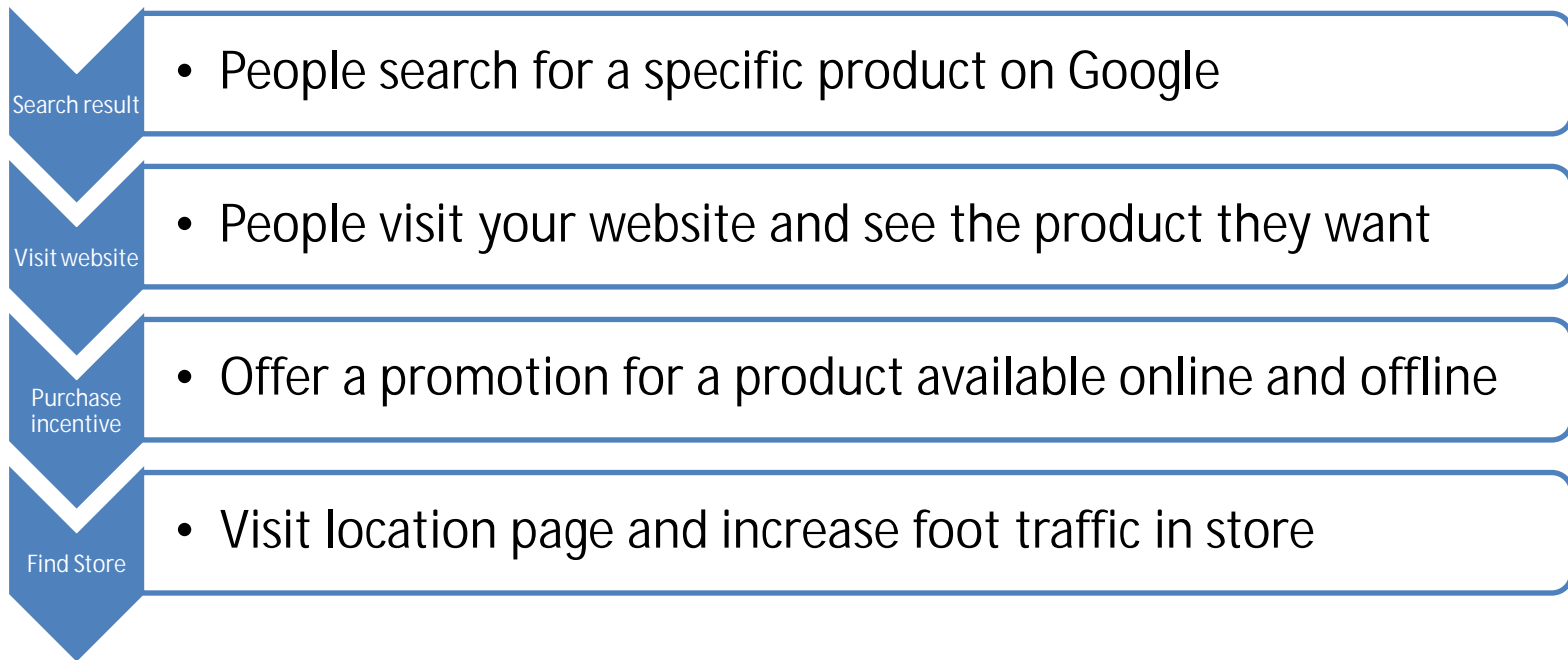
Social Media	PPC	Email
<p>Example FACEBOOK:</p> <ul style="list-style-type: none"><li>• Lower Cost Per Click than Google PPC</li><li>• Just like Google Adwords you can create custom remarketing lists</li><li>• Existing customers and Potential customers can interact and share feedback on a Facebook ad</li><li>• You can create “lookalike” audiences to expand your ad reach</li></ul>	<ul style="list-style-type: none"><li>• You can use different ad formats to target your remarketing lists</li><li>• Remarketing usually has a cheaper CPC than regular search campaigns</li><li>• It has a lower CTR than search ads, but also a lower Cost Per Conversion</li><li>• If you see that the remarketing ads are starting to annoy people, you can regulate the frequency at which they are shown to optimise for conversions.</li></ul>	<ul style="list-style-type: none"><li>• Can be used in the case of cart abandonment</li><li>• Ability to offer purchase incentives</li><li>• Ability for people to willingly opt-in</li><li>• More personal (name/product viewed/discounts)</li></ul>

## ROPO: Research Online Purchase Offline

Customers research relevant product information to qualify their buying decision, before they actually decide to buy their favourite product in the local store.



## PPC & SEO supporting ROPO



April

21<sup>st</sup>

# MOBILEGEDDON HAS ARRIVED



Mobile Friendly



Non-Mobile Friendly

## What does “Mobile-friendly” mean?

1. Evaluate current status
2. Readability
3. Resizing or Responsive
4. Accessible Links
5. Avoid having your website rely on Flash



## Have You Been Penalised ?

Panda or Penguin, is Google's search results ranking algorithm meant to stop sites with poor quality content from working their way into Google's top search results.

- Check keywords rankings
- Drop in Sales?
- Have you seen a significant drop in traffic today on Google Analytics
- Check Webmaster Tools and use the 'Mobile Usability Report'



# What are my options to make my website mobile friendly?

- Both a mobile site and responsive design will optimize your site to be more appropriate for smaller screens; both will offer simpler navigation and faster load times.
- However, there are differences, which is why we share the advantages and disadvantages of both solutions below.





## Take away points

Plan out who you want to target your products to

Plan out how to target these customers

Are all your channels effectively set up and capable of reaching your audience

Work out budgets, although with some flexibility

Roll out and have KPI's in place month on month

Remarket

Mobile

Don't forget about the offline / online relationship (ROPO)





# Thank You!

Please ask your questions and come see us for a 1 on 1 session



evolution  
digital

delivering  
measurable  
results

Providing Digital Marketing & Web Solutions for over 16 years in Ireland



Please visit our website at [www.evolutiondigital.ie](http://www.evolutiondigital.ie)

evolution  
digital

delivering  
measurable  
results





A vibrant, circular collage of numerous small icons on a light blue background. The icons represent a wide range of digital and business themes. In the center are two large server racks. Surrounding them are icons for financial growth (line and bar graphs), communication (speech bubbles, SMS, email), social media (Twitter bird, Facebook 'like' button), technology (laptop, smartphone, Wi-Fi symbol, cloud storage), and general business operations (gears, magnifying glass, dollar sign, calendar). The overall composition suggests a comprehensive ecosystem of digital services and data management.



# Open up world markets





# OPEN



...up world markets

# The missing solution



# Solution highlights

## Solution highlights

**Ownership of relationship**  
throughout  
the supply  
chain

**Processing  
Centre**  
in Derby and  
**Courier  
Centre** in  
Heathrow

**US Duty  
Claim Back**  
program

Automated  
**Bonded UK  
warehouse**  
postings to  
HMRC via  
Sequoia





# Global reach



Australia



Belgium



Brazil



Bahrain



Canada



China



Denmark



Egypt



Finland



France



Germany



Hong Kong



India



Italy



Japan



Kuwait



Lebanon



Luxembourg



Netherlands



New Zealand



Oman



Poland



Portugal



Qatar



Russia



Saudi Arabia



Singapore



South Korea



Spain



Sweden



UAE



USA



# Innovations: live and in development



wnOnline



wnSortation



wnCollect



wnDuty



NEW LANES  
DEVELOPMENT



wnOptimise



wnReturns



wnControl Tower



wnGlobal



Cash on Delivery



wnValidate



# Why bother?

Consumer trends & purchasing behaviours



The value of eCommerce will be  
**€2.2 trillion**  
by 2018



People living in Ireland spend

**€8.5 million**

a day online with international retailers



# 52%

of Ireland's business turnover  
was from eCommerce sales (2013)



# 50%

of Irish businesses sell to  
EU countries via eCommerce (2012)





# 38%

of Irish businesses sell to  
ROW countries via eCommerce (2012)



In the last 30 seconds

**€1,128,654**

was spent online





eCommerce accounted for **6.4%** of total US retail sales in 2014



Between **10-15%** of total eCommerce sales in Russia are made through foreign websites



**70%** of Chinese consumers are under 35 and hungry for Western quality and brand status



In Germany a **50%** return rate of online purchases is the norm



# Sharing Expertise

## Russia and wnDirect – A world class opportunity

### RUSSIA - THE FACTS & FIGURES

- The population of Russia is approx 143 million (2015)
- The capital is Moscow, the biggest city in Europe, which has more skyscrapers than any other city in the world
- The national currency is Rubles
- The main spoken language is Russian, which uses the Cyrillic alphabet and is one of the 5 most spoken languages in the world
- As 17M kind, Russia is the largest country in Europe and is actually slightly bigger than China!

### Internet Penetration

59% of Russians use the internet

80% of Russians use the internet to shop

### ECOMMERCE FACTS & FIGURES

- Russian eCommerce is in the midst of a real boom. The volume of the Russian eCommerce market is estimated to have reached about \$10.3 billion in 2015.
- The market is growing at an annual rate of around 30%
- Currently between 10 and 15% of total eCommerce sales in Russia are made through foreign sites
- Russian shoppers consider it important to have alternative delivery options. 5 out of 10 online shoppers take the information into account when deciding whether to purchase from a particular online store. During 2015, of the 108 million packages shipped across Russia, half of them were shipped by alternative companies to the postal network
- Most Russian buyers do not receive their purchases between 7 and 10 days after they place their order

### OUR PARTNERS

#### SPSR EXPRESS

SPSR Express act as the in-country customs broker, importer and final mile carrier and are therefore responsible for customs clearing the wnDirect traffic, processing the parcels in-country and managing the final mile delivery to the end consumer.

#### SERVICE OVERVIEW

- There have been numerous legislative changes affecting Duty Thresholds, the latest updates, visit [www.wnDirect.com](http://www.wnDirect.com)
- Our solution complies with legislation, we allow the consumer to submit passport number via online 100% portal. Postal services only take every step to speed up of passport image or forkliftage (documents) necessary. The consumer has 7 days to submit all order parcels have been scanned by wnDirect. If no ID received, the parcel doesn't get picked & parked at warehouse
- Parcels under duty threshold or orders where ID has been approved are flown by air to Moscow. Customs cleared and parcels collected by SPSR Express
- For Moscow and surrounding areas, transit time is 3-4 days. St Petersburg and surrounding areas is 4-5 days
- Customer receives email to local language from carrier which parcel arrives including times of day and seen to notify customer when parcel ready for delivery in Moscow, with courier in Moscow, delivery by customs to regions, ready for delivery in regions, will courier in region
- Delivery cost includes two in-delivery attempts and "banded" against a final attempt fee, FOD (signature required)
- Unfulfilled parcels returned to local hub, and consolidated for empty return

### For more information visit [www.wnDirect.com](http://www.wnDirect.com)

## Australia and wnDirect – A world class opportunity

### AUSTRALIA - THE FACTS & FIGURES

- The population in Australia is 22.68 million (2015)
- The capital is Canberra, not Sydney
- Commonwealth of Nations (CUN)
- Australia is the world's 6th largest country by total area
- The same amount of area as the US, but with 20% less population, meaning southern
- Northeast covers 81 percent of Australia, nearly 7 million square kilometers
- There are almost always more kangaroos in Australia than people

### Internet Penetration

94% of Australians use the internet

60% of Australians use the internet to shop

### ECOMMERCE FACTS & FIGURES

- There is a slightly higher proportion of male than female internet users (64 per cent compared to 63 per cent). However, the reverse is true for online shopping (52-53). Over three quarters (75 per cent) of female internet users shopped online compared to 71 per cent of male internet users
- The second most popular online shopping items for females were clothes, cosmetics or jewellery (56 per cent), in comparison to males second most popular purchases or CDs, music, DVDs, videos, books or magazines (54 per cent)
- The most likely Australian age group to shop online are those aged 18-24

### OUR PARTNERS

#### Australian Mail Services

AMS are our broker in Australia. They receive wnDirect traffic at various hubs across the country. They process the parcels before passing to the final mile carrier.

#### Aus Post

Aus Post are the final mile in-country partner. They are the postal service who deliver the parcels to the end consumer.

#### SERVICE OVERVIEW

- For consignments over 1000 AUD, duty and tax are calculated before the goods leave the UK and paid upfront by wnDirect. DDP (Duty Paid) for by importer
- Delivery process tracked and to end
- wnDirect expect two 4 cases: Sydney Melbourne, Brisbane and Perth
- A scan will take place to show the parcel has been delivered. No signature required but Aus Post will obtain one if customer is in. Delivery note include scanned if customer is not in
- 2 hour delivery window set on yes
- In-country delivery time is 3-5 business days from when parcel is processed
- Customer will receive an email notifying them that their parcel has arrived and all the delivery costs
- wnDirect offers a consolidated returns option in-country (to minimise return and customer returns costs)
- Australia Free items cannot be imported for last address etc. Returns are collected weekly

### For more information visit [www.wnDirect.com](http://www.wnDirect.com)

## China and wnDirect – A world class opportunity

### CHINA - THE FACTS & FIGURES

- China has a total population of 1.3 billion
- Mandarin is the main spoken language and Simplified Chinese is the written language used across mainland China

Spoken Language	Written Language
Mandarin	Simplified Chinese
Cantonese	Traditional Chinese
Shanghai	Traditional Chinese
Shenzhen	Traditional Chinese

### Internet Penetration

49% of Chinese use the internet

40% of Chinese use the internet to shop

### ECOMMERCE FACTS & FIGURES

- China has now surpassed the US as the world's biggest eCommerce market
- 70% of consumers are under 35 and hungry for western quality and brand status
- 381 million internet users, as of August 2015
- 464 million Chinese citizens access the internet via smartphones and wireless devices
- The number of mobile transactions that took place during the first four months of 2015 is greater than the total number of transactions that occurred in 2014
- 11.11 is Singles (Bachelor's Day) in China, the world's biggest e-commerce day. It ends shipping. The Chinese retailer Alibaba alone took in \$5.7 billion in sales on this day in 2015
- China's e-commerce market has grown at 71% annually since 2008
- China's e-commerce market was worth \$180 billion in 2015
- It is set to be worth \$241 billion in 2016

### OPERATIONAL OVERVIEW

#### How does the service work?

- All parcels shipped to Hong Kong International Airport for customs clearance
- Delivery times will take place between 08:00 - 19:00
- All online orders customers to provide identification before parcel can be shipped
- All orders will be on "hold" in facility in shipping country until customer arrives (5 - 10 days up to 15 days)
- Duty payments will be paid in country by the our country partner. Once and then returned back from the customer
- Once parcels arrive in country, they will attach an airway bill to the parcel and they will be handed over to China Post for final delivery
- Email generated to customer for ID check the parcels have been processed in the UK

#### What's included in the service?

- Fully tracked and to-end service
- Proof of delivery (POD) for all deliveries
- Parcels delivered in-country between 4-6 business days
- Delivery cost includes "banded" if the recipient is not in, and 3 day in-delivery attempt

### For more information visit [www.wnDirect.com](http://www.wnDirect.com)



# Going international?

## Things to consider



Don't lose that  
**order!**





## Country differences

- Own import laws
- Legal restrictions
- Local common practices
- Not engaging in local language
- 







## Customs Nuances

- Not providing proof of ID
- Not paying duties & taxes
- Different duty thresholds
- Different paperwork requirements
- HS codes & country manufacture





## Tracking options

- Poor visibility of tracking
- Effective customer expectation
- Time in transit vs. Customs Clearance
- ?
- 





## Dealing with returns

- Poor or no tracking options
- Drop off or collection options
- Local expectations of customer are different
- Expensive returns for customer
- 





## The bottom line.. Cost

- Impact on customer satisfaction
- Compare like for like
- Understand all costs e.g. returns
- ?
- 



# ASOS expand to Russian Market

## View full case study on the DPD stand



*The logistics element of entering a new market is one of our major considerations. As such when we started to look at our Russia solution we conducted significant research into various logistics providers to determine who would best suit our needs. wnDirect really differentiated themselves from the competition by offering a well-considered, tailored solution, that fully accommodated all of our requirements.*

**Matt Rogers, Head of Delivery Solutions & Inbound Supply Chain**





“

*GeoPost UK and wnDirect have worked together over the last three years. Stuart and the team at wnDirect have created a fantastic business with huge potential. They share the same approach to business as ourselves, constantly innovating and always seeking new ways to give customers exactly what they need. We've chosen to strengthen our relationship with a significant investment because we fully believe in the company, the people and their solution.*

”

**Dwain McDonald – CEO, 2014**



## Paul Smith – Regional Sales Manager

psmith@wndirect.com

+44 7474 789 351

Thank you



[www.wnDirect.com](http://www.wnDirect.com)







# Break





**APRIL 21st 2015**  
**Crowne Plaza**  
**Dublin, Northwood**



# AWA

D I G I T A L

Right answers. Real results.

## Why 95% of your website visitors don't buy – and what you can do about it

*Dan Croxen-John, AWA digital*

eCommerce eXpo Ireland – 21 April 2015



# Issues you may be facing.....



.. and here's a simple step-by-step approach to Conversion Rate Optimisation (CRO) to effortlessly overcome them

# Conversion superstars

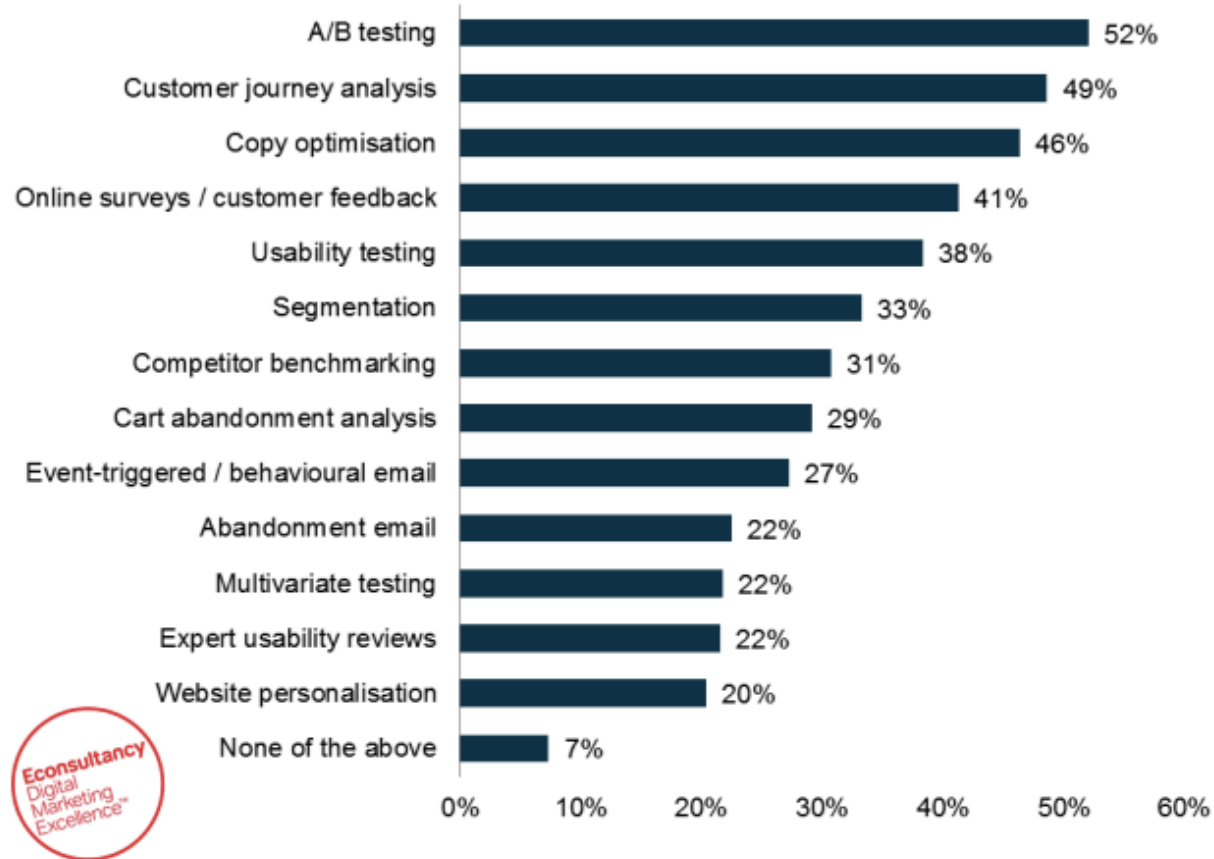


# Nothing ventured, nothing gained





# A/B testing: Still an underused tool



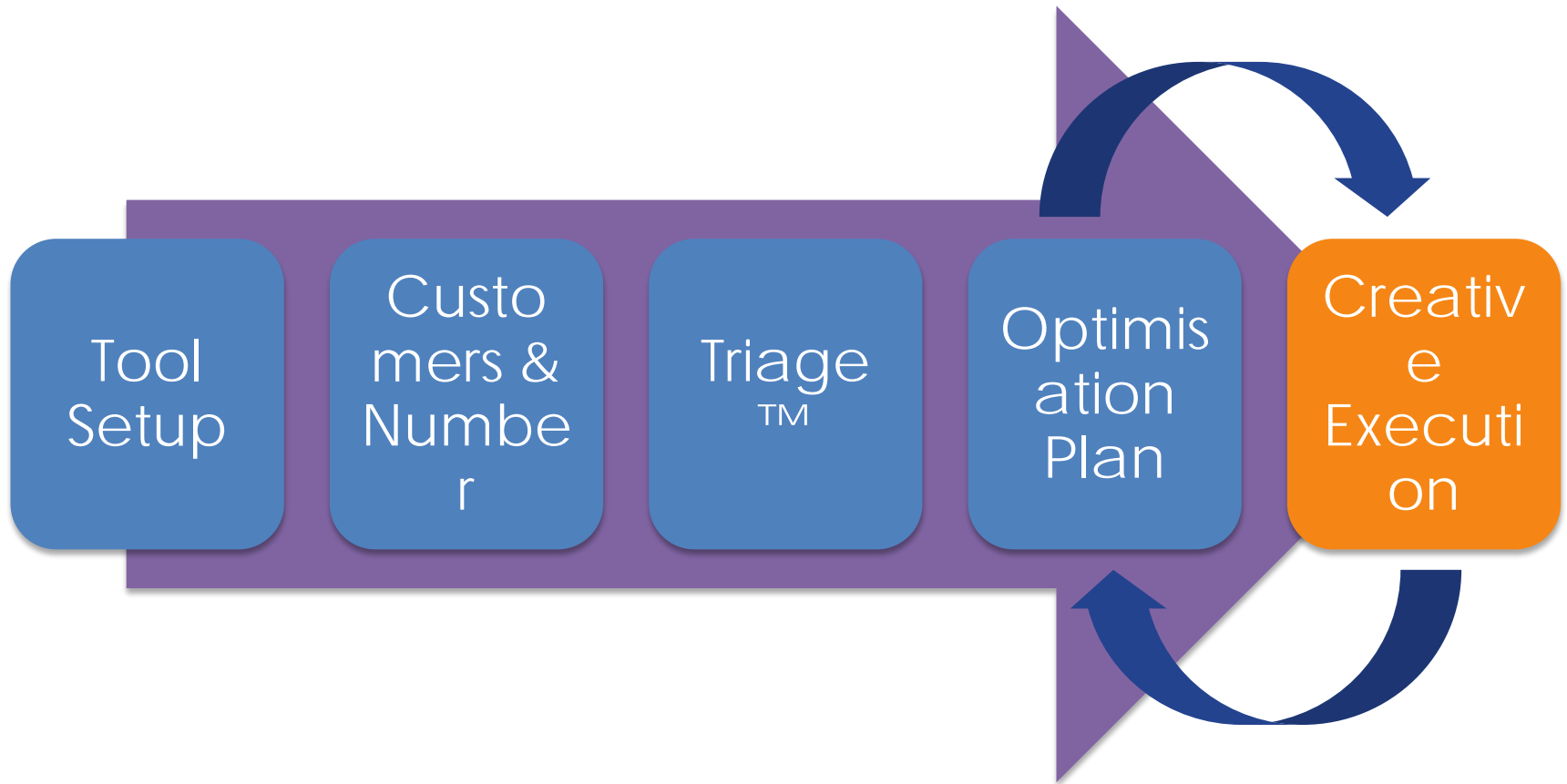
# Average efforts, average results

	No CRO	Average CRO
Number of split-tests run in a year	0	6
Average win rate	0%	40%
Average uplift per split-test	0%	5%
Annual sales uplift	0	12%
Improvement in CRO effectiveness		

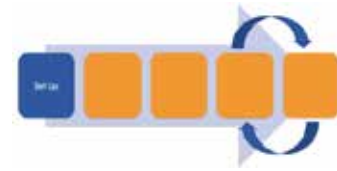
# Impact of a 20% improvement

	No CRO	Average CRO	Improved CRO
Number of split-tests run in a year	0	6	7
Average win rate	0%	40%	48%
Average uplift per split-test	0%	5%	6%
Annual sales uplift	0	12%	21%
Improvement in CRO effectiveness			73%

# AWA Conversion System <sup>TM</sup>



# Step 1 – Set Up



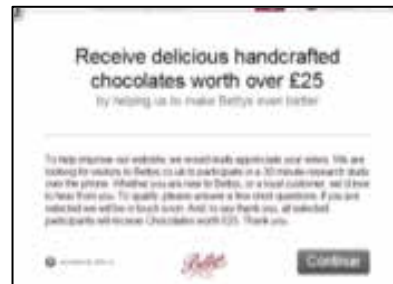
Tag container

**Qubit.**

**Optimizely**

Split-testing  
tool

Online surveys



Tester recruitment



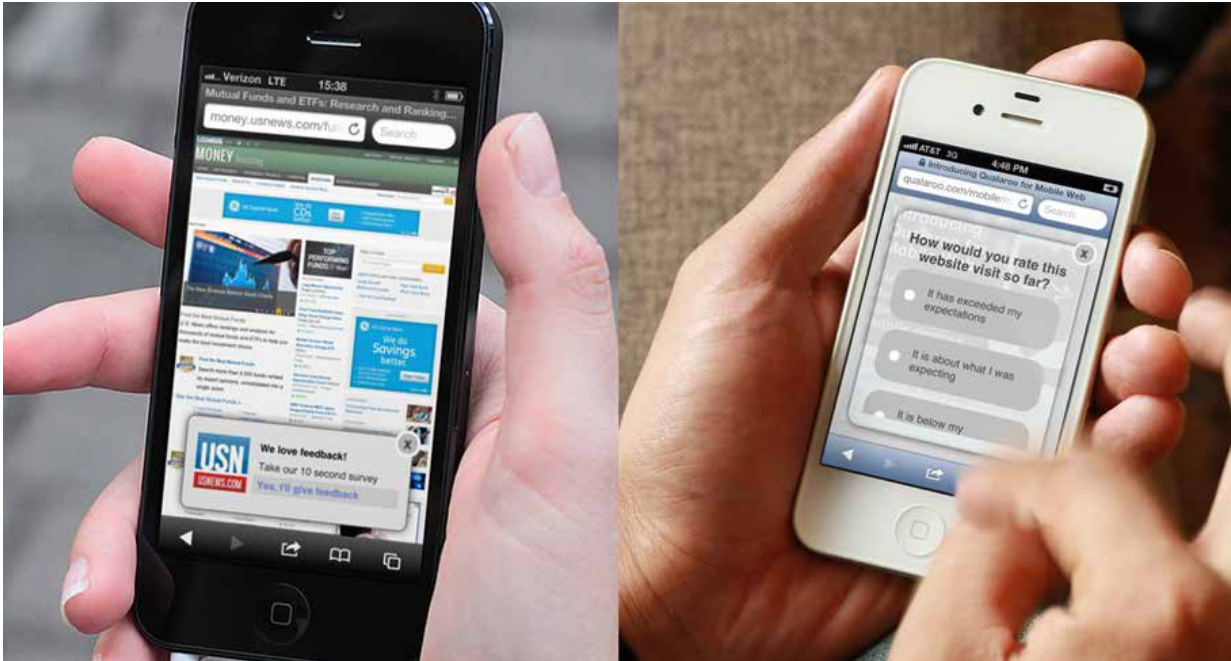
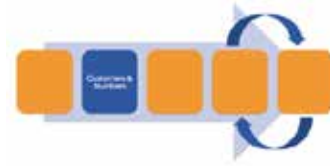
Heat & scroll  
mapping

The right mindset for  
CRO

|

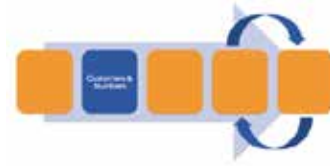
Don't  
Know

# Visitor intent and optimisation

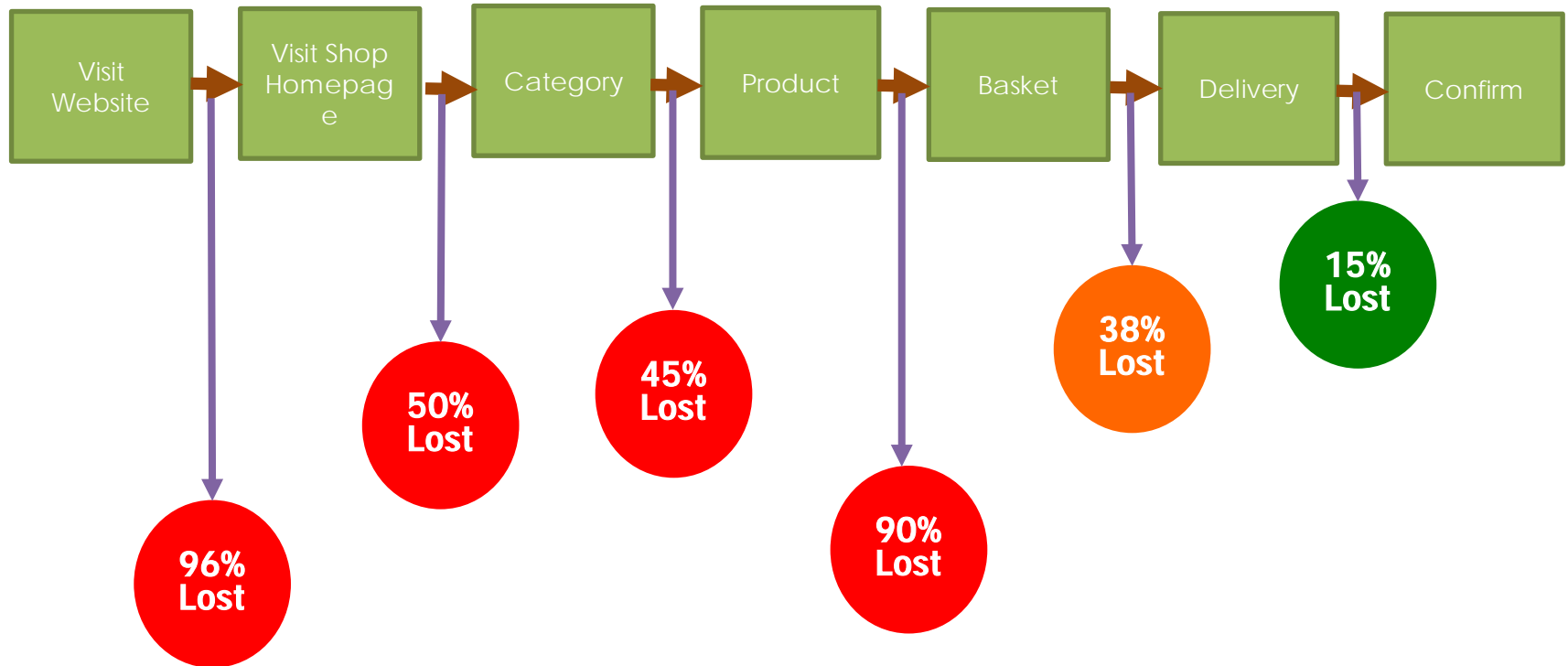
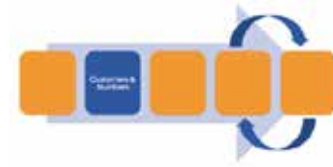




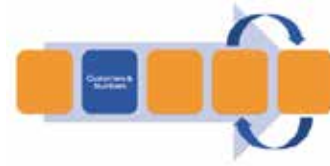
# How helpful is GA to CRO?



# #1 use of Google Analytics

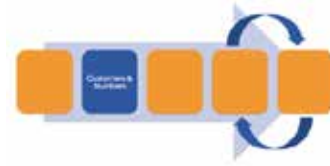


# #2 use of Google Analytics

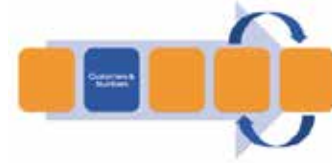


Product / service page views		H	Underperforming product	Winning product
		L	Remove or replace	Bundling opportunity / Price increase
			L	H
			Add-to-basket / form completion ratio	

# A qualified visitor

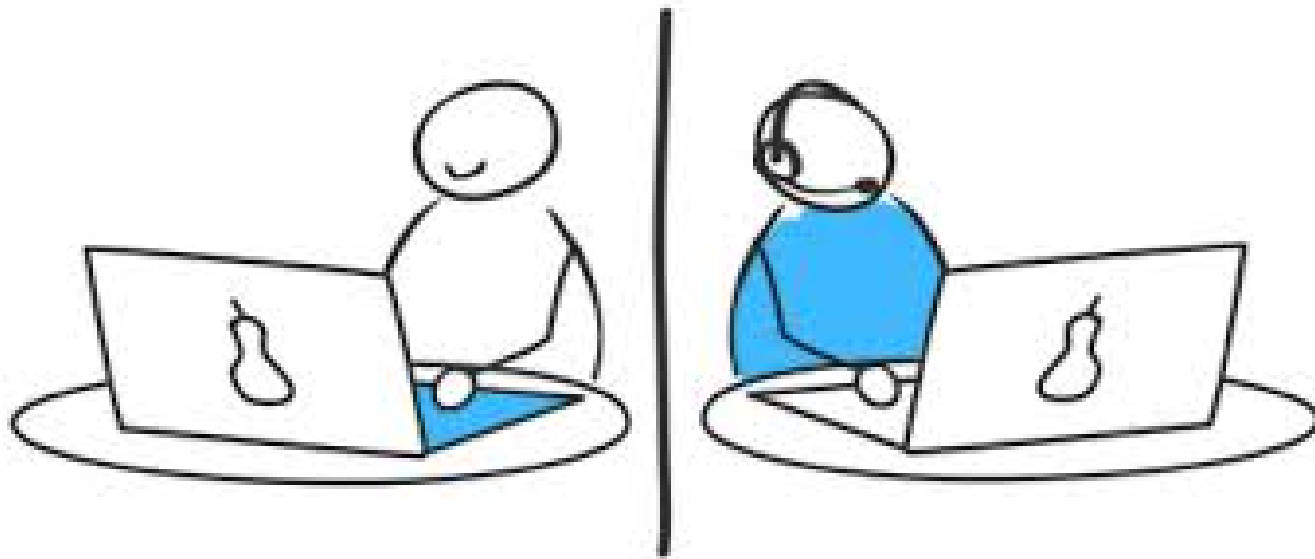


# Recruiting qualified visitors

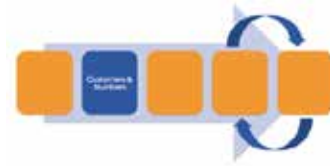


Alternatively you can send out email invitations to your email database – but remember to offer an incentive

# Remote moderated usability testing



# Survey: Completion page

A screenshot of the Northern Parrots website's completion page. The page features the Northern Parrots logo, a search bar, and a shopping basket. Below the navigation bar, there are promotional banners for customer ratings, free delivery, and price guarantees. A message states that a customer from Stoke-on-Trent has just ordered a fruit holder. The main heading is "Thank You", followed by a message of appreciation. A "Remember Me?" section contains password fields and a "CONTINUE" button. A feedback survey box on the right asks for input on what almost put the user off buying. The bottom of the page has a blue bar with "Order Details" and a "SEND" button.

Home | Welcome Lynne (Log out) | My Account | Your Basket: 0 items, £0.00

**NORTHERN Parrots**  
Everything for your Parrot

Search now - enter keyword or code

**SALES HOTLINE** M-F 9am to 5-30pm  
**0800 488 0345**

Shop by [Bird](#) [Brand](#) [Offers](#) [New In](#) [Food](#) [Toys](#) [Cages](#) [Accessories](#) [Supplements](#) [Wild Bird](#)

**9.7/10** **AS RATED BY CUSTOMERS**  
"Delivered almost before I even ordered!"

**FREE STANDARD DELIVERY**  
When you spend over £49

**BEST PRICE PROMISE** **BEST PRICE GUARANTEE**  
The lowest prices for 1000's of products

A customer from Stoke-on-Trent, United Kingdom has just ordered [Fruit Holder - Entry Level Foraging Toy for Parrots](#)

Home > Your Basket > Delivery > Delivery & Payment > **Thank You**

## Thank You

Thank you for ordering from Northern Parrots. Your order will be with you shortly.

**Remember Me?**

Yes, please remember me using the password below:

Password:

Confirm password:

(Passwords should be between 5 and 20 characters and are not case sensitive. You can use any combination of numbers and letters)

☐ Show password characters

If you want to enter a password here, we can remember your address details and order history to save you time in the future.

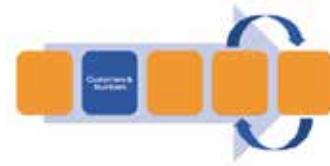
**What was the one thing that almost put you off buying from us today?**

Please be frank. Your feedback can help us improve.

Order Details



# Survey: Underperforming product / service page



Home | Welcome Lynne (Log out) | My Account | Your Basket: 0 items, £0.00

**NORTHERN Parrots**  
Everything for your Parrot

Search now - enter keyword or code **SEARCH**

**SALES HOTLINE** M-F 9am to 5-30pm  
**0800 488 0345**

Shop by [Bird](#) [Brand](#) [Offers](#) [New In](#) [Food](#) [Toys](#) [Cages](#) [Accessories](#) [Supplements](#) [Wild Bird](#)

**9.7/10** **AS RATED BY CUSTOMERS**  
"Delivered almost before I even ordered!"

**FREE STANDARD DELIVERY**  
When you spend over £49

**BEST PRICE GUARANTEE**  
The lowest prices for 1000's of products

A customer from Guildford, United Kingdom has just ordered [Totally Organics Pellets TOPS Parrot Food](#)

## Tidymix Parrot Diet - High Quality Seed Blend

★★★★★ [Read all 49 reviews](#) [Q&A](#) 3 questions | 13 answers

Human grade & veterinary recommended Parrot seed diet with 12% fruit.

Tidymix Parrot Diet is high in nutritional levels and will be easily accepted by your bird. It has a blend of 26 ingredients and has no more than 10% sunflower 12% dried fruits. It also has the added benefit of kelp powder known levels.

The diet is made from human quality food and fit for human consumption edible reducing waste and feeding costs.

More Information: [Bird Types](#) | [Product Details](#)

Please select your option

Tidymix Parrot Diet - 3Kg - High Quality Seed Blend (Code

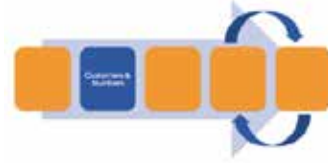
Were you able to find what you were looking for?

- ☐ Yes, easily
- ☐ No
- ☐ Yes, eventually

What information were you looking for?

SEND

# Understanding your customers' motivations



*"I always got my mother in law flowers. It felt good that I did that"*

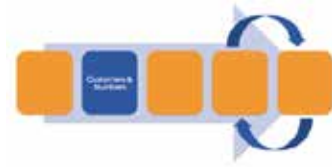


*"People think that flowers are quite thoughtful and it's nice to hear that... ..You know they'll be looked at and enjoyed for weeks"*

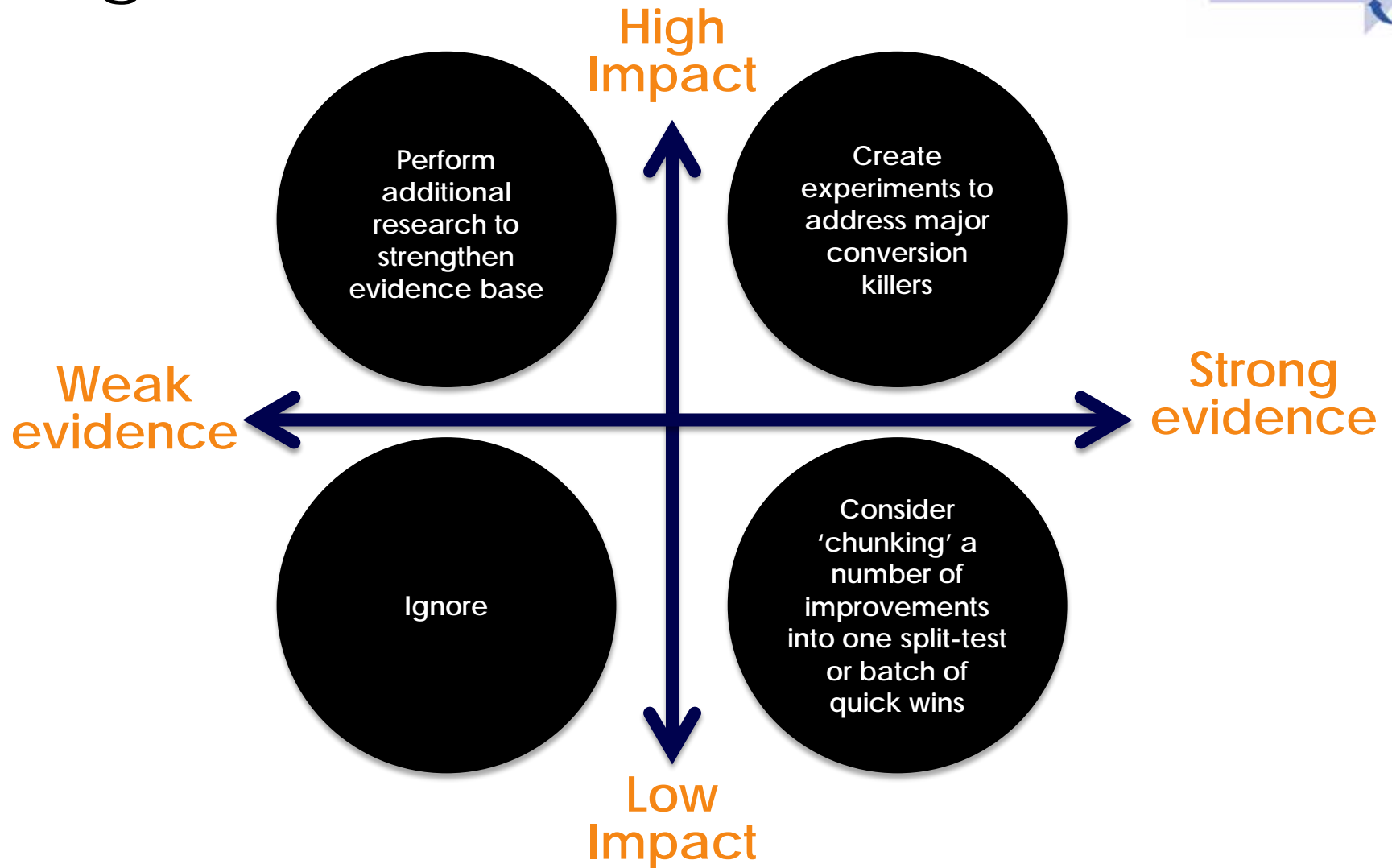
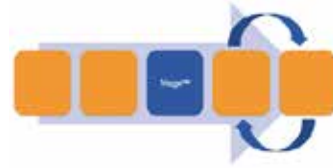


*"It was a relief to know that it was done"*

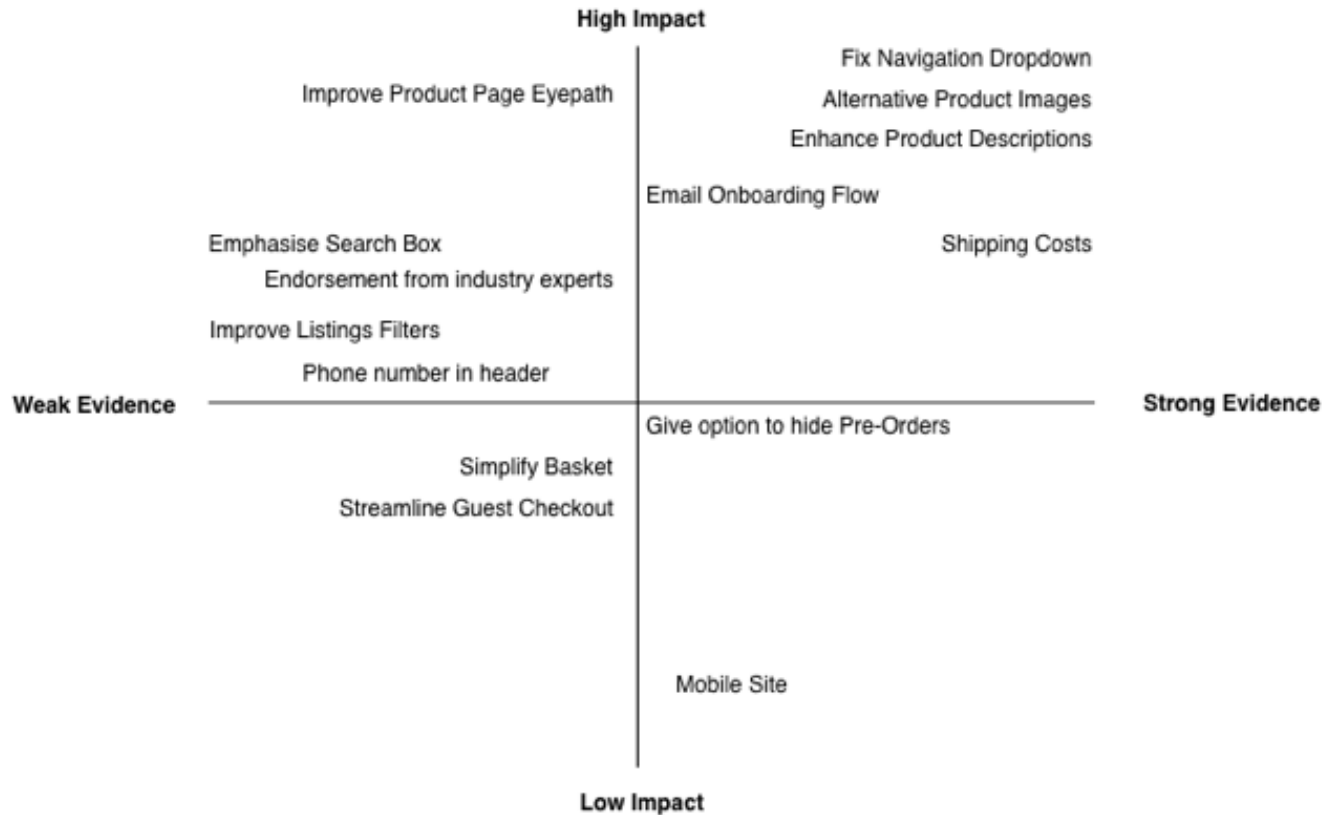
# Other ways to understand your customers



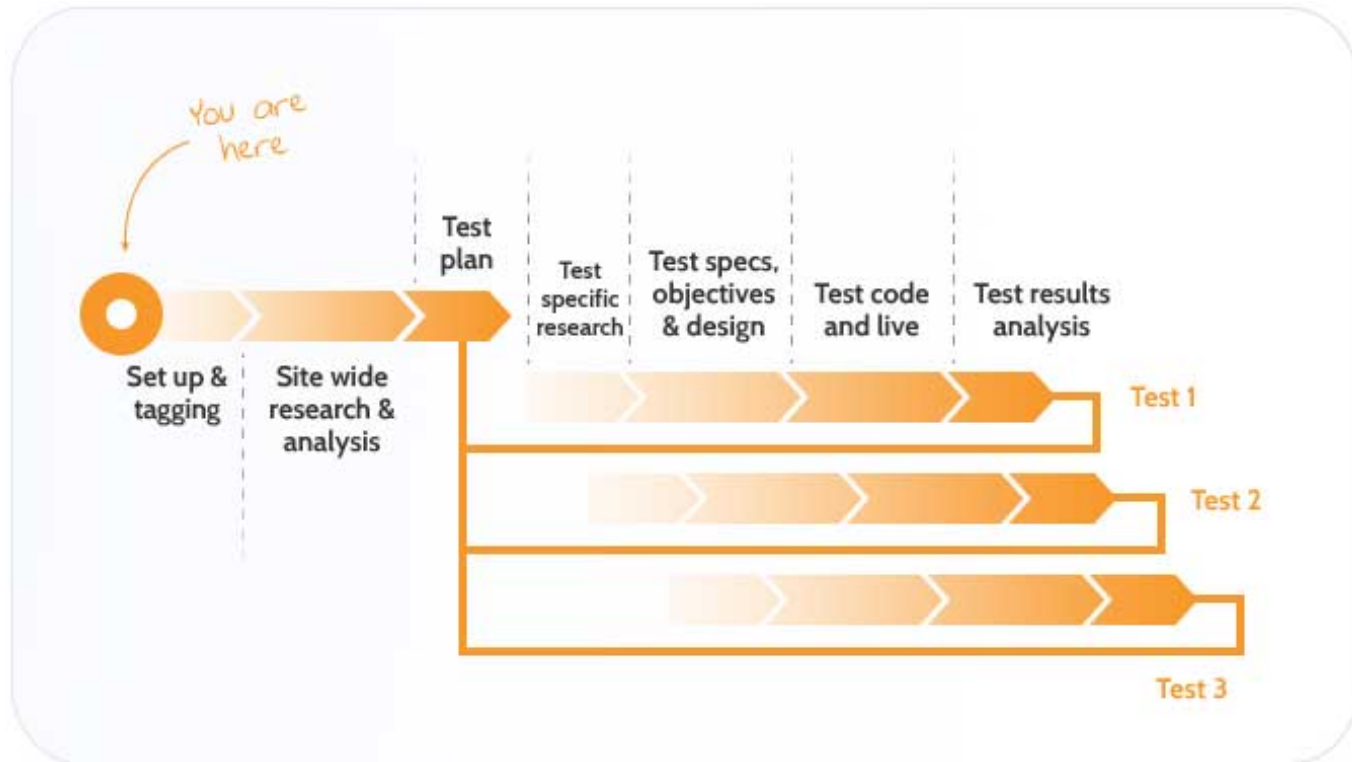
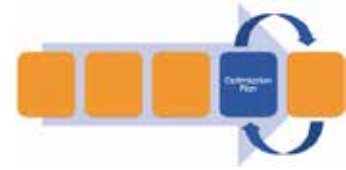
# Triage™



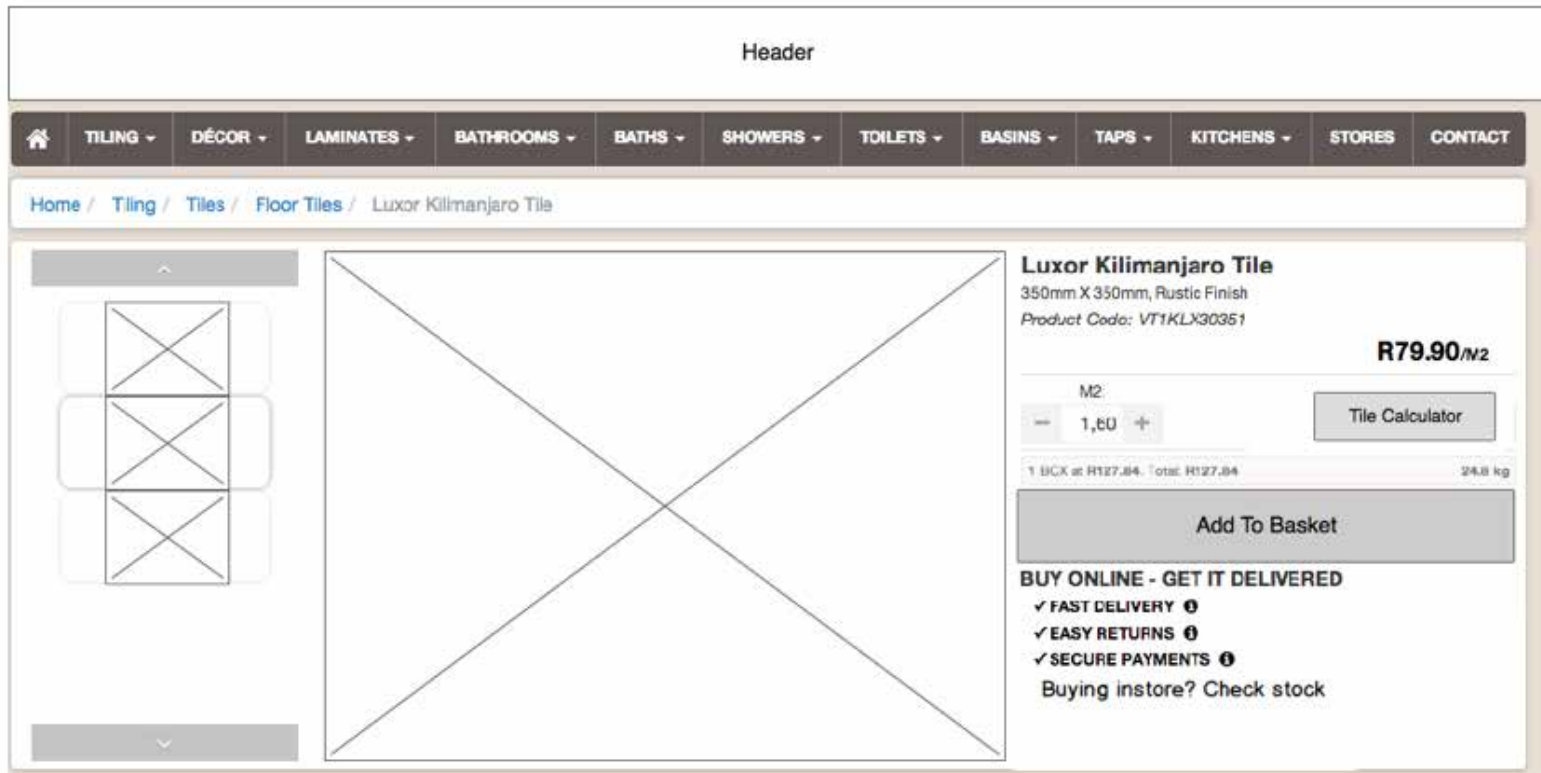
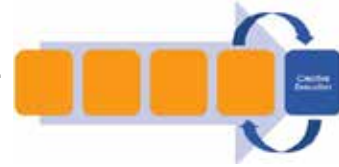
# Triage – real example



# The importance of a plan

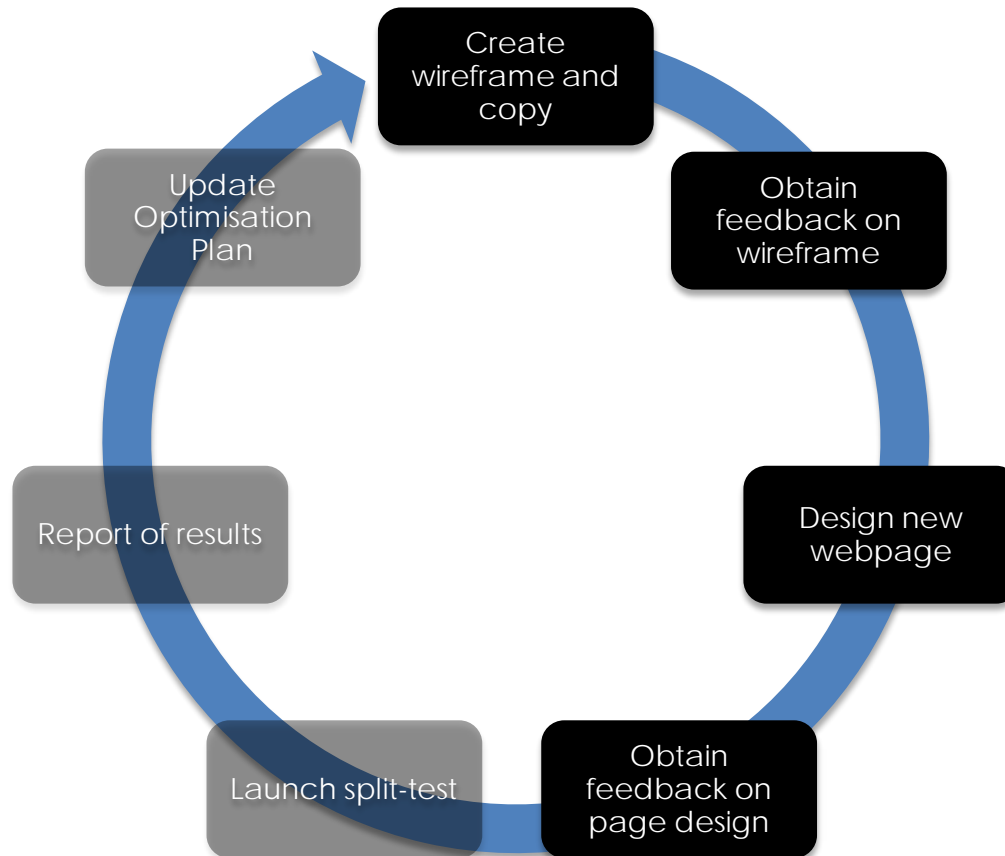
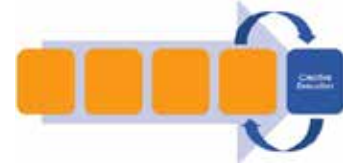


# Creative execution - wireframe

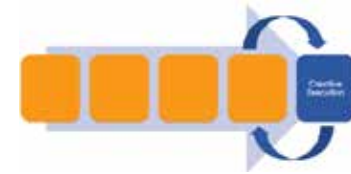




# Feedback loop before launch



# 3 ways to get feedback



Usability testers

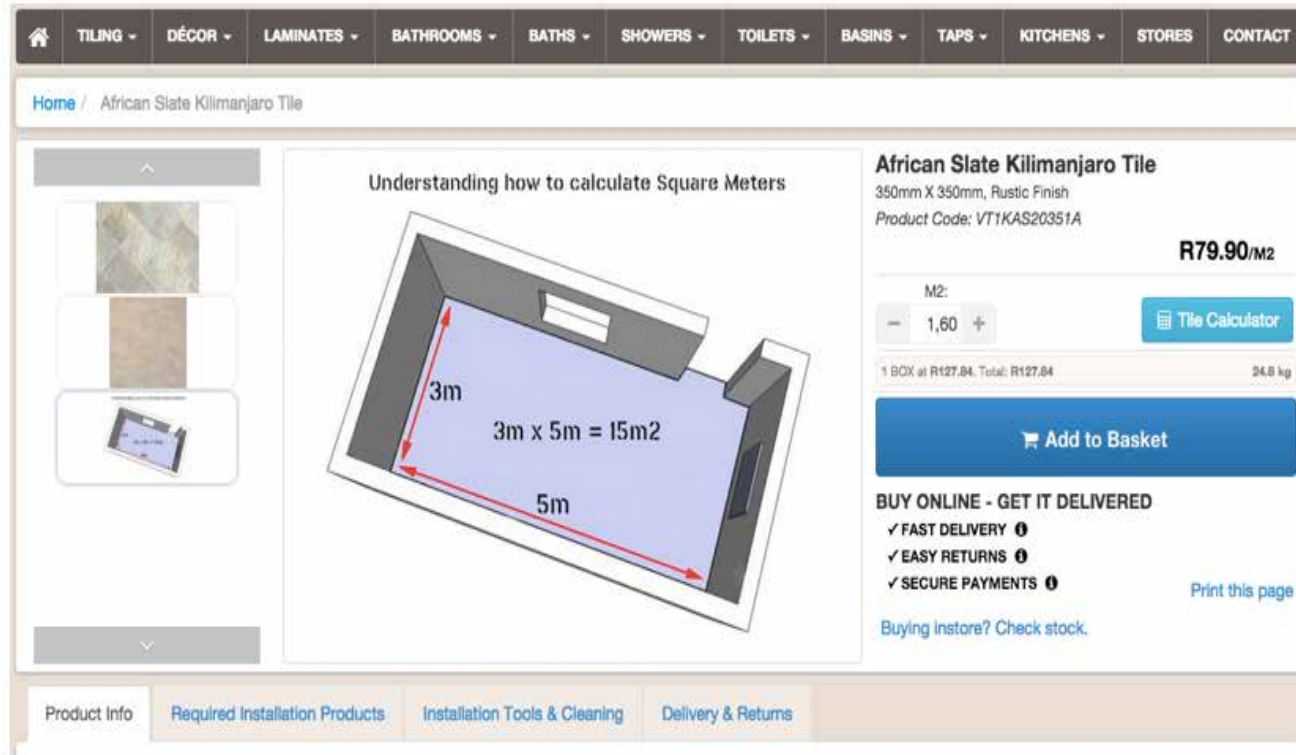
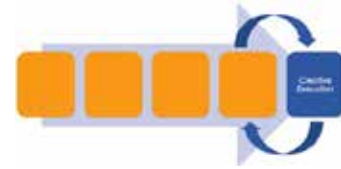


Team feedback



Attention analytics

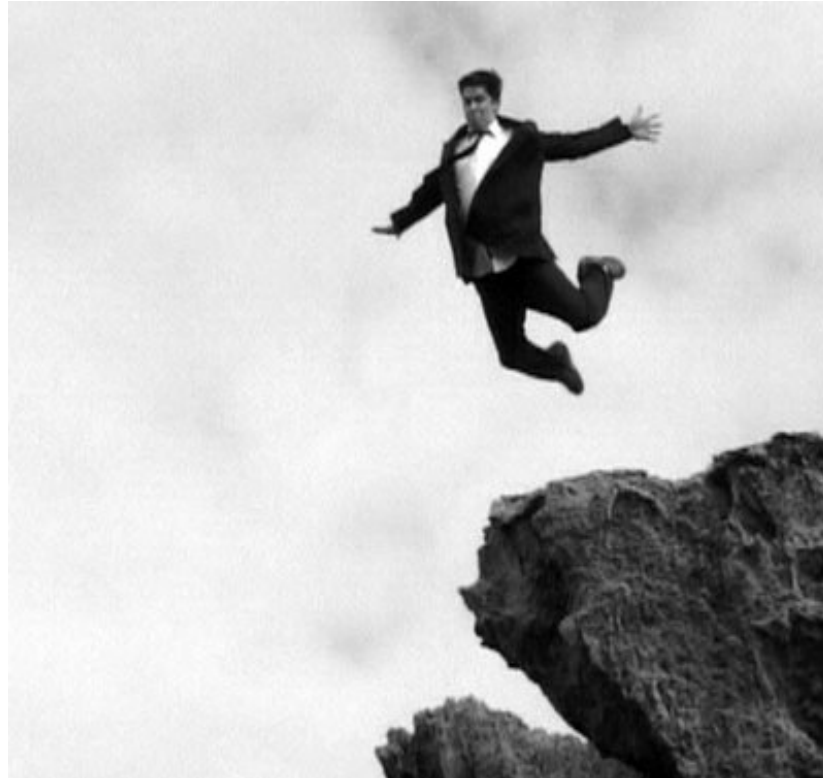
# Result



Our new web page design

58.2%  
increase  
Revenue Per  
Visitor

# Facing the fear



# 11 ways to guarantee CRO success

1. Learn to say 'I don't know' – but I know how to find out
2. Focus on the key drop-off points in your conversion funnel
3. Understand visitor intent – esp. for mobile websites
4. Answer the 'why' questions by using Ethnio to recruit qualified visitors to your website
5. Run moderated usability sessions using JoinMe
6. Use our clear process to prioritise your possible improvements
7. Have a plan of tests but be willing to wring out further uplifts from successful tests
8. Use Balsamiq for wireframing and invest in good copy
9. Involve your qualified visitors to fine-tune your split-tests
10. Use Optimizely to develop test variations without extra code
11. Feel the fear and do it anyway

**richerSOUNDS**  
THE UK'S NO.1 FL HOME CINEMA & FLAT PANEL TV SPECIALIST

**Cotton**  
TRADERS



*Paperchase*



5,010% - average ROI  
of our clients

**m**  
mothercare

the  
**BookPeople**  
.co.uk



*Bettys*  
EST. 1919 Online







# From Improved to Expert CRO

	No CRO	Average CRO	Improved CRO	Expert CRO
Number of split-tests run in a year	0	6	7	12
Average win rate	0%	40%	48%	60%
Average uplift per split-test	0%	5%	6%	10%
Annual sales uplift	0	12%	21%	74%
Improvements in CRO effectiveness				550%



What should you  
do next?



[illegible]





**ConnectIreland.com**  
*our country, your opportunity*

Be rewarded for introducing Ireland

Delivering the **Succeed in Ireland** initiative.

# What Is Connect Ireland?



- ConnectIreland is a private company that was founded in 2012
- Appointed by the Irish Government, we work hand in hand with IDA to attract more companies to set up operations in Ireland.
- Innovative approach to inward investment and **job creation**.
- Focus on Internationally expanding SME's and High Potential Start up's across all sectors

Delivering the **Succeed in Ireland** initiative.

# How we do it?



- Incentivised referral marketing – Irish Diaspora Engagement
- Crowdsourcing Contacts in expanding companies from the Global Diaspora (70 million people)
- Opportunity for the ordinary person to earn a reward for introducing a company to Ireland
- Reward = Up to €1500 per job created

Delivering the **Succeed in Ireland** initiative.



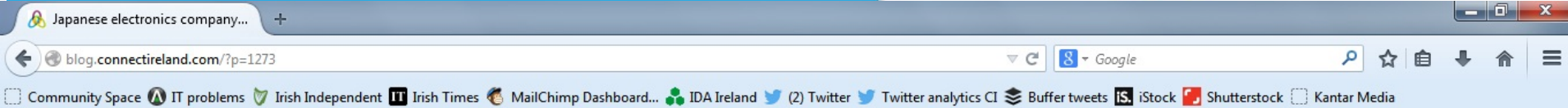
# What we've achieved – from standing start in



- Almost 50,000 Global Connectors
- Have introduced over 2500 companies
- To date, leading to 38 companies that have established operations here in Ireland.
- Creating over 1100 jobs

Delivering the **Succeed in Ireland** initiative.

# Recent Wins for Ireland



## ConnectIreland blog

[HOME](#)

[RETURN TO WEBSITE](#)

Japanese electronics company brings European expansion to Dublin



SMK Corporation, a multinational electro-mechanical component Tokyo Japan is to establish a new European Headquarters in Dublin.

Minister for Jobs, Enterprise and Innovation, Richard Bruton announced that the Japanese company will create 11 jobs over three

Search



Delivering the **Succeed in Ireland** initiative.

# Connector Wins



Delivering the **Succeed in Ireland** initiative.

# Reaching our Virtual Audience



An Roinn Gnóthaí Eachtracha agus Trádála  
Department of Foreign Affairs and Trade



Department of  
**Jobs, Enterprise and Innovation**



Delivering the **Succeed in Ireland** initiative.



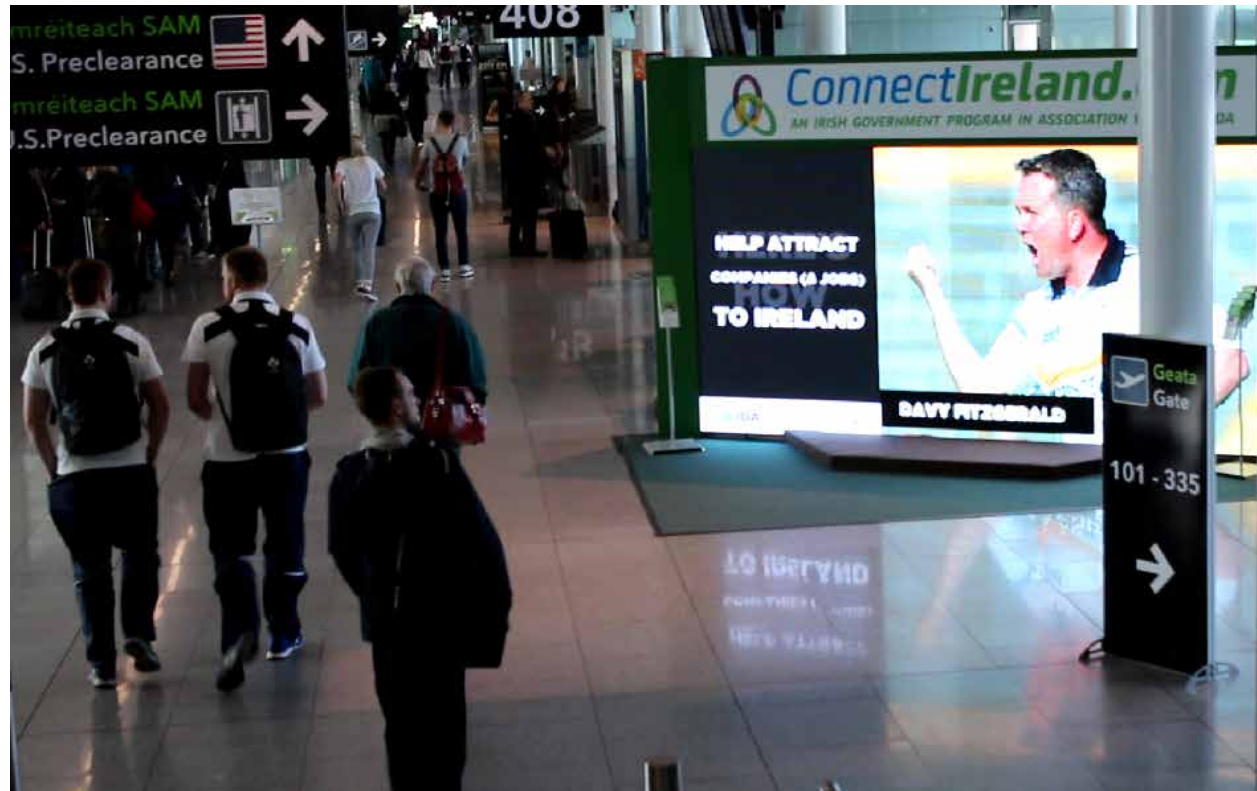
# Reaching our Virtual Audience



**THE GLOBAL IRISH NETWORK**

Delivering the **Succeed in Ireland** initiative.

# Travelling Recently?



Delivering the **Succeed in Ireland** initiative.

# Collaboration



**Aer Lingus**  July 2014

# Callan

**RIGHT ON CALLAN**  
CILLIAN MURPHY RETURNS TO THE STAGE

## 1,000 New Jobs for Ireland, we're almost there ...

**What here DAA, Aer Lingus & Shannon Airport Authority all get in common?**

They all expect to bring in a new CEO in 2015. The DAA is looking for a new CEO to lead the airport authority. Aer Lingus is looking for a new CEO to lead the airline. Shannon Airport Authority is looking for a new CEO to lead the airport authority.

**Donnall's Story**

Donnall's story is a testament to the power of collaboration. He has worked for the DAA, Aer Lingus, and Shannon Airport Authority. He has seen the challenges of each organization and how they have worked together to overcome them.

**IRELAND THE BEST COUNTRY IN THE WORLD TO DO BUSINESS**

Looking for somewhere to do business in Europe? Look no further.

**3 SIMPLE STEPS TO FIND OUT MORE**

- STEP ONE** Log on to [ConnectIreland.com](http://www.connectireland.com) and register as a business.
- STEP TWO** Introduce us to your business. We'll be happy to help you find the right contacts.
- STEP THREE** Once the company is up and running, you'll receive €10,000 for your first year of business.

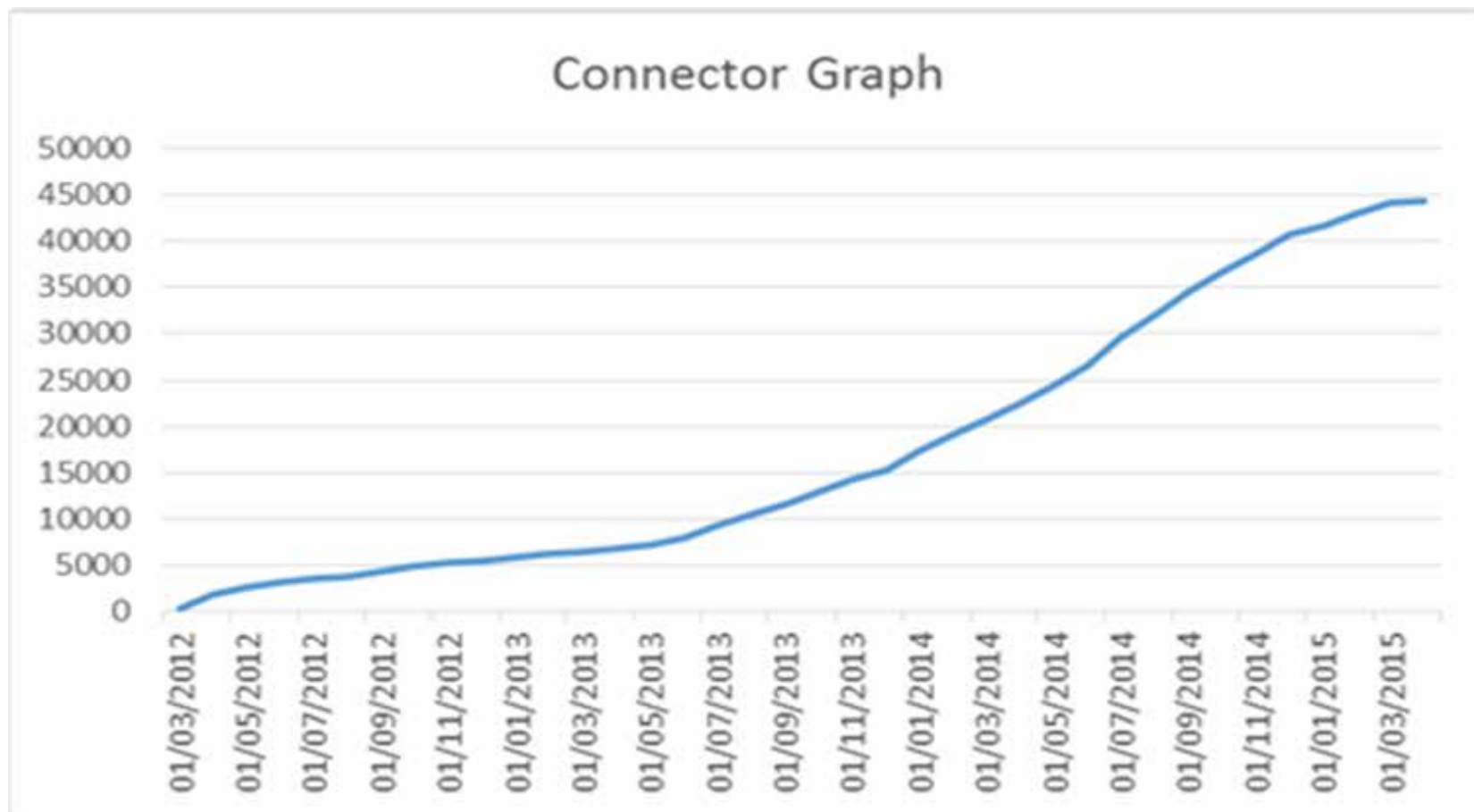
**ConnectIreland.com**  
LET'S HELP YOUR BUSINESS TO SUCCEED IN IRELAND

For more log on to [www.connectireland.com](http://www.connectireland.com)

Delivering the **Succeed in Ireland** initiative.

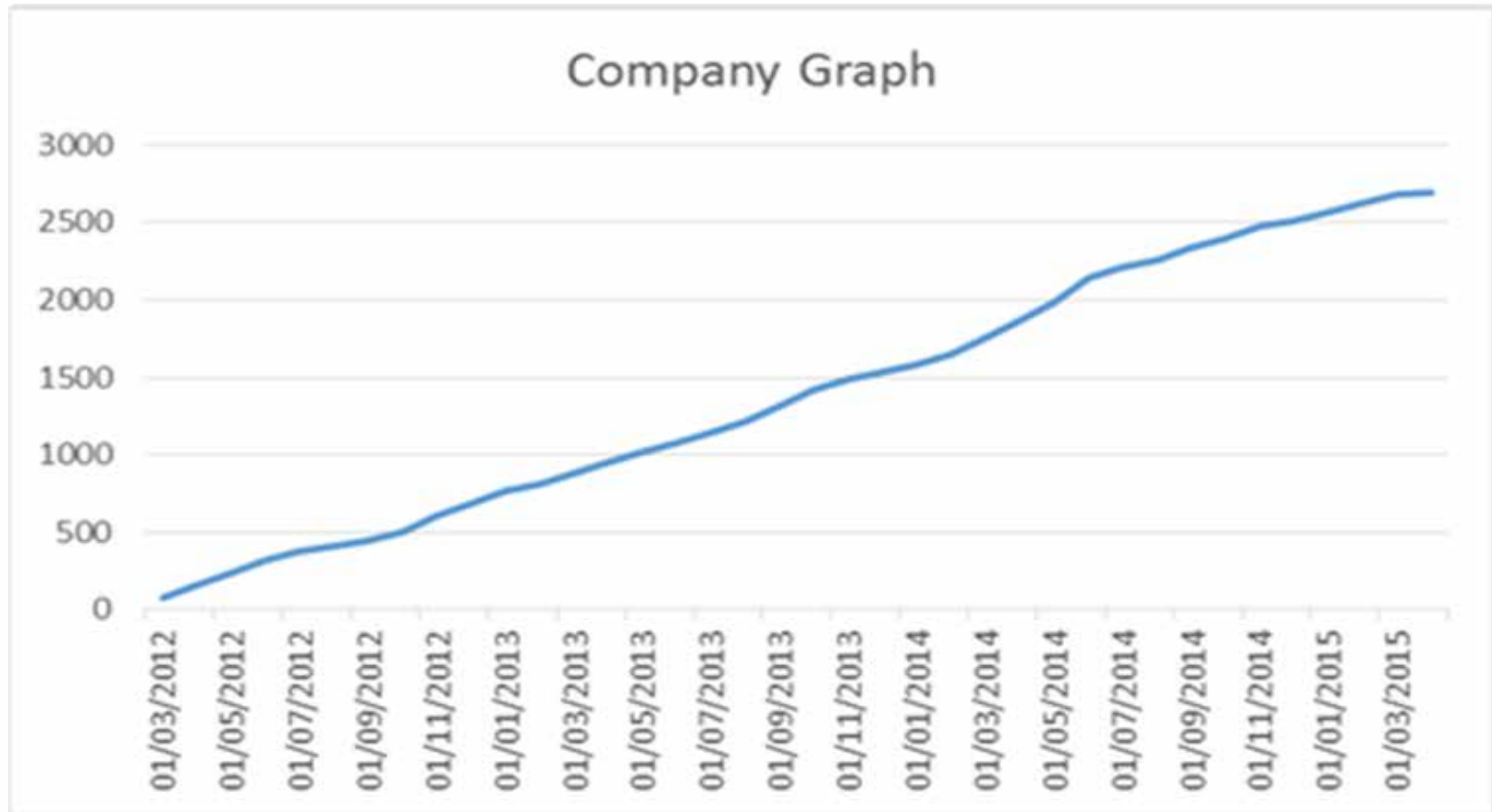


# Global Connectors 2012



Delivering the **Succeed in Ireland** initiative.

# Company Referrals 2012 -



Delivering the **Succeed in Ireland** initiative.

# International Recognition



**Overall Category Winner**

**Best Diaspora Initiative**

**Best Lead Generation**

**Best Marketing**

**Best Video**

Delivering the **Succeed in Ireland** initiative.

# Success to date

Delivering the **Succeed in Ireland** initiative.

# EVERYTHING!

- What we are trying to achieve is...
  - 1.) Good for Ireland
  - 2.) Good for the Ecommerce Sector
  - 3.) Good for People

Delivering the **Succeed in Ireland** initiative.

# EVOLUTION



## ONCE UPON A TIME IN DUBLIN...

1950-2000: Intel, IBM, Sun Microsystems, Dell, Microsoft, HP, Oracle, Citrix, Symantec, EMC<sup>2</sup>



Delivering the **Succeed in Ireland** initiative.



## ...THEN CAME 'IRELAND 2.0'...

2000-2010: Google, Yahoo, Amazon, Facebook, EngineYard, Ebay, Paypal, Salesforce, Aol, VMWare



Delivering the **Succeed in Ireland** initiative.



# 1.) THIS IS GOOD FOR IRELAND



## ...AND SUDDENLY IN JUST TWO YEARS:

2010-2012: Dropbox, Twitter, LinkedIn, Zendesk, Etsy, Zynga, HubSpot, Gilt, LogMeIn, 10Gen, SumUp, Marketo, Ancestry.com, Groupon, Riot, Indeed, MasterCard



Delivering the **Succeed in Ireland** initiative.

## 2.) THIS IS GOOD FOR THE



***IT'S NOT JUST ABOUT THE GLOBAL PLAYERS... A THRIVING ECOSYSTEM OF START UP'S AND SMALLER COMPANIES ARE POWERING THIS SECTOR FORWARD. THIS HAS ALSO LED TO MANY HOMEGROWN SUCCESSES, MANY OF WHOM ARE HERE TODAY!!!***

Delivering the **Succeed in Ireland** initiative.

# THIS IS GOOD FOR THE SECTOR



## SOME HOMEGROWN SUCCESSES



Operated by over 450,000 retailers globally, drives revenue to over 200 mobile providers



Processed over \$24bn in online transactions last year



Leading developer of physics engine used in over 500+ top selling video games and many blockbuster movies



250,000 beds are booked a month through its platform and used in over 165 countries



Used by 80 governments globally to manage social welfare payments



Biggest public online bookmaker in the world



Leading Global Financial Services Group with 750 staff and 30 offices worldwide

AND MANY  
OTHERS:



Delivering the **Succeed in Ireland** initiative.

### 3. ) GOOD FOR PEOPLE



*“There is really nowhere else in Europe where we can get such a talent pool of multilingual candidates that we can hire at this scale, and it’s truly been a great experience for PayPal from the beginning”*

**David Marcus, President of PayPal**

Ecommerce Companies are drawn to technology hotspots to access talent & ideas

## **More Companies = More Jobs**

Delivering the **Succeed in Ireland** initiative.

# A final thought



Ecommerce professionals have strong international contacts and networks in their Sector...

## **What can you do?**

- Identify companies which are expanding Internationally and introduce them to us
- Promote ConnectIreland through your networks

## **Why would you Register?**

- The opportunity to assist Ireland's economy and your sector
- The chance to earn a financial reward
- Doing something positive for Ireland

Log on to [ConnectIreland.com](http://ConnectIreland.com) or text "Connect" to 53131

Delivering the **Succeed in Ireland** initiative.



Thank You

Delivering the **Succeed in Ireland** initiative.

[www.connectireland.com](http://www.connectireland.com)







[illegible]



The  
**eCommerce**  
Partner Network

evolution  
digital delivering  
measurable  
results





## Why avail of our group ?

- **The online revolution has happened very quickly**
- **There's a huge opportunity for growth in the online world.**
- **Business owners really struggle to formulate a strategy.**
- **Online Sellers need a trusted resource and some guidance through the landscape of providers**
- **We provide a single knowledge based resource, that combines expertise, experience, and a large network of connections to help companies across a variety of industries find trusted and capable eCommerce partners**



Who can we help?

Domestic Retailers

International Retailers

Suppliers of eCommerce services





## Why?

- Issues involved for companies embarking on an online initiative
  - Resource Expansion
  - Capital Costs
  - Technical hardware,
  - Web site design
  - Requirements Gathering
  - Consultancy
  - Marketing
  - Staffing and Training
  - Logistics
  - Vat and Tax
  - Funding
  - Knowledge base
- Companies online ventures often fail -----simply due to lack of know how.



The  
**commerce**  
Partner Network



nambe | international





The  
**e-commerce**  
Partner Network

# What we can do for you

[www.epne.eu](http://www.epne.eu)

087 681 2049

evolution  
digital delivering  
measurable  
results







[www.epne.eu](http://www.epne.eu)

**Chase House, Northern Cross  
Business Park Dublin 17**

**+353 524 2100**

**+353 87 681 2049 (Robert Curran)**



# Break





**APRIL 21st 2015**  
**Crowne Plaza**  
**Dublin, Northwood**



**From Retail to E-tail to Me-tail:**  
Examples of successful ecommerce  
personalisation strategies

Mark Lewis – Deputy CEO, Practicology

21st April 2015

# About me

# About me

- § In Retail and retail technology for over 25 years
  - In the 90's built a 12-store chain of fashion and outdoor clothing stores
- § In eCommerce for over 16 years
  - In the 00's helped launch online businesses for River Island, New Look, & Burberry
- § Co-Founder & Deputy CEO of Practicology
  - A multi-channel commerce consultancy, with 37 consultants based in London, Sydney & Melbourne, serving international clients since 2010



# About us

# Deep experience of the team: We've all been at the coal face!



**PRACTIC**OLOCY

# What Practicology does

Strategy  
Development

Commercial  
Planning

Technology  
Selection

Organisational  
Design & Change

Analytics  
&  
Data/CRM

Conversion Rate  
Optimisation

Customer Insight

UX & Usability

Site Design

Digital Marketing

Trading Services

Training

# Our Clients



# Agenda

- § E-volution: Where have we been and where are we now?
- § What is personalisation and why is it relevant?
- § Best practice multi-channel personalisation examples
- § Challenges of personalisation
- § The new customer journey: cross-channel customer behaviour & what it is likely to look like over the next 3 years
- § Q & A

# **E-volution: From Retail to E-tail to Me-tail**



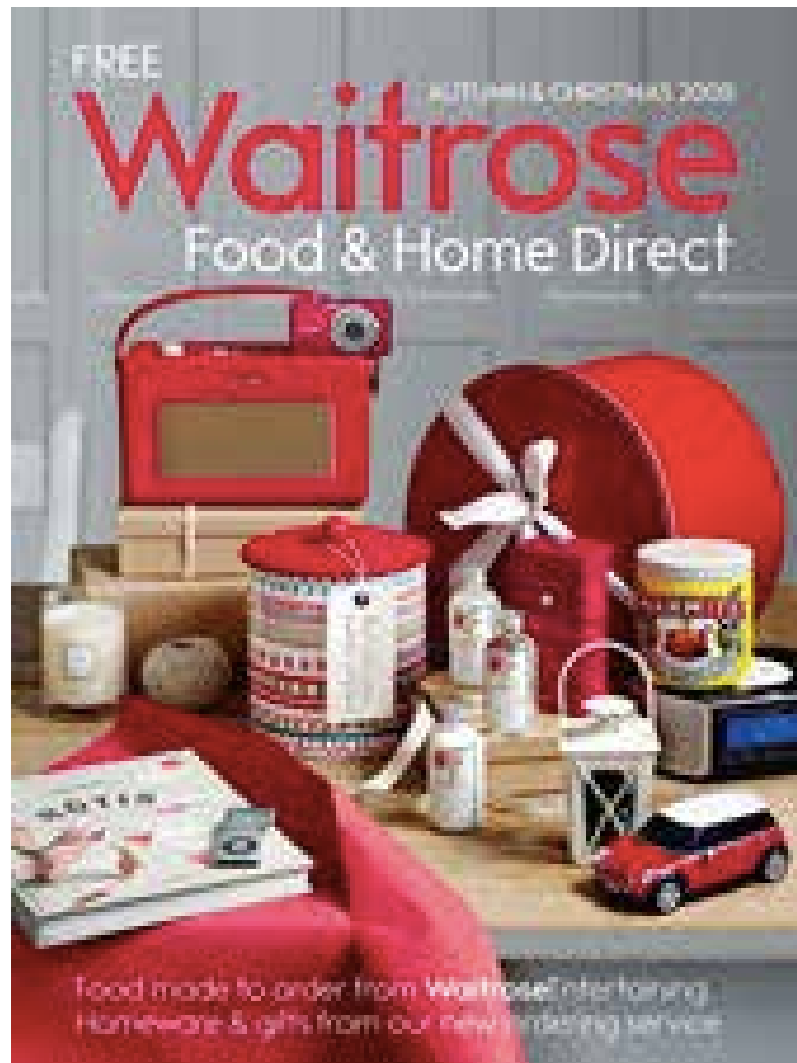


# Where have we been?

# Bricks



# Flicks



# Clicks: Waitrose 1.0 circa 2000

?

Account Card Area

Food & Drink

Restaurant Guide

Shopping

News & Weather

Business & Finance

Travel

Leisure/Entertainment

Sport

Children & Education

Puzzles & Competitions

About Waitrose

WAITROSE.com

JOHN LEWIS  
PARTNERSHIP

Waitrose.com

Thursday, January 16th, 2014.

Online Shopping

► Groceries

► Wine

► Flowers

► Gifts

► By Invitation

► johnlewis.com

Food & Drink

Account Card & Events

About Waitrose

Free Web Access & Help

Lifestyle

Competitions & Puzzles

Find Your Local Branch ►

Search this site

Be a Food Explorer!

Play the food pyramid game



Order Wine Online  
Create your own case or check out this month's offers.



Send Flowers  
Choose from a wonderful assortment of bouquets – from £22.



Grocery Home Shopping  
Save precious time – order your groceries online at WaitroseDeliver.



Be a Food Explorer!  
Play the food pyramid game and other foody puzzles.



Restaurant Guide  
Thousands of restaurants reviewed.



Recipe Search  
Find the perfect recipe for any occasion.



Account Card Events  
Autumn events for Account Card customers.



johnlewis.com  
It's simple to shop for the best of John Lewis, online.

contact us

security & privacy

jobs at waitrose

disclaimer

advertise with us

affiliates

**Where are we now?**

# What a difference 10 years make!

The screenshot displays the Waitrose website interface. At the top, a navigation bar includes links for 'Explore Waitrose: Groceries', 'Wine Cases', 'Flowers', and 'Garden', along with 'Register', 'myWaitrose card', 'Help', and 'Find a Branch'. The main header features the Waitrose logo, two royal warrants, a search bar, a 'Jotter multi-search' icon, and a user login section with the text 'Welcome back | Not you?' and fields for 'martin@martinnewmar' and 'Password', with links for 'Forgotten password?' and 'Sign in'. Below the header is a secondary navigation bar with categories: 'Groceries', 'Entertaining', 'Wine Cases', 'Flowers & Gifts', 'Garden', 'Inspiration', 'Recipes', and 'TV'. A third navigation bar lists product types: 'Offers', 'Favourites', 'Fruit & Veg', 'Fresh', 'Dairy & Eggs', 'Bread & Cakes', 'Food Cupboard', 'Frozen', 'Wine & Drinks', 'Baby', 'Beauty', and 'Household & Pet'. The main content area features a large promotional banner for online shopping with the headline 'Made your first online shop?' and an offer of '£70 off your 2nd, 3rd, 4th & 5th online shops'. It includes a 'Postcode' input field, a 'Shop for Groceries' button, and a '£70 OFF' coupon graphic. Below the banner, a section promotes 'FREE delivery every time' with the condition 'Simply spend £50 or more' and a 'Find out more >' link. At the bottom, another banner states 'More than groceries...' and 'Wine, flowers, gifts & garden delivered to your door', accompanied by an image of a shopping bag and a 'SAVE up to 1/3' badge.

Explore Waitrose: **Groceries** | Wine Cases | Flowers | Garden

Register | myWaitrose card | Help | Find a Branch

# Waitrose

Search

Warrant of Appointment to the Royal Household  
BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
BY APPOINTMENT TO  
HIS ROYAL HIGHNESS THE PRINCE OF WALES  
BY APPOINTMENT TO  
HIS ROYAL HIGHNESS THE PRINCE OF WALES  
BY APPOINTMENT TO  
HIS ROYAL HIGHNESS THE PRINCE OF WALES

Warrant of Appointment to the Royal Household  
BY APPOINTMENT TO  
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BY APPOINTMENT TO  
HIS ROYAL HIGHNESS THE PRINCE OF WALES  
BY APPOINTMENT TO  
HIS ROYAL HIGHNESS THE PRINCE OF WALES

Joiner multi-search

Welcome back | [Not you?](#)

[Forgotten password?](#) [Sign in](#)

Groceries | Entertaining | Wine Cases | Flowers & Gifts | Garden | Inspiration | Recipes | TV

Offers | Favourites | Fruit & Veg | Fresh | Dairy & Eggs | Bread & Cakes | Food Cupboard | Frozen | Wine & Drinks | Baby | Beauty | Household & Pet

## Start grocery shopping now

Start by checking our service availability in your area  
Type your postcode

[Shop for Groceries](#)

## Made your first online shop?

Get £70 off your 2nd, 3rd, 4th & 5th online shops

Gradice, Waitrose Partner

# £70 OFF

[Get your codes](#)

**FREE delivery every time** • Simply spend £50 or more [Find out more >](#)

## More than groceries...

Wine, flowers, gifts & garden delivered to your door

**SAVE up to 1/3**

# R**E**tail-volution

Village Stores



Superstores



"Experiential" Stores



1915

2015



High Street



E-commerce  
begins



The Personal  
Web



# Personalisation Defined

**It is not...**



"Hi Mark,"

**and it is not ...**

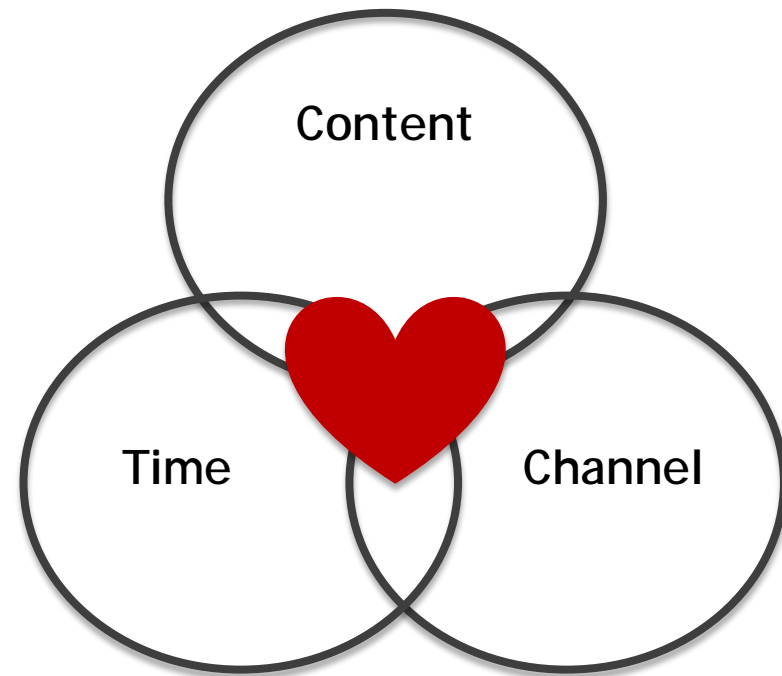


**and it is definitely not...**

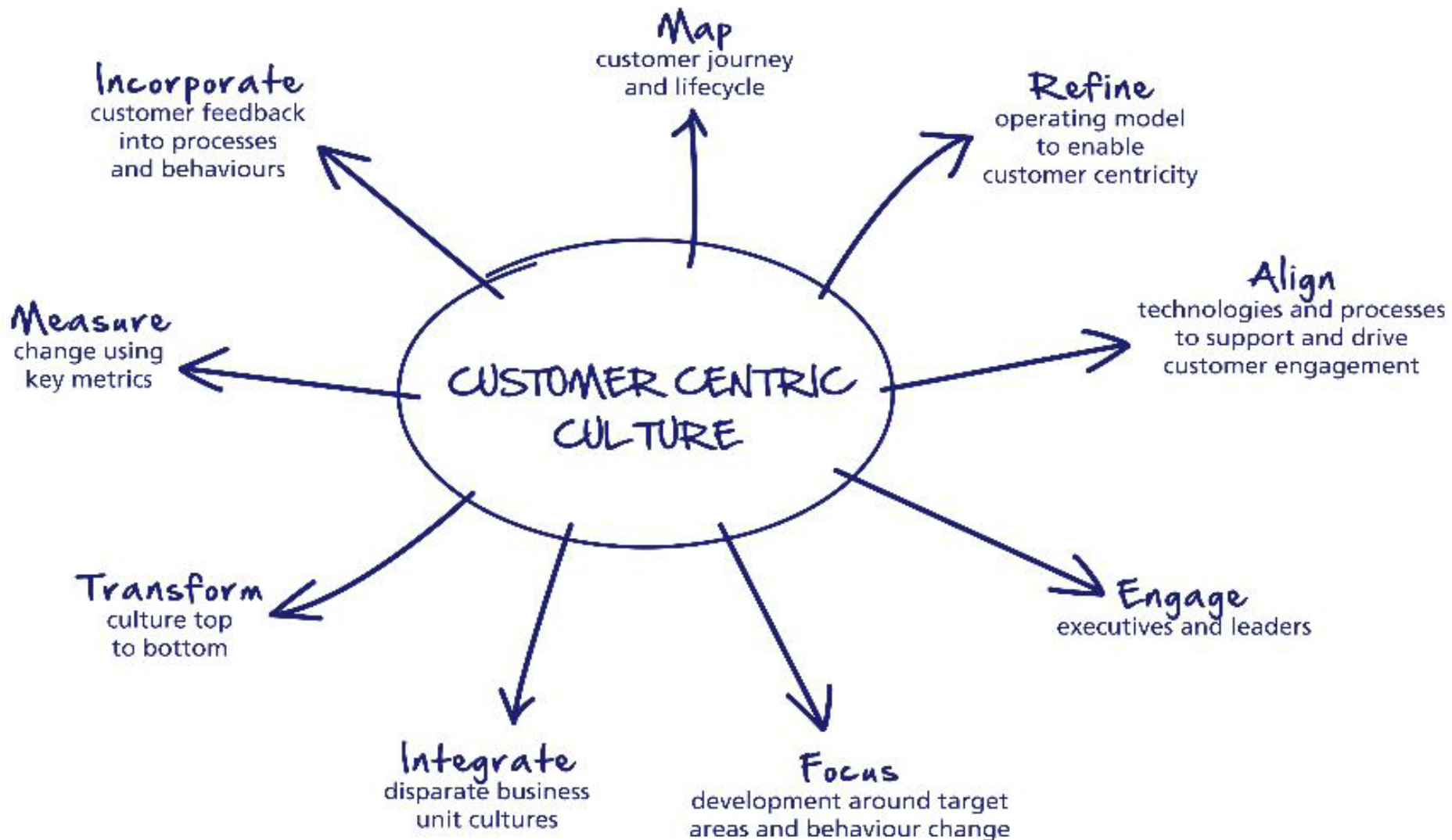


# Personalisation means...

Delivering the right offer,  
to the right person,  
at the right time  
and through the right channel



# ... being truly Customer Centric



# Personalisation entails



Demographics

Preferences

Past Behaviour

Real - time  
Behaviour

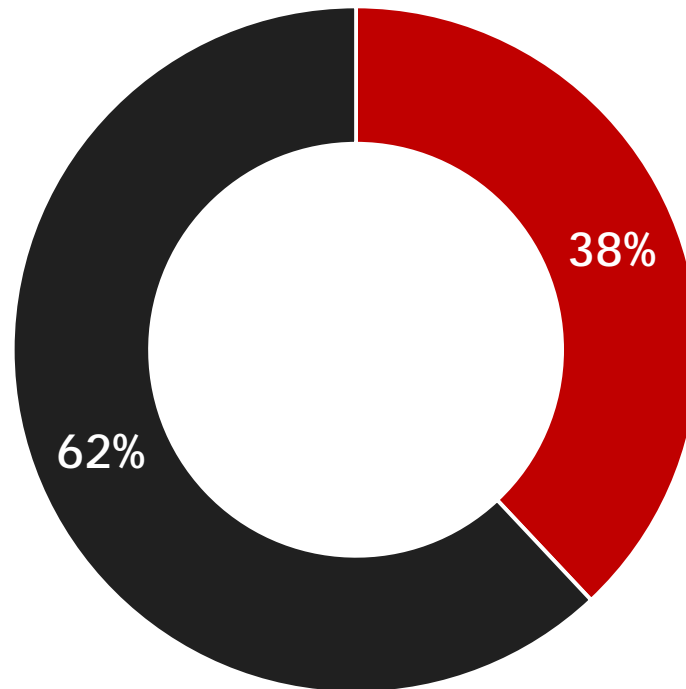


# Why personalisation?

- § Personalisation improves conversion because users receive the content they want
  - on average, companies are seeing an uplift in sales of 19%
  - in many ways however, this is just the tip of a much larger iceberg, with some cases of personalised content driving site traffic by up to 64%
- § Personalisation increases chances of customer repurchases and loyalty
- § Personalisation increases customer engagement

# However...

Retailers who do NOT use any kind of personalisation



■ No personalisation at all ■ Some kind of personalisation

A 3D maze with a person standing at the entrance, symbolizing complexity and challenges.

# **Challenges of Multichannel Personalisation**

**PRACTICOLOGY**

# Challenges

- § Consistent branding and joined up marketing are necessary but not easy.
- § In every business there are data and organisational siloes: e.g. different offline and online departments and databases
- § Organisational change and restructuring is required

# Challenges

- § Lots of retailers either have bad data or simply too much data which they don't know how to analyse
- § Justifying investment in personalisation and measuring ROI is necessary but not straightforward
- § Lack of resources and expertise
- § IT roadblocks
- § Privacy laws



CUSTOMIZE

# **Personalisation: Best Practice Examples**

**PRACTICOLOGY**

# Amazon's personalized homepage

amazon.co.uk    Besta's Amazon    Today's Deals    Gift Cards    Sell    Help

Shop by Department ▾    Search    All ▾    Go    Hello, Besta    Your Account

Amazon Mobile Apps    AutoRip    Instant Video    Kindle    Cloud Drive    Appstore for Android    Audible Audiobooks

**amazon cloud drive**  
Protect your photos and videos in Cloud Drive.  
[Learn more](#)

Amazon Family    Trade-In    Mobile phones: back to basics    Amazon Prime    Be a Smart Shopper    Clothing Store

**The power of simplicity**  
Ravi and his father found smartphones too complicated. Now they sell their own easy-to-use phones across the world.  
[How did they do it?](#)  
*One of thousands of small businesses thriving because of Amazon customers.*

## Personal Recommendations



**Recommendations for You in Garden & Outdoors**

BBQ Mitt    Landmann 0207 3-in-1 Barbecue    BBTredesales Man Apron    Grill Brush Pro    Landmann 1206 Charcoal Starter    Landmann 13404 30cm Barbecue    Hickory BBQ Smoking Wood



# Caribou remembers your preferences and displays targeted flavours



Life is short. Stay awake for it.®

[HOME](#) [SHOP ONLINE](#) [ABOUT OUR COFFEE](#) [MENU & NUTRITION](#) [LOCATIONS](#) [CARIBOU CARDS](#)

[SIGN IN](#) [CUSTOMER SERVICE](#) [YOUR ACCOUNT](#) [SHOPPING CART](#)

## FEATURES

LIFE IS...

- IT'S PUMPKIN SEASON
- BREAKFAST IS SERVED
- COFFEE OF THE MONTH



IT'S PUMPKIN SEASON

Pumpkin BREAD

Pumpkin CHAI

Pumpkin WHITE CHOCOLATE MOCHA

[FIND A STORE](#)

## DAILY TRIVIA

What superhero's enemies included Star Sapphire and Sinestro?

[GET THE ANSWER »](#)

## FIND A CARIBOU

Enter City and State, or a ZIP

[MAP IT](#)

## I Stay Awake For:

Making the bedtime story as imaginative as possible.

- Alberto



## COLOMBIA

ANNOUNCING COLOMBIA  
A light roasted coffee that is caramelly and refined.

[ORDER NOW »](#)

## SIGN UP

RECEIVE INFORMATION AND SAVINGS ALL YEAR LONG.

EMAIL ADDRESS  CONFIRM EMAIL  ZIP

[REGISTER NOW](#)

[View Others or Submit Yours »](#)

[f](#) [t](#) [p](#) [i](#) [y](#)

# Selfridges' personalised email

0203 82081 2000 | Add email@selfridges.com to your address book to make sure you always get our emails

**SELFRIDGES & CO**

BRANDS WOMEN MEN BAGS SHOES BEAUTY KIDS HOME & TECH FOOD & DRINK GIFTS

NEW INTERNATIONAL DELIVERY • CLICK & COLLECT • UK DELIVERY OPTIONS •

**TELL US WHAT YOU LOVE**

Fabulous fashion, inspiring interiors and lust-have accessories; we're delighted you've signed up to stay in the know about all things Selfridges.

Tell us about your favourite designers or whether it's beauty or food that floats your boat and we can make sure you don't miss out on the things you'll love.

PERSONALISE YOUR EMAILS HERE •

**TELL US WHAT YOU LOVE**

Tell us a little more about yourself and we'll make sure we're only sending you emails that you'll love.

**MY DETAILS**

Title\*

First name

Last name

Date of birth

Country

Email\*   
To change your email address please edit & click submit.

**I WANT TO KNOW ABOUT**

Womenswear	<input type="checkbox"/>	Menswear	<input type="checkbox"/>
Beauty	<input type="checkbox"/>	Bags	<input type="checkbox"/>
Shoes	<input type="checkbox"/>	Kids	<input type="checkbox"/>
Home & Tech	<input type="checkbox"/>	Food & Wine	<input type="checkbox"/>
Gifts	<input type="checkbox"/>		

← Email to new subscribers

→ Landing page to personalise preferences

§ Selfridges sends new email subscribers an invitation to personalise the emails they receive via a preference capture landing page. Simple and effective!

# Reactivation: right time and right channel

- § Puma India used Capillary's intelligent CRM tools to identify and target lapsed and soon to lapse customers
- § Online and store purchase histories, preferences and product affinities were analysed to create personalised vouchers sent by email or text
- § The campaign reactivated 80% more customers than previous bulk re-activation campaigns





# ModCloth allows customers to vote samples into production

ModCloth » Be the Buyer

be the Buyer

Meet Be the Buyer Quick Vote Available Now! Coming Soon

Sample 3208 Price: \$189.99

83 Comments [see all](#)

**ModLover** *Skipped It*  
Cute, but costs way more than I would ever pay for it.

**Marie** *Picked It*  
Very original, cute.

**ModLover** *Picked It*  
Lovely sequins and overall patterning. Worth paying more for if the quality is high.

[View all Comments](#)

Super cute, but how much?? What's it made of to make it soooo expensive...]

[see example](#) [Submit](#)

[Pick It!](#) [Skip It!](#)

YOUR VOTE MADE FASHION HAPPEN!

Shop Be the Buyer picks

A truly social brand...  
These styles sell through 2.4 times better

# Ao.com

## 40 mins a day signing customer letters



**PRACTICOLOGY**

# Personalising without a loyalty card

§ Walmart customers in stores can enter their mobile number on the debit card reader to create an e-receipt sent to their phone

§ Walmart plans to use the data to offer services and personalised offers



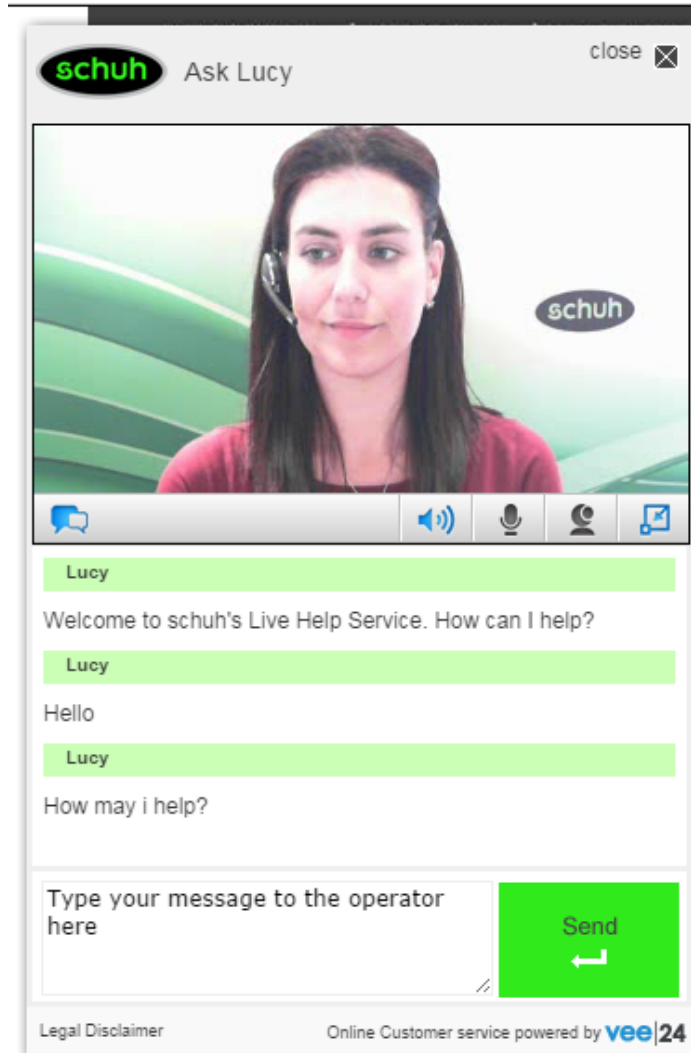
# Sears “Get Advice” service

- § Sears’ loyalty club members on ShopYourWay.com click “Ask a Question” in the “Get Advice” section or on a product page while shopping
- § Shoppers type a question and similar previously answered questions pop-up as the user types
- § If there is no answer already, the consumer then follows the prompts to post the question
- § Store associates with tablets and handhelds in 400+ stores are alerted to the question and answer if they have knowledge that could help



# Schuh's “live help” services

- § Schuh offers customers live chat with support staff for any queries
- § Service available 7 days/ week
- § Direct interaction with customer provides a highly personalised shopping experience to the customer
- § Your own “personal assistant”



Size Guide

# Kiddicare's Personalisation Strategy:

## Location

- § Adaptable promo banners depending on how close a visitor is to a store (e.g. Free Collection from Store if local, Free delivery over £29.99 if not close to a physical store)
- § Tailored product recommendations based on where a customer lives. E.g. city-dwellers might see a buggy highlighted that was good for use on city roads; people who live in the countryside might see something altogether more rugged

# Burton do weather-based personalisation in real-time



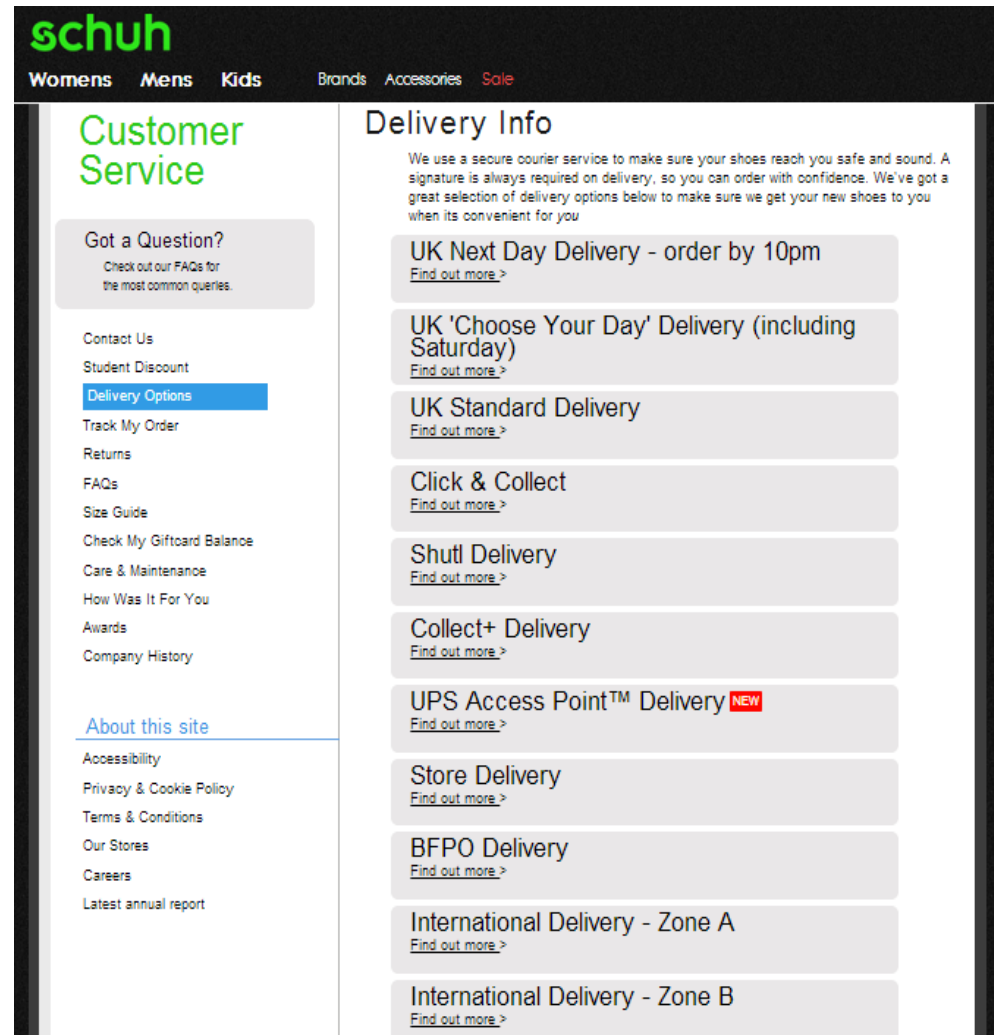
**A truly customer-centric, personal  
experience goes beyond web  
personalisation tools**

**Making it as convenient as possible  
for customers to have their order  
fulfilled**

# Schuh Customers can select from 11 Delivery Options

Options include

- § 90 minute delivery
- § Choose your time slot
- § Click & Collect
- § Collect +( including 5200 local convenience stores to choose from )



The screenshot shows the Schuh website's navigation and delivery options. The top navigation bar includes the Schuh logo and links for Womens, Mens, Kids, Brands, Accessories, and Sale. The left sidebar features a 'Customer Service' section with links to 'Got a Question?', 'Contact Us', 'Student Discount', 'Delivery Options' (highlighted), 'Track My Order', 'Returns', 'FAQs', 'Size Guide', 'Check My Giftcard Balance', 'Care & Maintenance', 'How Was It For You', 'Awards', and 'Company History'. Below this is an 'About this site' section with links to 'Accessibility', 'Privacy & Cookie Policy', 'Terms & Conditions', 'Our Stores', 'Careers', and 'Latest annual report'. The main content area is titled 'Delivery Info' and includes a brief explanation of the secure courier service. It lists 11 delivery options, each with a 'Find out more >' link: UK Next Day Delivery - order by 10pm, UK 'Choose Your Day' Delivery (including Saturday), UK Standard Delivery, Click & Collect, Shutl Delivery, Collect+ Delivery, UPS Access Point™ Delivery (marked with a red 'NEW' tag), Store Delivery, BFPO Delivery, International Delivery - Zone A, and International Delivery - Zone B.

**schuh**

Womens Mens Kids Brands Accessories Sale

## Customer Service

Got a Question?  
Check out our FAQs for the most common queries.

- Contact Us
- Student Discount
- Delivery Options**
- Track My Order
- Returns
- FAQs
- Size Guide
- Check My Giftcard Balance
- Care & Maintenance
- How Was It For You
- Awards
- Company History

[About this site](#)

- Accessibility
- Privacy & Cookie Policy
- Terms & Conditions
- Our Stores
- Careers
- Latest annual report

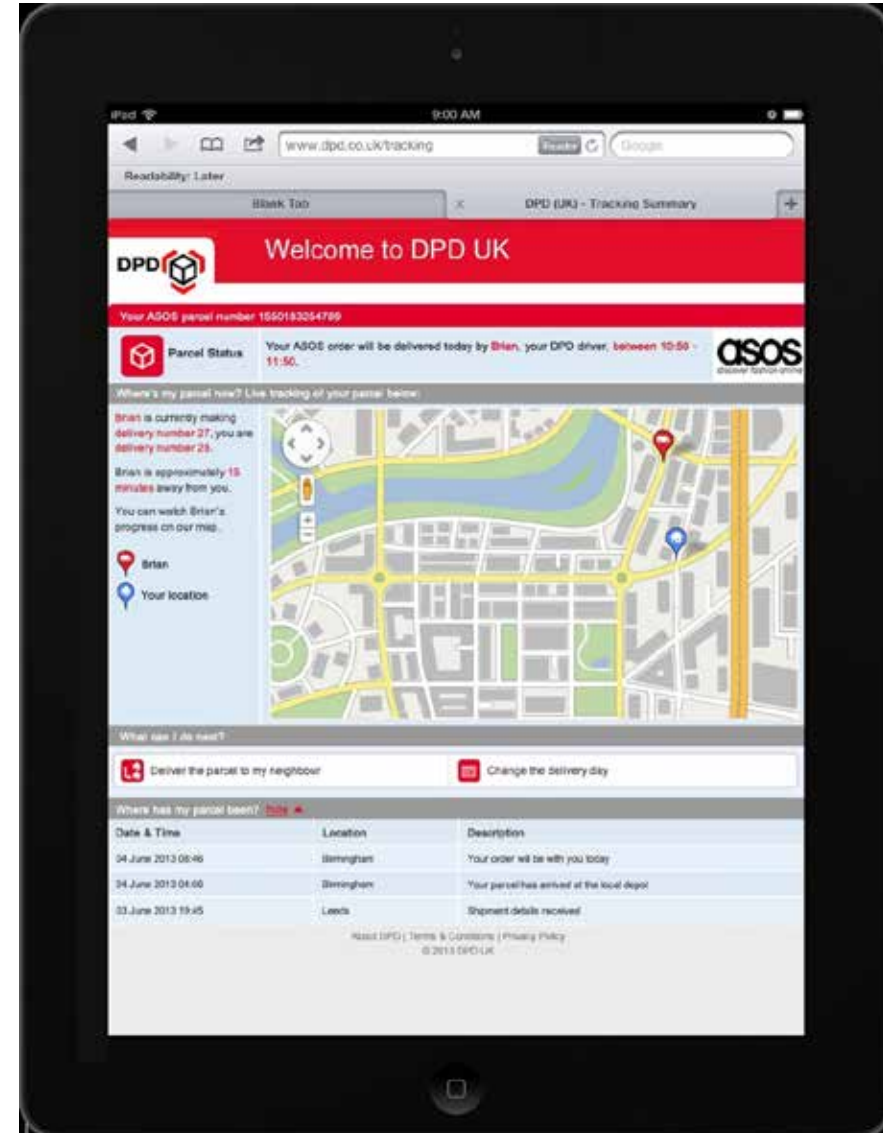
## Delivery Info

We use a secure courier service to make sure your shoes reach you safe and sound. A signature is always required on delivery, so you can order with confidence. We've got a great selection of delivery options below to make sure we get your new shoes to you when its convenient for you

- UK Next Day Delivery - order by 10pm**  
[Find out more >](#)
- UK 'Choose Your Day' Delivery (including Saturday)**  
[Find out more >](#)
- UK Standard Delivery**  
[Find out more >](#)
- Click & Collect**  
[Find out more >](#)
- Shutl Delivery**  
[Find out more >](#)
- Collect+ Delivery**  
[Find out more >](#)
- UPS Access Point™ Delivery** NEW  
[Find out more >](#)
- Store Delivery**  
[Find out more >](#)
- BFPO Delivery**  
[Find out more >](#)
- International Delivery - Zone A**  
[Find out more >](#)
- International Delivery - Zone B**  
[Find out more >](#)

# ASOS launched Follow My Parcel

- § Service provides real-time info via web & mobile, plus 15-minute delivery windows so customers know exactly where their parcel is
- § Customers can also ask for packages to be delivered to a neighbour or reschedule delivery





# High Barnet tube:

**Order before 12pm, collect after 4pm**



# Waitrose refrigerated lockers



# Amazon installed lockers at tube stations



# Further examples

- § John Lewis opened 'Click and Commute' shop at St Pancras Station in London
- § House of Fraser to launch pre-9am deliveries for orders placed by 8pm the previous evening, six days a week
- § Amazon launched "Prime Now", its 1-hour delivery for Prime customers in New York City

It means **engaging the customer**



# Washing machines just became interesting

§ Community & engagement = Trust

§ 150k+ views a week on YouTube

The screenshot shows the go.com website with a green header. The header includes the go.com logo, a search bar, and various service icons like 'Price match promise', 'Free next day delivery', 'Pay on finance', 'We'll recycle your old', 'We'll connect your new', '14 day returns', and a phone number '0844 324 9222'. Below the header is a navigation bar with categories: 'Washing Machines & Dryers', 'Dishwashers', 'Fridges & Freezers', 'Cooking', 'Small Appliances', 'Floorcare', 'TV & Home Entertainment', and a red 'Deals' button. The main content area features a large promotion for a Whirlpool 7kg Washing Machine. It says 'As seen on TV' and 'Save £50 on this Whirlpool 7kg Washing Machine'. The original price is 'Was £269' and the sale price is '£219'. There is a 'Shop now' button. To the right of the machine is a green circular badge that says 'FREE DELIVERY inc. weekends'. Below the main promotion are four smaller boxes: '£20 back for every extra product you buy!', 'Free Next Day Delivery When you order before 8pm' (with a photo of a delivery person), 'Up to £250 cashback on selected products View products >', and 'Join us on facebook' with a thumbs up icon, '1,592,828 recommend us', and a 'Join the fun >' button. A red arrow points from the text '150k+ views a week on YouTube' to the Facebook box.

It means **ensuring returns are  
easy and free**



THE GRAND FINALE  
SAVE UP TO 75% OFF

BERGDORF GOODMAN

STORE | ACCOUNT | HELP

ENTER SEARCH



DESIGNERS A-Z DESIGNER COLLECTIONS 5F CONTEMPORARY SHOE SALON HANDBAGS JEWELRY ACCESSORIES BEAUTY MENS KIDS GIFTS SALE

THE GRAND FINALE: SAVE UP TO 75% OFF



NEW VENTURES

INTRODUCING BALENCIAGA

NEW  
TO BG.COM



FREE SHIPPING and FREE RETURNS EVERY day. Online & In-Store. [CLICK FOR DETAILS](#)

BRIGHT EYES  
SHOP SUNGLASSES

Agraria  
SHOP THE COLLECTION

EXCLUSIVELY OURS  
NEROLI PORTOFINO COLLECTION



EDIT DESIGN



## Heels

£167 + 365 DAY RETURN OR REMAKE

SHOE STYLE BASE PRICE £149  
STYLE EXTRAS [View details](#) £18

ADD TO CART

Leather swatches [Order samples \(£10\)](#)



### More information

We'll collect your sizing information during the checkout.  
*Please note:* this style is suitable for European sizes 35 - 45 only.  
Our shoes take approximately 4 weeks to hand make your design, then an additional 2-4 days for delivery by DHL.

- + EXPRESS PRODUCTION  (select at checkout)  
Delivery within 14 business days
- + PERSONAL INSCRIPTION  
A custom message stamped in your shoes.  
[More info](#)

It means **letting customers  
shop on the go**



Cameron Power

@cap0w



Follow

Wtf is wrong with this dude? What is he looking at? The world?

[pic.twitter.com/ITpCF5Y5QW](https://pic.twitter.com/ITpCF5Y5QW)

↩ Reply ↻ Retweet ★ Favorite ... More



It means **surprising and  
delighting customers**





They give me a warm, delicious chocolate  
cookie when I check in....yum yum

# The Golden Rules of personalisation

- § Don't over-personalise: this can be intrusive and invasive for consumers
- § Transparency and control
- § Only ask for customer information you'll actually use
- § Don't personalise 'everything' - risk of missing a serendipity match
- § Ensure the end-to-end customer experience isn't left behind in the rush to impress with a clever algorithm



# Thank you!

Mark Lewis

Deputy CEO, Practicology

[www.practicology.com](http://www.practicology.com)

[mark@practicology.com](mailto:mark@practicology.com)



**Q & A**



[illegible]



**MAKE TAKING  
PAYMENTS A BREEZE**

**ECOMMERCE  
EXPO IRELAND  
EVENT**








# Agenda

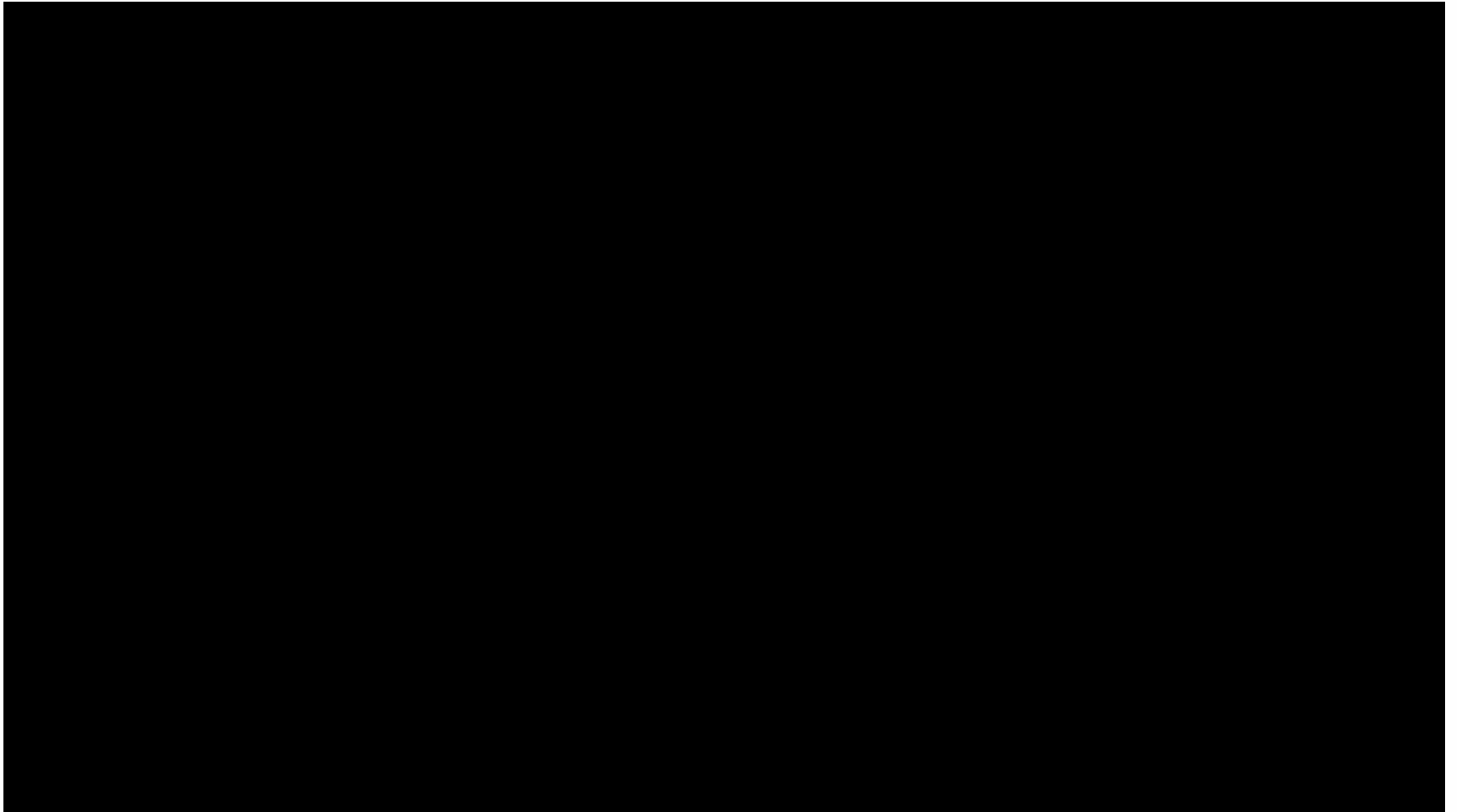


Eric Horgan, Elavon  
Country Manager, Ireland

- Elavon..what we do
- The changing world of payments
- Accepting online payments and getting paid
- Ecommerce solutions

✉ [Eric.horgan@elavon.com](mailto:Eric.horgan@elavon.com)

 <https://ie.linkedin.com/in/erichorgan>





# Elavon – What we do



- Card acquirer- Accept VISA, MasterCard, AMEX, CUP and get paid!
- Licenced and regulated Bank. A good one! Owned by US Bancorp.
- Independent - You won't see us in the high street. We only do payments!
- No.1 in Ireland - 32000 Businesses in Ireland use Elavon.
  - Almost 30% of our business is Ecommerce
- Rich Product Suite: Point of Sale, Mobile, Tablet / ePOS, Loyalty and Gift Card as well as Ecommerce
- 15 years in Ireland and almost 400 people in Ireland servicing our European Business
  - Two locations: Cherrywood, Dublin and Arklow, Co. Wicklow



# The Changing World of Payments



Mobile and  
digital  
Show-rooming

Omni-channel

Technology  
Convergence

# Business Models are Evolving



Big box



Pure play retail



Pop-up stores



Virtual stores



B2B



Drive-thru



Transport



Multi-channel



Click & collect



Dark stores



Omni-channel



Unattended



# Contactless and NFC

Elavon



Leave home



Park the car



Buy newspaper



Grab a coffee



Lunch



Board the train



Back on the train



Grab a snack



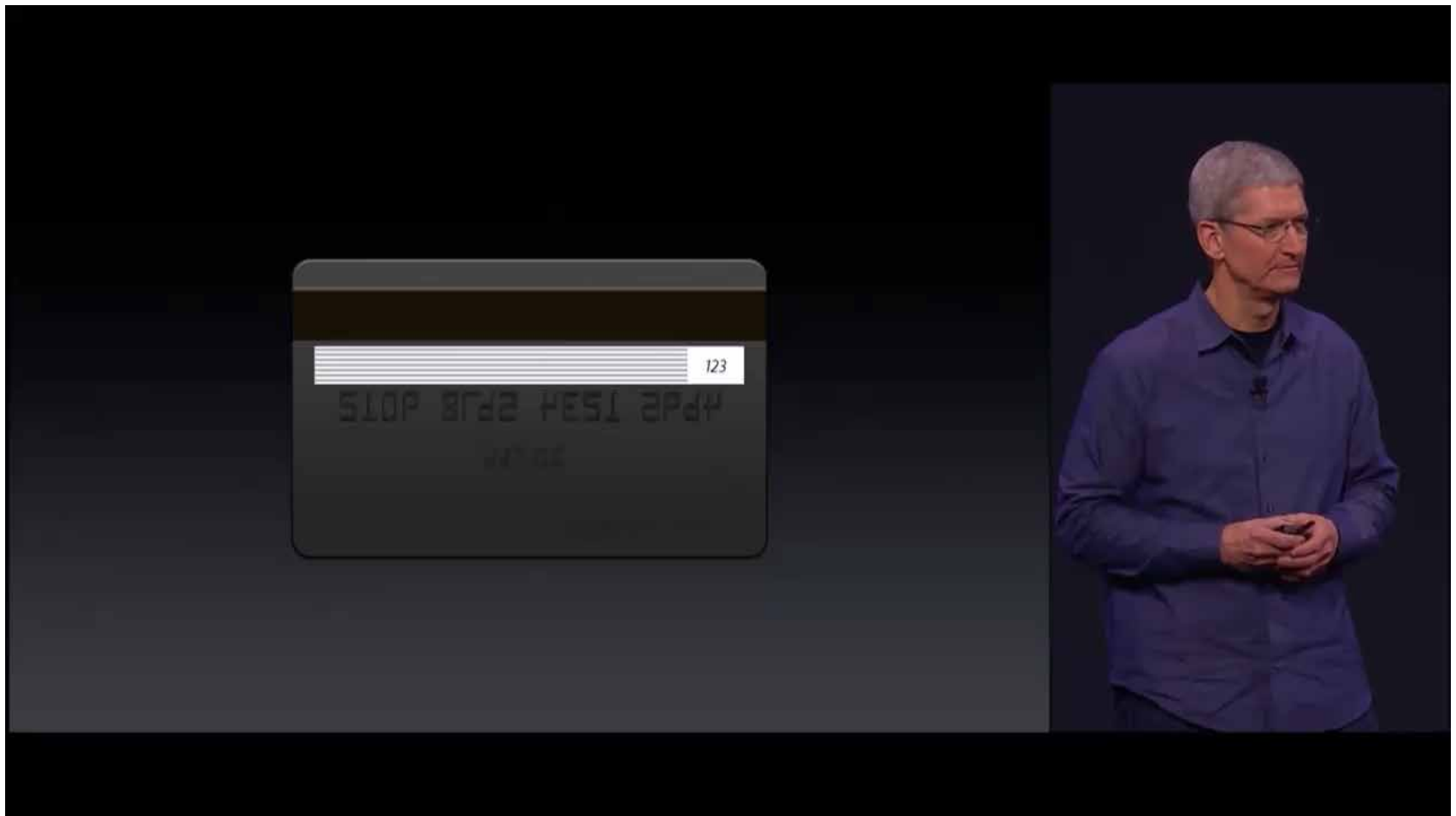
Pick up the car



Home again

# Online and Mobile Wallets

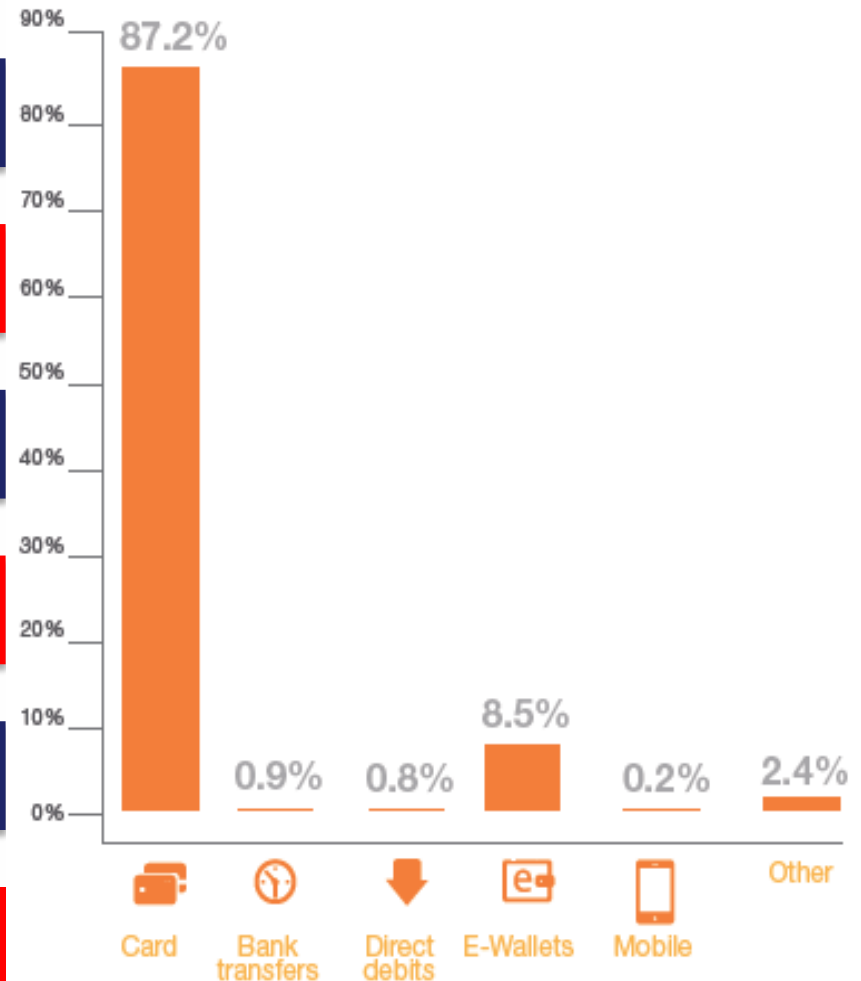
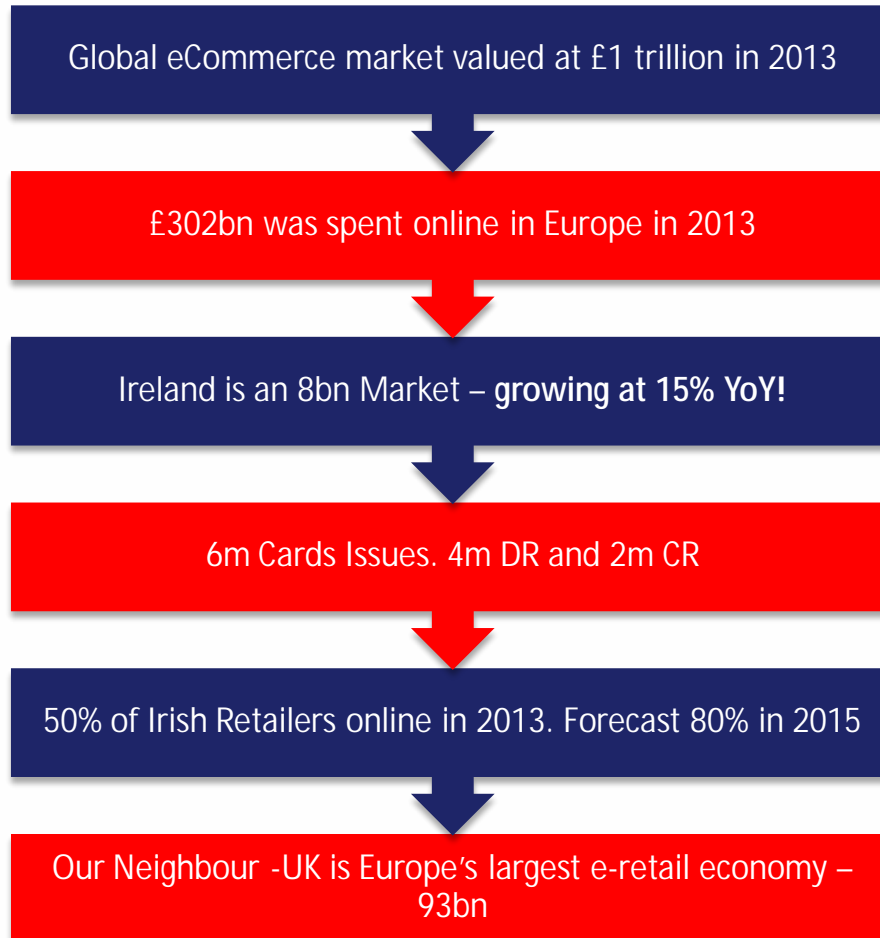




# eCommerce in Ireland



Ireland Ecommerce Payment Mix







# Sales Drop-off

Where is the most common place for shoppers to drop out of the payment process?

A

Basket Page

B

Payment Page

C

Delivery Cost

D

3D Secure

# Ecommerce Payments Ecosystem



## 1. Shopping Cart



Shopping Cart



Web, Mobile, Tablet

Payment Page

A screenshot of a payment page titled "Payment Options". It shows a "Credit Card" section with fields for "Card Number", "Verification #", and "Card expires on:". There are icons for Visa, MasterCard, American Express, and Discover. Below this is a "Pay with PayPal" button.

## 2. Gateway

Payment Gateway



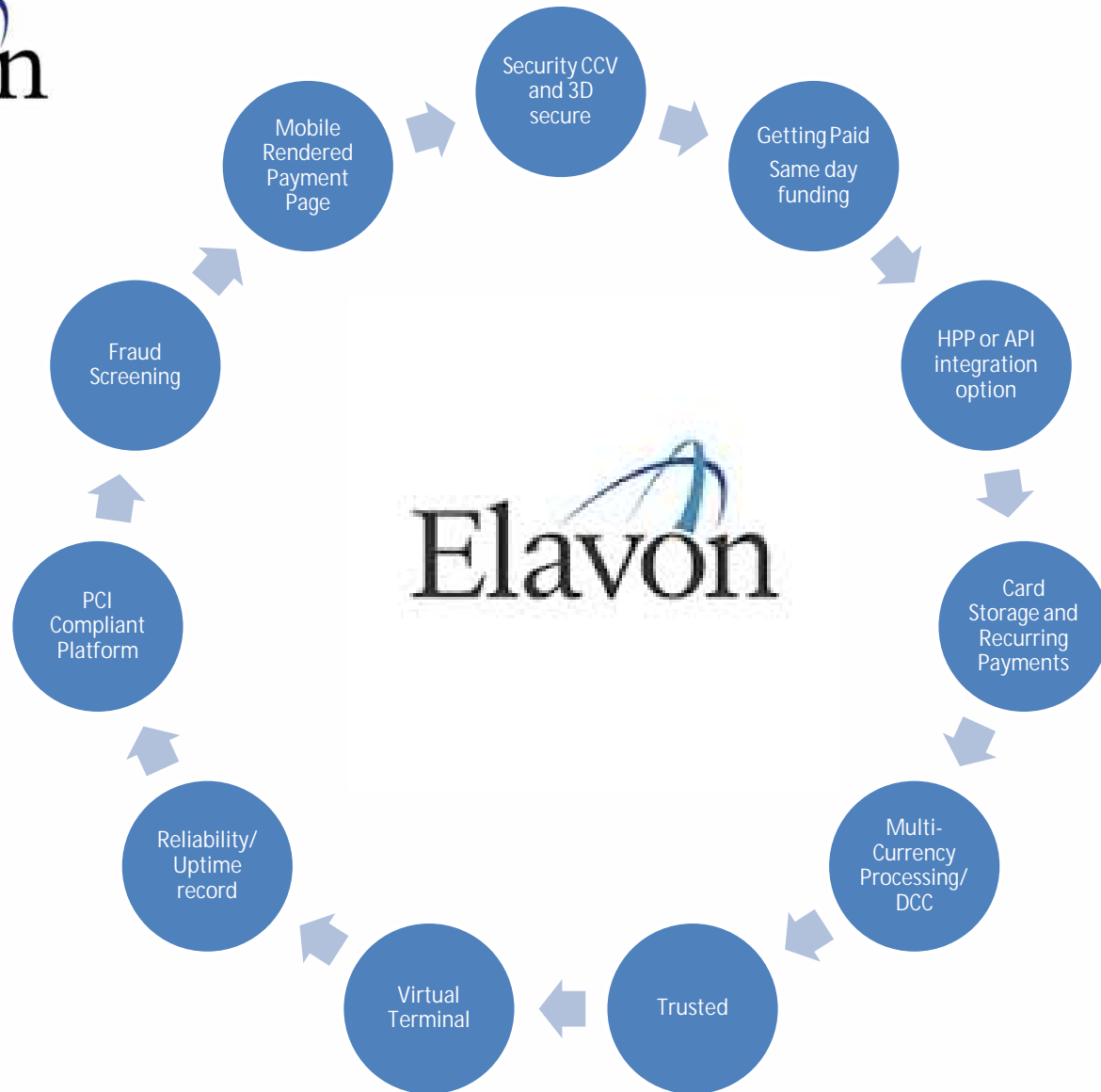
## 3. Acquirer

Merchant Services



One-stop-shop for all your online payment needs

# What you need from your Payments Partner?



## Retailer of the Year

Bens Books is an independent online retailer who strives to get you the best deals on your favourite books. Feel free to browse our catalogue and purchase online for an **easier** and **faster** ecommerce experience.


[Browse Books](#)

### Business

#### The Money Doctor



The Money Doctor is now firmly established as Ireland's most comprehensive annual finance guide. Helpful at every stage of your journey through life - whether you need advice on taxes, pensions, mortgages, debt or your redundancy rights

**9.99**

[Add to Cart](#)

### Novel

#### The Catcher in the Rye



The Catcher in the Rye is a 1951 novel by J. D. Salinger. Originally published for adults, it has since become popular with adolescent readers for its themes of teenage angst and alienation. Holden begins his story at Pencey Prep.

**6.99**

[Add to Cart](#)

### Adventure

#### Huckleberry Finn



Adventures of Huckleberry Finn (or, in more recent editions, The Adventures of Huckleberry Finn) is a novel by Mark Twain, first published in the United Kingdom in December 1884 and in the United States in February 1885.

**7.99**

[Add to Cart](#)

## Retailer of the Year

Bens Books is an independent online retailer who strives to get you the best deals on your favourite books. Feel free to browse our catalogue and purchase online for an **easier** and **faster** ecommerce experience.


[Browse Books](#)

### Business

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**9.99**

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**7.99**

[Add to Cart](#)

## Guest Checkout

First Name

Last Name

Email Address

Address 1

Address 2

City/Town

Country

Telephone

[Proceed to Payment](#)

## Existing Customer?

If you have an account with us, please login here to pay

Email Address

Password

[Sign In](#)



[Back to Home](#)

#### Payment Details

##### Card Number



##### Expiry(mm/yy)

/

##### Security Code ⓘ

##### Cardholder Name

#### Pay In Your Own Currency

The total amount due is **EUR 15.00**. We notice that you have a HKD card. For your convenience we can charge this to you as **HKD 147.82** (Exchange rate used: 1 EUR = 9.8549 HKD)

**YES, Please charge me  
147.82 HKD**

**NO, Please charge me  
15.00 EUR**

*I accept that I have been offered a choice of currencies for payment. I accept the conversion rate and final amount and that the final selected transaction currency is the cardholder's chosen currency, HKD*

*Reference Rate Provided by: Reuters  
Wholesale Interbank Rate, Exchange Rate  
Mark-Up: 3%, Commission for Currency  
Conversion: 0%*

#### ☐ Save Card Details

These card details can be stored so that subsequent transactions do not require you to enter your card details. To avail of this service please tick



[Back to Home](#)

## Thank you

Your payment has  
been successful

**Stephen.**

It should be with you in  
**4 - 5 working days.**

We've sent a  
confirmation email to  
your email address:

**stephen.ainsworth@gmail.com**



## Guest Checkout

First Name

Last Name

Email Address

Address 1

Address 2

City/Town

Country

Telephone

## Existing Customer?




If you have an account with us, please login here to pay.

Email Address

Password

**Payment Details** Secured By 128bit SSL Cert

**Card Number**



**Expiry(mm/yy)**

**Security Code**

**Cardholder Name**

☐ **Save Card Details**  
These card details can be stored so that subsequent transactions do not require you to enter your card details. To avail of this service please tick the checkbox.

**Pay Now**

### Payment Details

Secured by 128bit SSL Cert 

#### Card Number



#### Expiry(mm/yy)

 / 

#### Security Code

#### Cardholder Name

#### Pay in Your Own Currency

The total amount due is **EUR 15.00**. We notice that you have a HKD card. For your convenience we can charge this to you as **HKD 147.82**  
(Exchange rate used: 1 EUR = 9.8549 HKD)



I accept that I have been offered a choice of currencies for payment. I accept the conversion rate and final amount and that the final selected transaction currency is the cardholder's chosen currency. (M2)

Reference Rate Provided by Reuters Wholesale Reference Rate, Exchange Rate Multiplier: 1%, Commission for Currency Conversion: 0%

#### ☒ Save Card Details

These card details can be stored so that subsequent transactions do not require you to enter your card details. To avail of this service please tick the checkbox.

## Thank you

Your payment has been successful **Stephen**  
It should be with you in **4 - 5 working days**.

We've sent a confirmation email to your email address:  
**[stephen.minsworth@gmail.com](mailto:stephen.minsworth@gmail.com)**

## Other users also looked at these books

[Philadelphia here I come](#) [Goodnight Mr. Tom](#) [Wuthering Heights](#) [LOTR: Fellowship of the Rings](#)



7.99

[Purchase](#)



9.99

[Purchase](#)



6.99

[Purchase](#)



6.99

[Purchase](#)

## Guest Checkout

First Name

Last Name

Email Address

Address 1

Address 2

City/Town

Country

Telephone

[Proceed to Payment](#)

## Existing Customer?

If you have an account with us, please login here to pay

Email Address

Password

[Sign In](#)

## My Account

Welcome back **Stephen**, thank's for your custom. Please verify your details are correct before placing your order.

Cardholder Name	<input type="text" value="Stephen Answorth"/>
Card Number	<input type="text" value="XXXX-XXXX-XXXX-1307"/>
Expiry Date	<input type="text" value="01"/> ▾ <input type="text" value="18"/> ▾
Security Code *	<input type="text"/>
Address 1	<input type="text" value="Cherrywood Business Park"/>
Address 2	<input type="text" value="Loughlinstown"/>
City/Town	<input type="text" value="Dublin"/>
Country	<input type="text" value="Ireland"/> ▾
Telephone	<input type="text" value="01 907 5499"/>

## Thank you

Your payment has been successful **Stephen**  
It should be with you in **4 - 5 working days**.

We've sent a confirmation email to your email address:  
**[stephen.minsworth@gmail.com](mailto:stephen.minsworth@gmail.com)**

## Other users also looked at these books

Philadelphia here I come



7.99

Purchase

Goodnight Mr. Tom



9.99

Purchase

Wuthering Heights



6.99

Purchase

LOTR: Fellowship of the Rings



6.99

Purchase



## Guest Checkout

First Name	<input type="text" value="Stephen"/>
Last Name	<input type="text" value="Ainsworth"/>
Email Address	<input type="text" value="stephen.ainsworth@gmail.com"/>
Address 1	<input type="text" value="Cherrywood Business Park"/>
Address 2	<input type="text" value="Loughlinstown"/>
City/Town	<input type="text" value="Dublin"/>
Country	<input style="border-bottom: 1px solid black;" type="text" value="Ireland"/>
Telephone	<input type="text" value="01 907 5429"/>

### Payment Details

#### Card Number



#### Expiry (mm/yy)

/

#### Security Code ⓘ

#### Cardholder Name

#### ☒ Save Card Details

These card details can be stored so that subsequent transactions do not require you to enter your card details. To avail of this service please tick the checkbox.

Elavon

Powered by  
**real**ex  
payments

[Home](#)[Categories](#)[Contact](#)

## Guest Checkout

First Name

Surname

Last Name

Address

Postal Address

Phone Number

Address 1

Country

Address 2

City/Town

City/Town

Country

Country

Telephone

Telephone

☐ Save Card Details

[Checkout as Guest](#)

### Payment Details

#### Card Number



#### Expiry(mm/yy)

#### Security Code

#### Cardholder Name

#### ☐ Save Card Details

These card details can be stored so that subsequent transactions do not require you to enter your card details. To avail of this service please tick the checkbox.

[Pay Now](#)



© Bens Books 2016

## Existing Customer?

If you have an account with us, please login below to pay.

[Forgot Password?](#)

[Sign Up](#)



**END**



# Break



e commerce  
xpo Ireland 

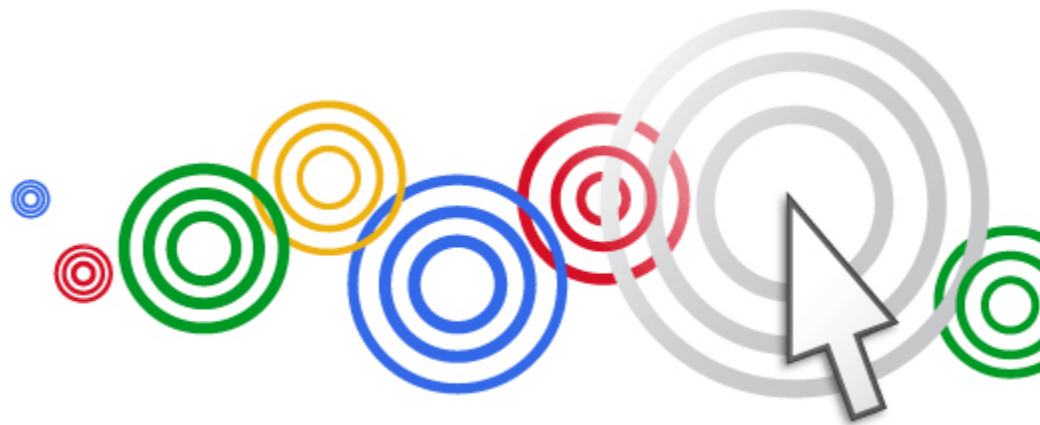


**APRIL 21st 2015**  
**Crowne Plaza**  
**Dublin, Northwood**



# Enabling Enterprise

Denise Browne, IE SMB Account Manager  
Google Ireland

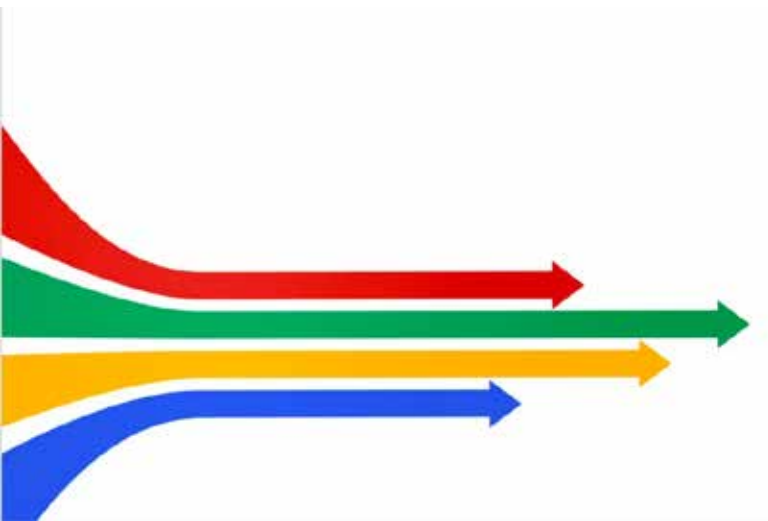




Master Search

Master Measurement

Master Mobile



# Master Search





34%

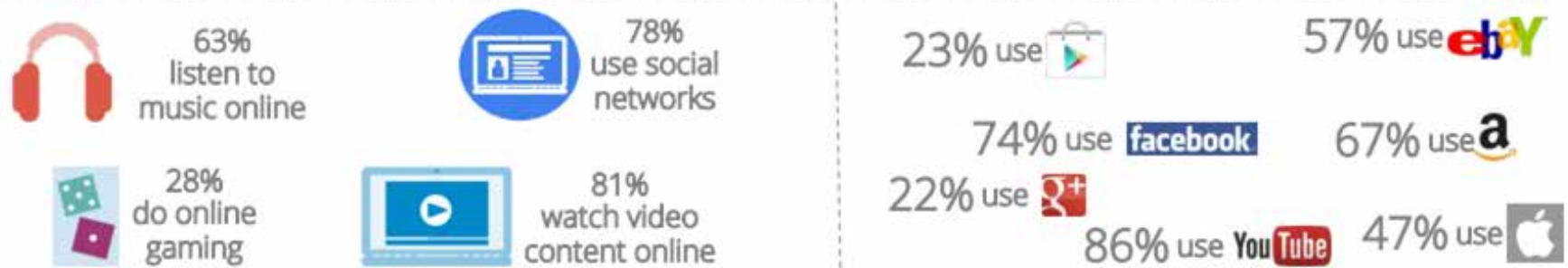
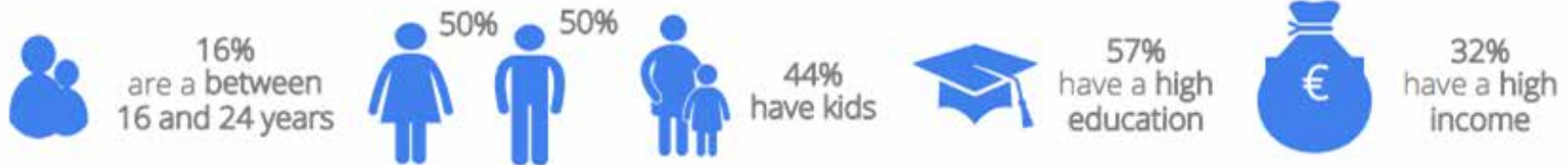
3.1

62%

86%

€263m

# Online Shoppers...



Google Confidential and Proprietary



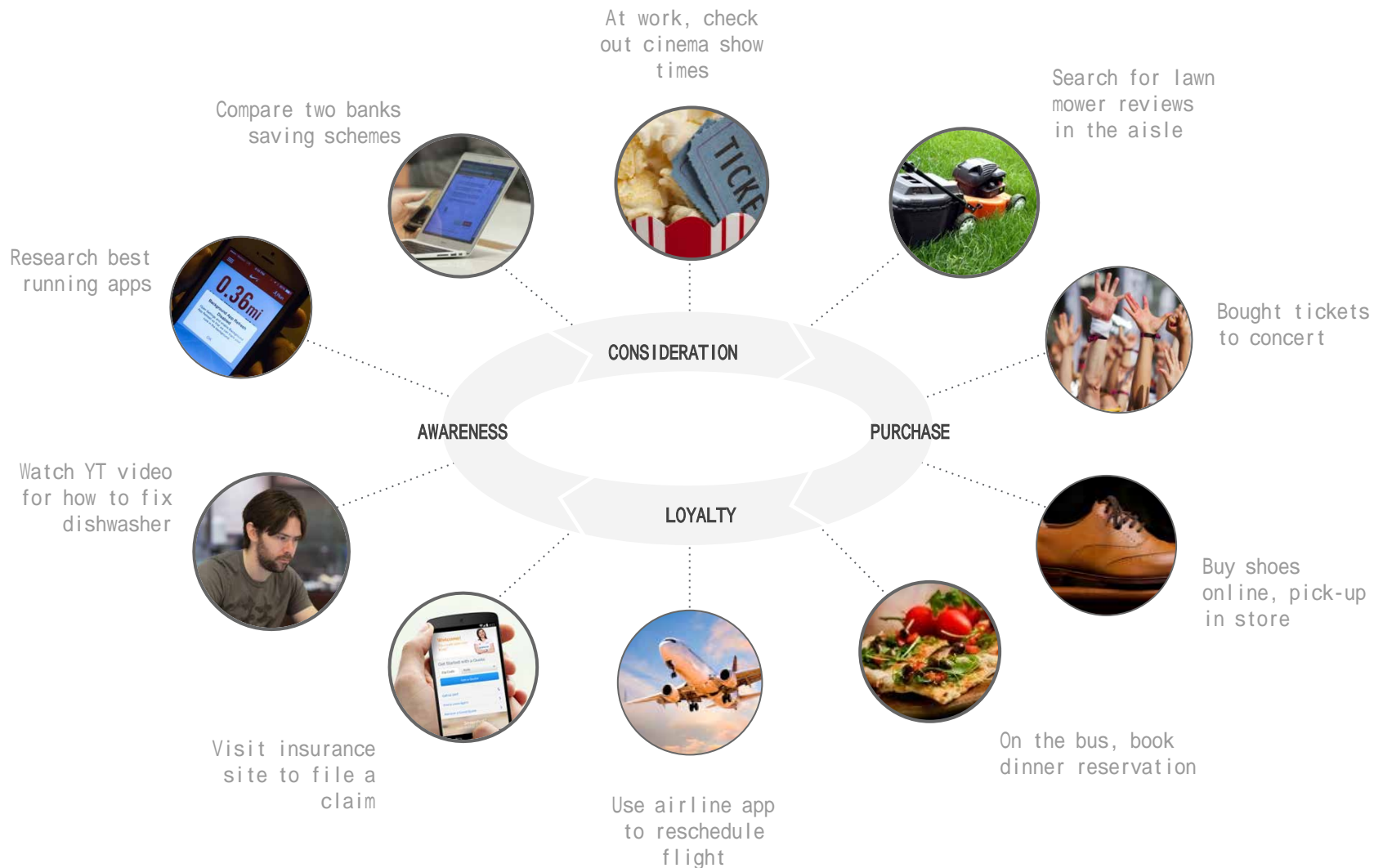
TNS/Google (2014): Connected Consumer Study – Results Ireland

Base (weighted): online shoppers (at least once a month)  
Other activities and products: usage at least once a month





# Micro Moments occur throughout the consumer journey



Search behavior  
is sometimes strange  
**but always true**



2.5<sup>bn</sup>



Users of Google  
Search

100<sup>bn</sup>



Search queries  
conducted every  
month

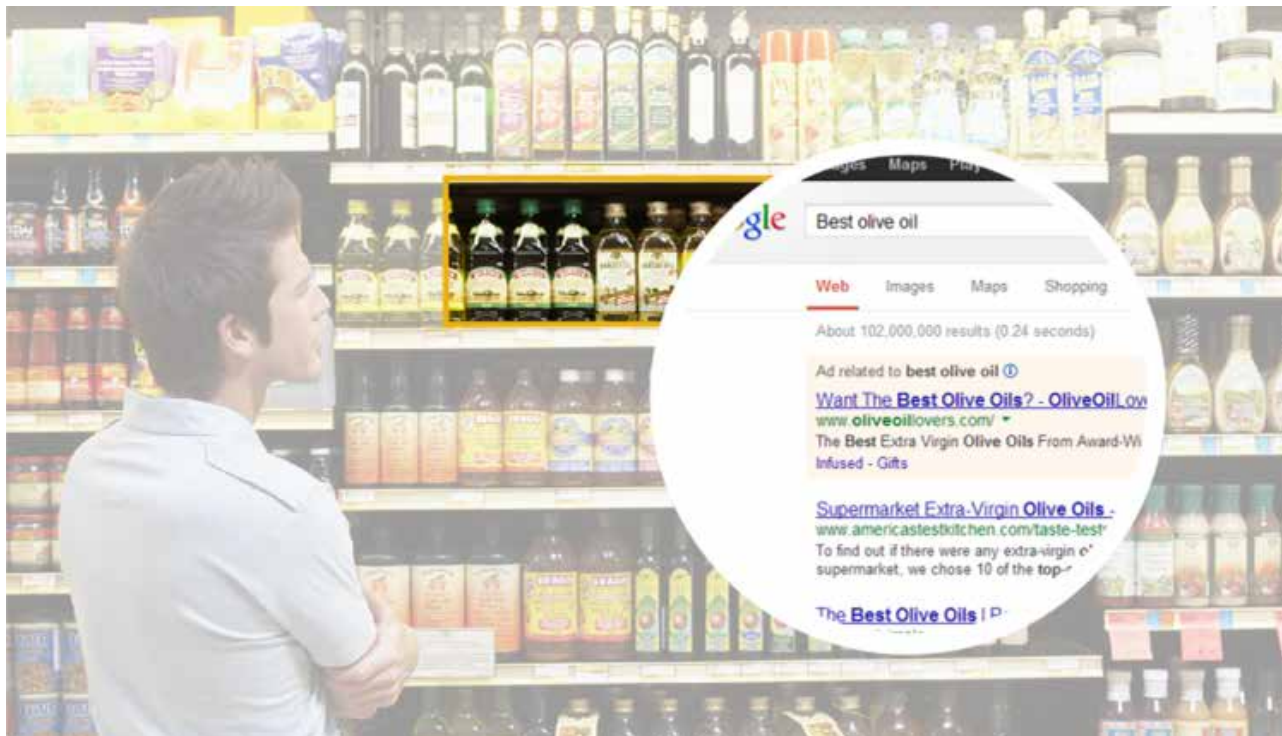
# 3 Rules to Ensure Success on Search





# *Always* THERE

In a multi-screen world it's critical to target your customers where they are, across all the **devices** they use, to ensure you're present during the moments that matter.

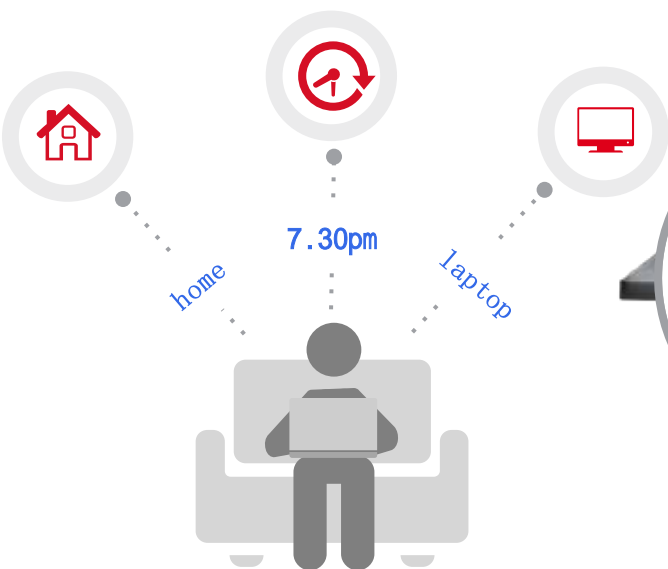




# *Always* **RELEVANT**

Reach the right people with the right message.

Use the right formats and products, in combination with remarketing, to ensure a consistent, high ROI



**Flowers Shops in Dublin - Flowers.ie**  
**Ad** [www.flowers.ie/Flowers+Dublin](http://www.flowers.ie/Flowers+Dublin)  
 Flowers Dublin €5 Off! Enter Code **flowers** at Checkout

**Flower Shops In Dublin - Enjoy our fresh flower**  
**Ad** [www.floraqueen.com/Ireland](http://www.floraqueen.com/Ireland)  
 Best local prices. Send Now!  
 Delivered today · From € 24 · High-quality flowers · Punctuality guaranteed  
 FloraQueen International has 187 followers on Google+  
 Birthday flowers - Best-selling flowers - Autumn flowers - Bouquets

**Flower Shops Dublin - Sheilas Flowers**  
[www.sheilasflowers.ie/Dublin](http://www.sheilasflowers.ie/Dublin)



96%

Leave a website without converting<sup>1</sup>



70%

Abandon shopping baskets without purchasing<sup>1</sup>



49%

Typically visit 2-4 sites before purchasing<sup>2</sup>



# *Always* OPTIMISED

Make sure that you're evaluating the **full value** including calls, cross device conversions, in-store visits, and app downloads



Online  
Purchases



Newsletter  
Signups



Leads  
Generated



Pages  
Visited



Cross-Device  
Conversions



In-Store  
Purchases



Call Centre  
Purchases



Post>Returns  
Conversions\*



Converted  
Leads



App  
Downloads



In-App  
Purchases



Calls on  
Mobiles

"If you cannot measure it,  
you cannot improve it."

*Lord Kelvin, Mathematical Physicist &  
Engineer*

# Master Measurement



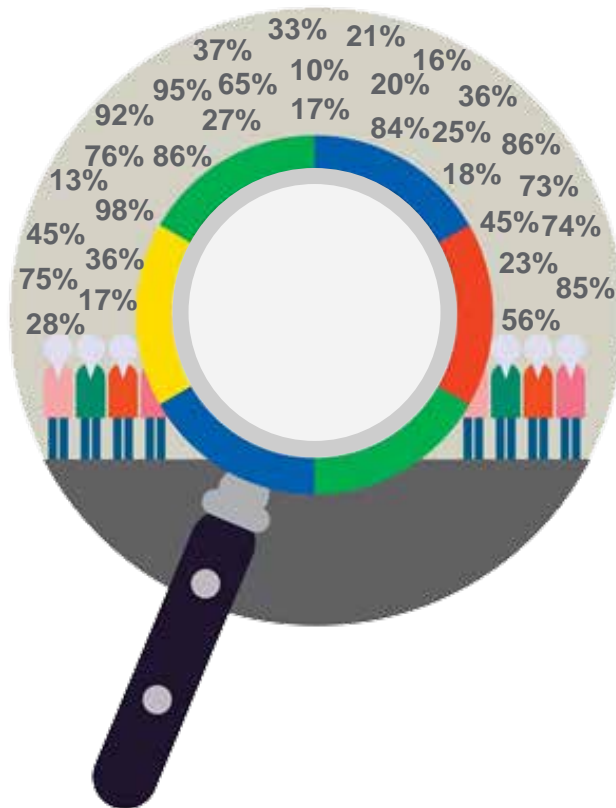
*"Half the money I  
spend on  
advertising is  
wasted; the  
trouble is I don't  
know which half."*

John Wanamaker  
(1838 - 1922)





“Web analytics is the measurement, collection, analysis and reporting of internet data...



...for the purposes of *understanding and optimizing web usage.*”

Know Your Audience

Trace The Customer Path

Get Better Results

# Google Analytics





## Homepage & Navigation

Bounce / clickthrough rate  
What do people click on? Move this UP

## On-Site Search

What do people look for?  
Look at results page drop-off by search phrase

## Registration, Checkout & Conversion

Identify specific error messages  
Fast, Easy to convert & Guest log in

## Product / Offer Pages

High Traffic, High Conversion - Do more!!  
Low Traffic, High Conversions - Investigate & Promote

# Master Mobile



# Nomophobia

*noun*

a fear of being without  
mobile device, power  
source, or service area



# 30%

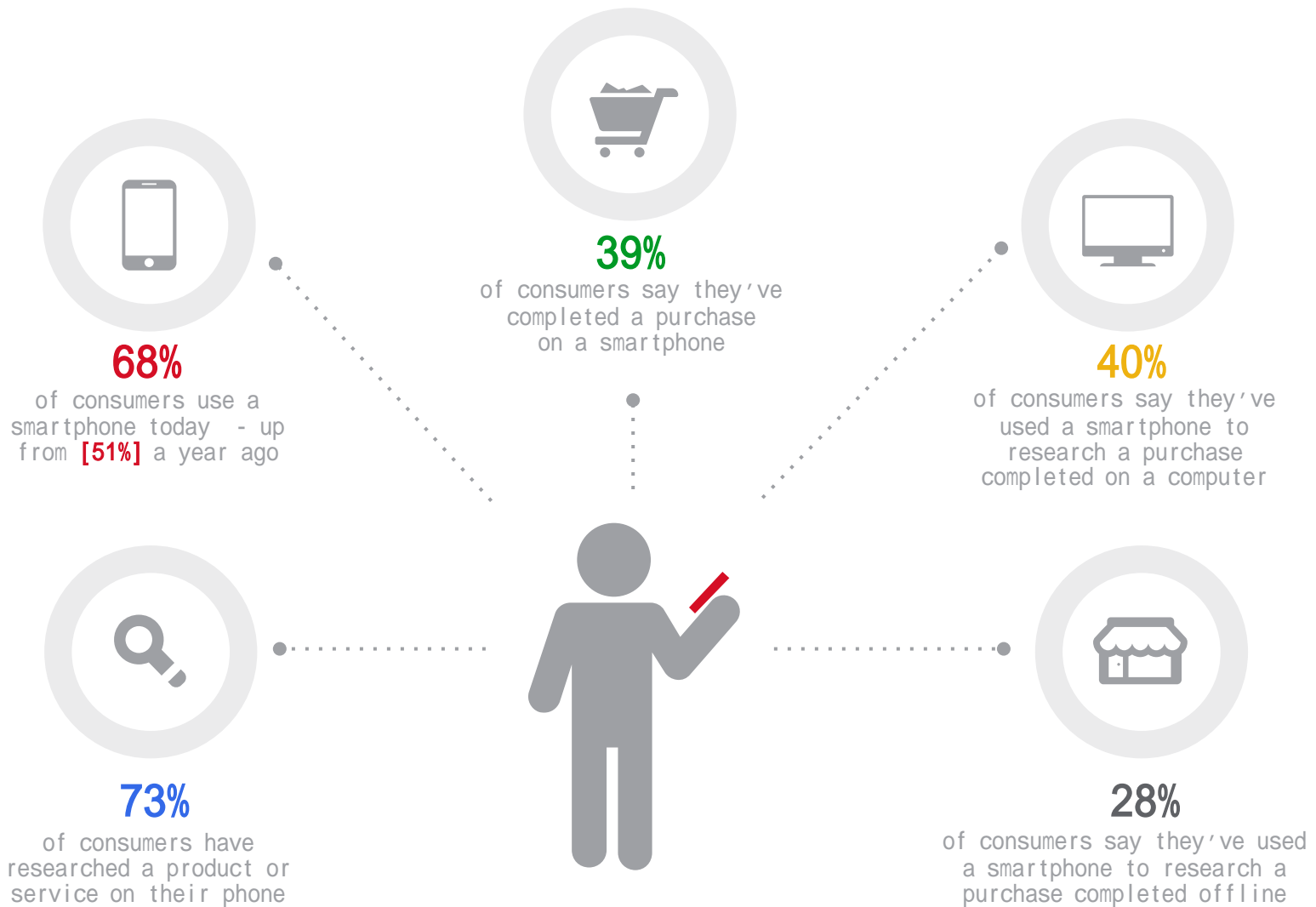
Percentage of global Internet traffic coming from mobile

# 30%

Changed their mind about purchasing a product or service in-store based on information on their phone



# Be there when your customers are searching



# Tailor your message based on context

Mobile Optimized Sitelinks

Location Extensions

Mobile Preferred Creative

Call Extensions

Mobile Shopping Campaign



# **PRINCIPLES OF MOBILE SITE DESIGN:** DELIGHT USERS AND DRIVE CONVERSIONS

Google

## HOMEPAGE & SITE NAVIGATION

KEEP MENUS SHORT AND SWEET

KEEP CALLS-TO-ACTION  
FRONT AND CENTRE

## SITE SEARCH

ENSURE SEARCH RESULTS ARE  
RELEVANT

MAKE SITE SEARCH VISIBLE

## COMMERCE & CONVERSIONS

LET USERS PURCHASE AS A GUEST

MAKE IT EASY TO FINISH CONVERTING ON  
ANOTHER DEVICE

# Top Tips



## keep it quick

help mobile users, design your site to load fast and make copy easy to scan.



## simplify navigation

clear navigation, hierarchy and vertical scrolling aid access to information.



## be thumb friendly

design your site so even large hands can easily interact with it.



## design for visibility

ensure your content can be read at arm's length.



## make it accessible

ideally, your mobile site should work across all mobile devices and all handset orientations.



## make it easy to convert

focus on information that will aid conversion.



## make it local

include functionality that helps people find and get to you.



## make it seamless

bring the same look and feel of your desktop site to mobile.



## use mobile site redirects

give users a choice to go back to the desktop site, but make it easy to return to the mobile site.



## learn, listen & iterate

good mobile sites are user-centric, meaning they're built with input from your audience.

# Consumer Barometer

Helps you understand how people use the Internet across the world

Explore the key findings from our research

View a selection of our research findings in beautiful charts for you to use.



# Google Trends

Explore Top Trending Searches across Google



1000 Voices

Analytics

Global Market Finder

Keyword Planner

Adwords Support

Inside AdWords

Display Planner

Think with Google

AdWords Help Centre



Betty Crocker confirms gluten free trend using Google Trends



---

TOPSHOP

---

Topshop reinvents its London Fashion Week show on Google+ and engagement triples

Google

Google is a growth engine for European business

OUR TOOLS HELP BUSINESSES CREATE JOBS AND GROWTH ACROSS EUROPE

The advertisement features a man in a plaid shirt smiling while working in a kitchen or bakery. In the background, there are shelves with various jars and containers. The text is overlaid on the image.







Thank You

# Appendix

# Links/ Resources

Analytics - <http://www.google.com/analytics/why/>

Consumer Barometer - <http://www.consumerbarometer.com/en/>

Google Trends - <https://www.google.ie/trends/>

Global Market Finder - <translate.google.com/globalmarketfinder/g/index.html>

Think with Google - [www.thinkwithgoogle.com/](http://www.thinkwithgoogle.com/)

AdWords Help Centre - [support.google.com/adwords/?hl=en#topic=3119071](http://support.google.com/adwords/?hl=en#topic=3119071)

Inside AdWords Blog - [adwords.blogspot.ie/2014/04/sharing-latest-adwords-innovations.html](http://adwords.blogspot.ie/2014/04/sharing-latest-adwords-innovations.html)

Google Ads: Getting Started - [www.google.ie/ads](http://www.google.ie/ads)

Support Line - 1800 812 558





**APRIL 21st 2015**  
**Crowne Plaza**  
**Dublin, Northwood**



Neil Fitzpatrick



**It's all about the Customer**

# Digital Touchpoints



# Physical Touchpoints



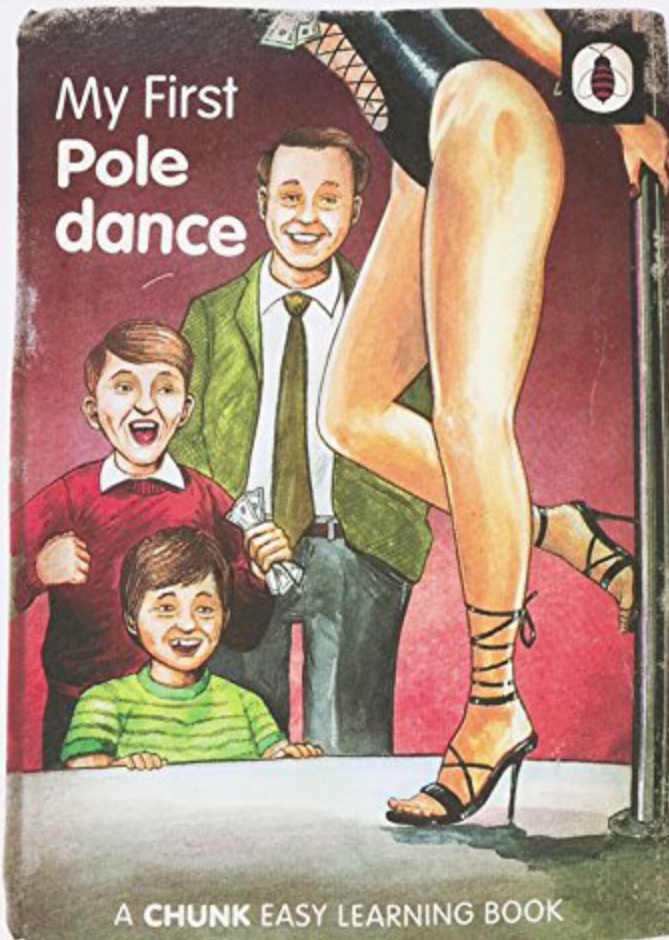
€6.9bn

2014





# My First Pole dance



A **CHUNK** EASY LEARNING BOOK











Thank you





**APRIL 21st 2015**  
**Crowne Plaza**  
**Dublin, Northwood**

