



OMNI SHOPPER MIND GAMES

A fascinating interplay between
experiential and transactional

Prepared by MSPS

IN STORE ISN'T REALLY **IN STORE**



A stack of papers is shown on a dark wooden surface. A small white tag is attached to the top of the stack, with the word "IMPORTANT" written on it in a bold, black, sans-serif font. The papers are slightly fanned out, and the lighting creates soft shadows on the wood.

IMPORTANT

The COVID-19 crisis is accelerating an expansion of e-commerce towards new firms, customers and types of products.

Physical versus digital is no longer the point - if it ever really was.

...how you navigate the interplay between
the offline and the online worlds is.

-Fab Dolan,
Head of Marketing at Google Canada



The consumer journey is not linear.



3 impressive facts



90% of consumers **prefer**
home delivery over a store
visit

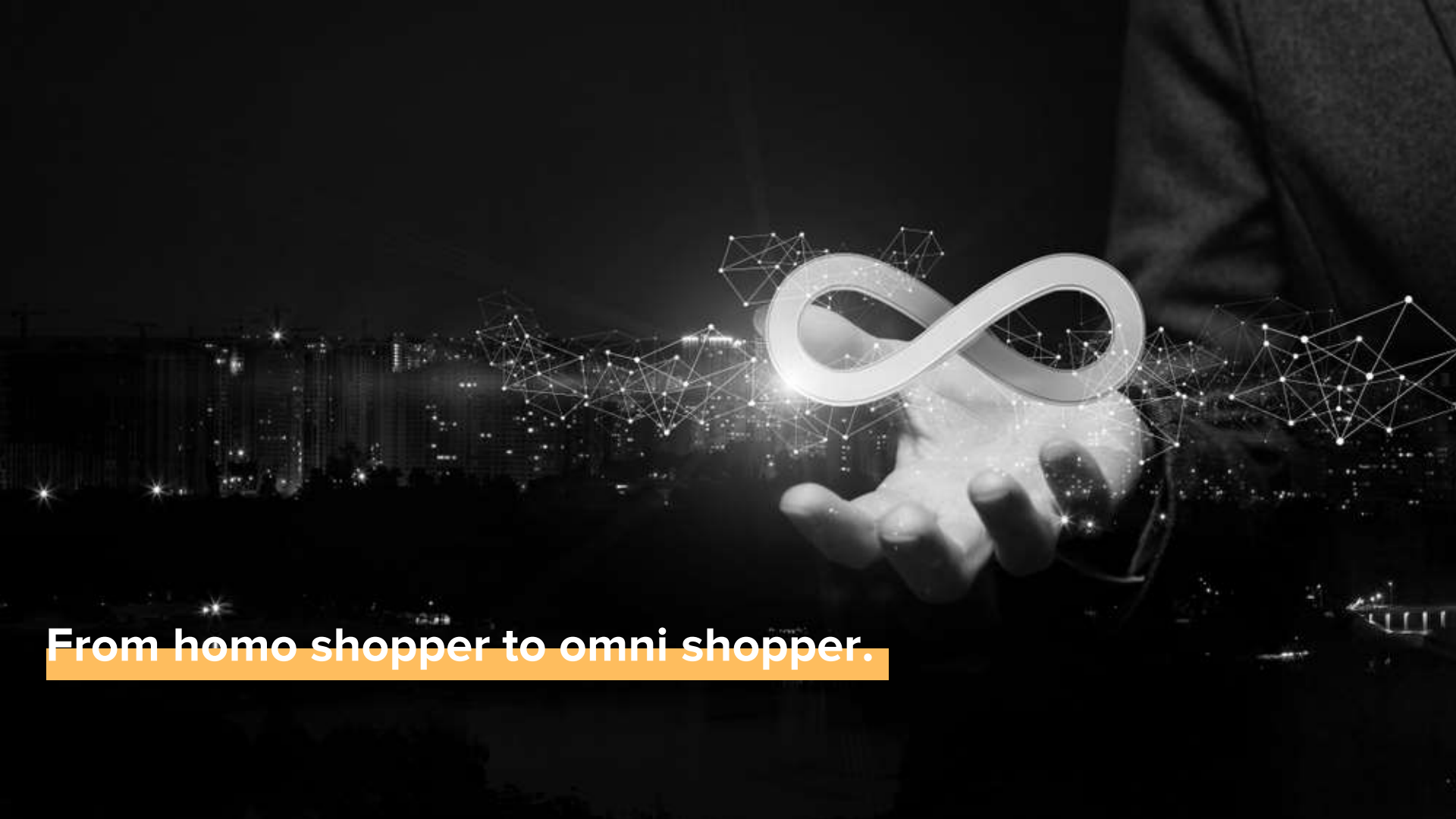


80% of consumers are likely to
use digital communications
with store associates



The **loyalty shock**





From homo shopper to omni shopper.



01. EXPERIENCE

02. PERSONALIZATION

03. COHERENT PRODUCT OFFERING



“

What used to be seen as an innovation has become the norm.



“

**We are human.
We need connection.**





- Hello e-promoter



Engagement that sells

+25%
of consumers
will buy

+36%
more spent by
customers





We let the products talk for themselves .





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Discovery Commerce

Hybrid consumers expect from brands to find them...



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What happens in store, when
cookies are only in the
snacks corridor?

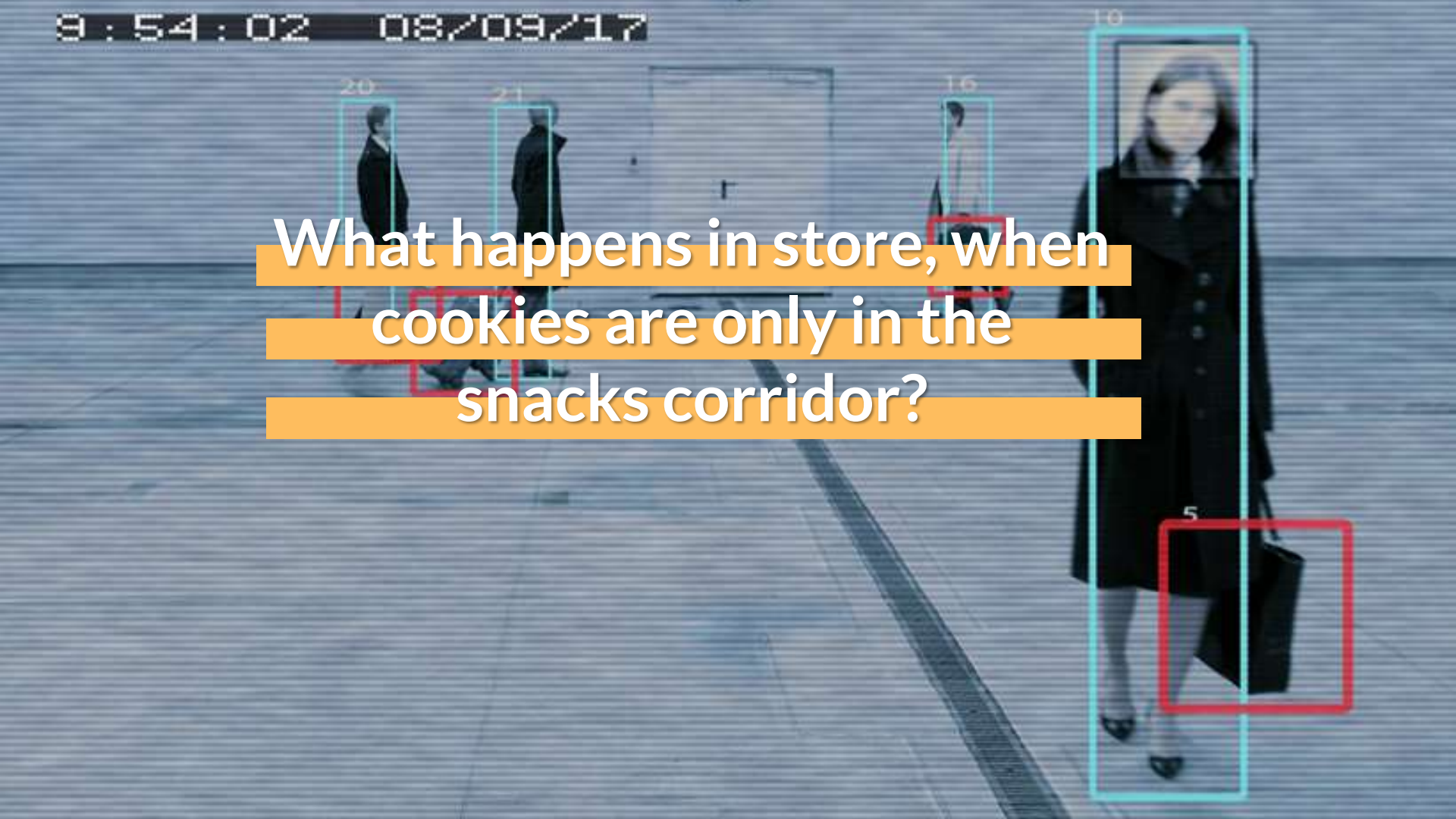
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Technology enables personalization in store allowing brands to **know, reach, and engage** shoppers in their individual context of concerns and aspirations.

A close-up, slightly blurred photograph of a person's hands typing on a silver laptop keyboard. The background is a bright, out-of-focus office space with large windows and modern architectural elements. The text is overlaid on the image, centered horizontally and partially overlapping the keyboard and the person's hands.

E-commerce has become one of the largest content banks in the world!

“Google it” is an integral part of omni shopper's DNA .

Wherever they are, whatever they want they



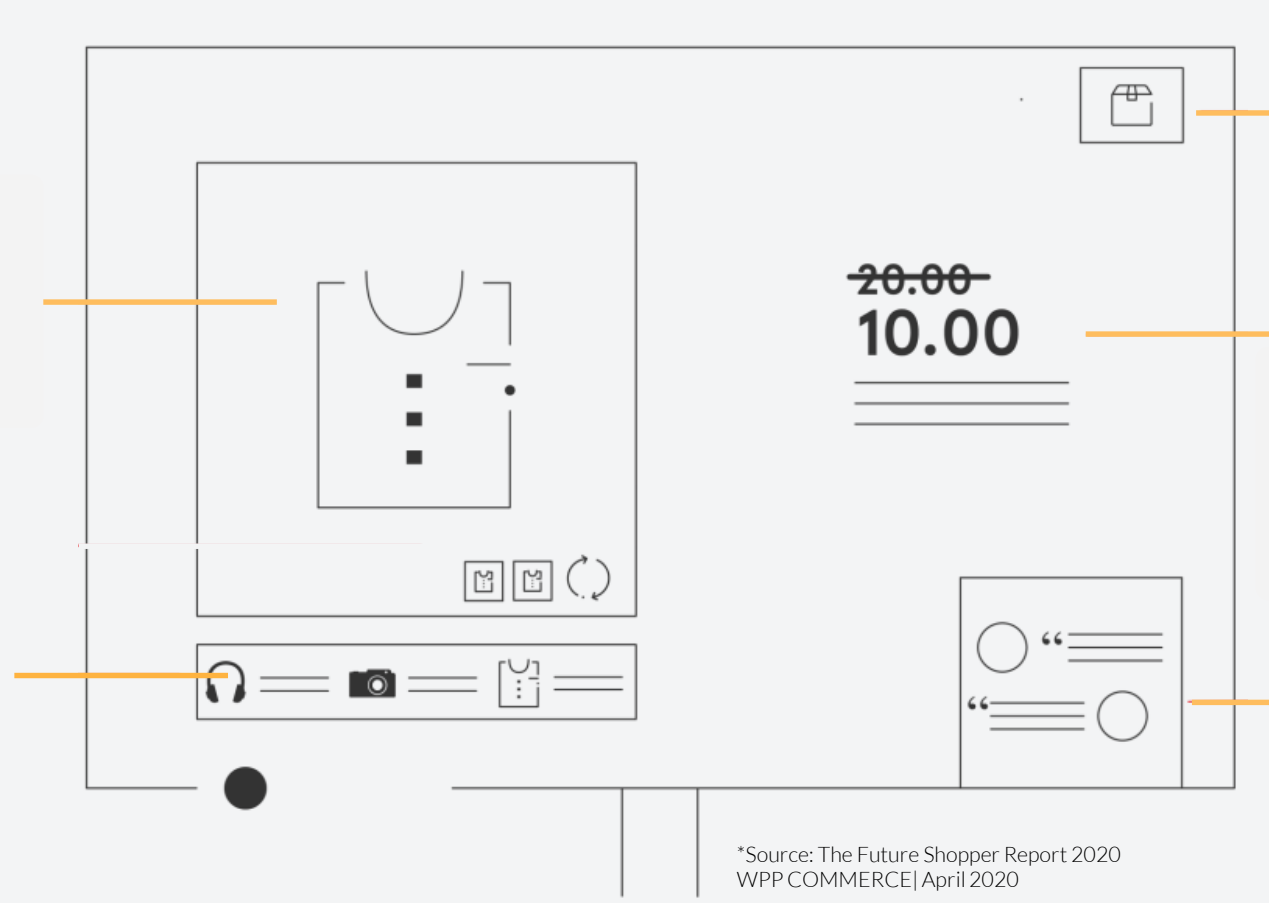
What drives consumers to transact?

93%

is the product **imagery** and convenience to **find the product**

94%

of consumers want accurate **product descriptions**



92%

free and convenient **delivery**

98%

of online shoppers cite **price** as their number 1 factor

90%

Strong **customer service**

*Source: The Future Shopper Report 2020
WPP COMMERCE | April 2020

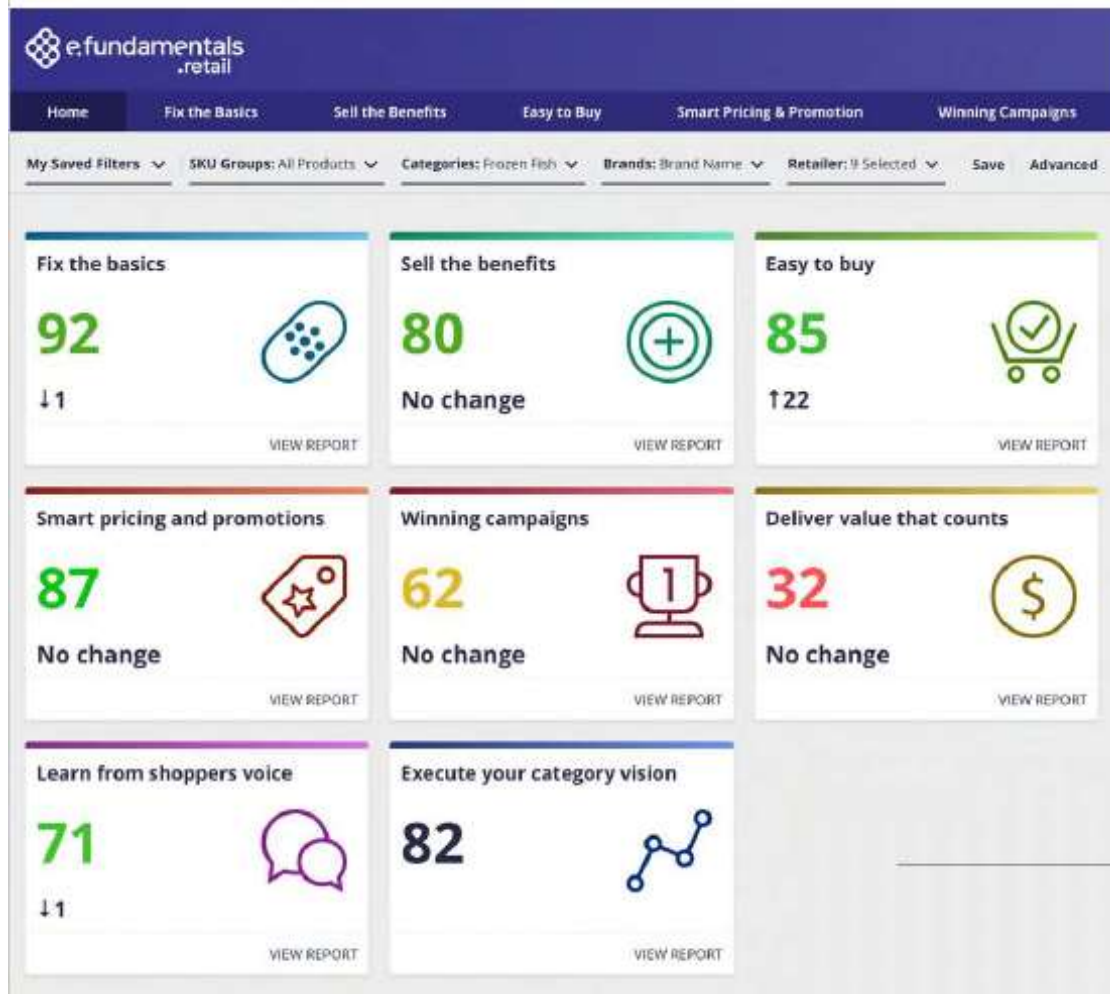
50% of add to basket
comes from the search
function.



95% of conversions for
shoppers using search
come from the first
page of search results*.



THE BIG PICTURE AT A GLANCE





Brands need to
“seize what’s starting”

Let’s talk!