



# Reinventing Retail Quick Guide

## Vol. 3

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**DRIVE IN-STORE  
CUSTOMERS ONLINE**

to accelerate your omnichannel  
strategy in the next phase of retail

**Tupperware®**



**salling** group

**CUE®**

# Drive In-Store Customers Online



# CUE<sup>®</sup>

*“When we talk about a ‘single view of a customer’ and ‘single view of inventory’ across all channels, that helps [attain a true] omnichannel perspective. We’ve seen our business evolve from what was a single channel into multichannel and then to omnichannel, to provide that consistent experience ... to where we are today, which we call ‘unified commerce.’ [For customers, omnichannel] will feel like we’re [always able to] have a consistent conversation with them.”*

Shane Lenton, CIO, Cue Clothing Co.



*“You can have everything prepared, including a digital strategy, new business opportunities, content, customers, and data – but if you don’t have the right people and the right tools in place, you will not reach your ultimate marketing goals. Salling used their offline purchase data to drive online sales, by using automated audiences when running omnichannel campaigns. This resulted in 25% revenue growth within 5 weeks.”*

Jens Pytlich, Digital Marketing Manager,  
Salling Group

Moving into the next phase of retail, it's clear that a strong digital presence to help drive online customers to stores is important. **However, equally important will be the ability to encourage in-store shoppers to engage with your brand online.**

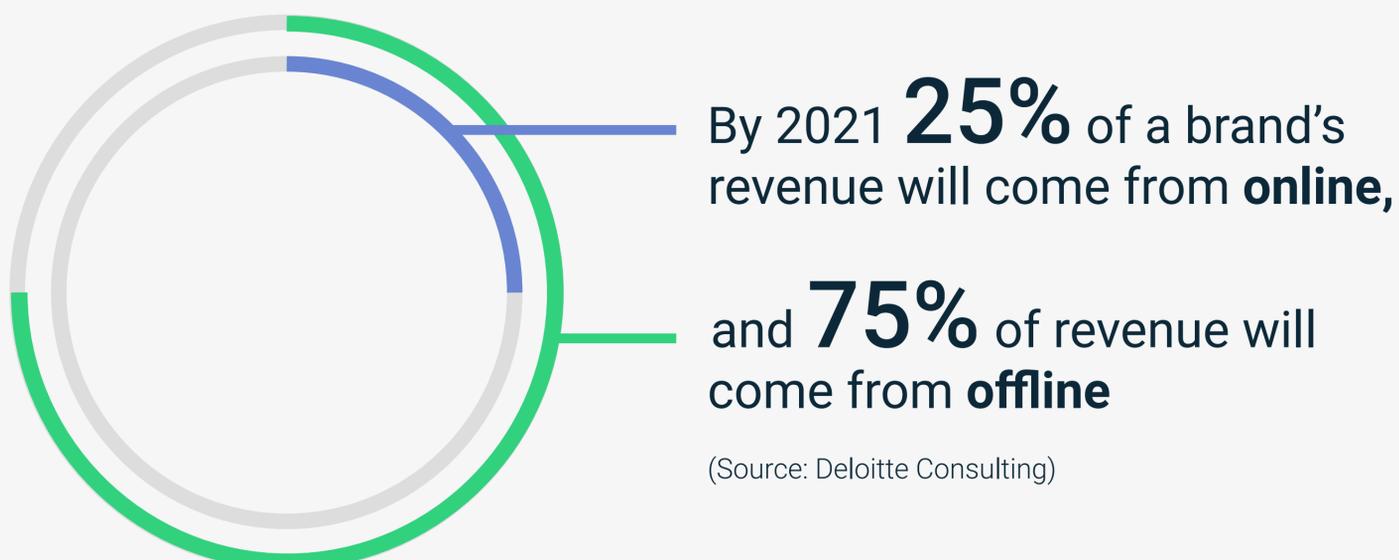
Your omnichannel retail strategy must enable you to drive offline-to-online engagement.

## Why Offline-to-Online Matters

The next few months for retail is still unclear. Although stores are reopening, government restrictions and regulations could change rapidly as COVID-19 cases fluctuate. This uncertainty can have an impact on your ability to retain customers, or move them further along the customer lifecycle.

In some cases, stores are restricted to how many people they can allow in at a time. This is not the optimal experience that retailers want to provide, nor is it one that most customers will enjoy. However, a retailer that can offer consistent, high-quality brand experiences digitally, can move that customer to purchase online, if need be, with no loss in quality of experience.

# Did You Know...



## Engagement Continuity (With or Without Stores)

Imagine you've worked hard to develop a relationship with a customer at your brick-and-mortar location. You've even successfully identified them in-store, allowing you to offer more of a personalized experience. But a return of COVID-19, or perhaps other government restrictions, causes another round of store closures.

How do you maintain that engagement?

In the event that stores have to close again, your brand must seamlessly take customers from the in-store experience and move them online. If you don't have an omnichannel engagement strategy in place to keep your brand at the forefront of consumers' minds, you risk losing them from your active database.





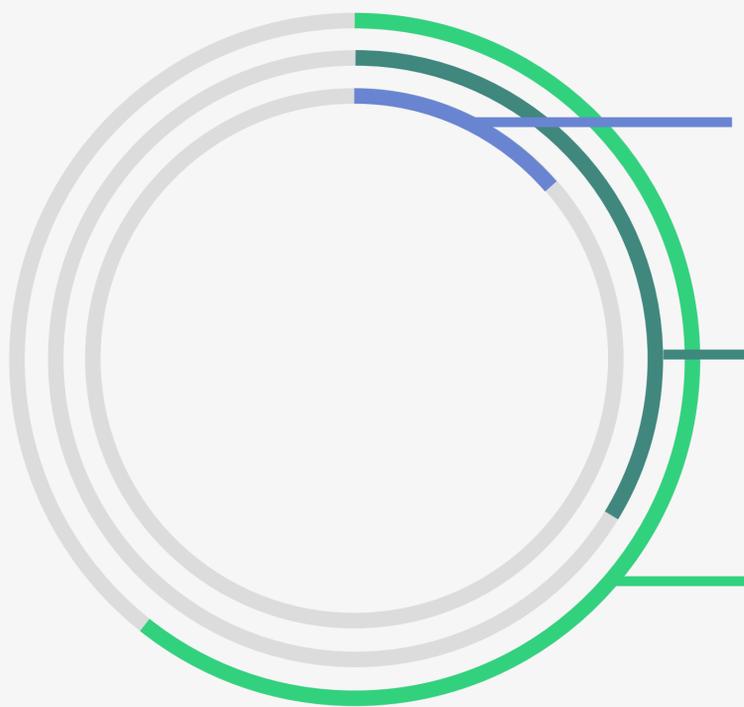
# Better Business Outcomes Through Offline-to-Online Engagement

The majority of Cue Clothing Co.'s customers have come to know the brand through its numerous brick-and-mortar locations throughout Australia and New Zealand. But, in order to provide true omnichannel experiences to their customers, the retailer had to evolve beyond a single channel strategy.

The brand consolidated their **customer, product, and sales data into a single platform**, allowing for a customer-centric approach. With a unified commerce solution in place, the retailer was able to integrate their in-store experience with their website. Now, customers can start their experience in-store, and still receive the same degree of personalization as they move offline to online, or back again. This creates seamless customer journeys, no matter the channel.

By connecting offline to online, the brand is able to deliver true 1:1 omnichannel experiences, leading to greater retention, revenue, and customer lifetime value.

# CUE<sup>®</sup>



## Results:

**13%** YoY increase in active customers

**34%** increase in offline-to-online revenue

**61%** increase in active customer retention

## Putting It All Together

Retail, marketing, and technology continue to evolve, becoming further entwined over time. On the heels of this evolution is the rapid change in customer expectations.

Customers look to brands to provide highly-satisfying experiences, and the ability to engage with a brand *whenever, where, and however* they prefer. An omnichannel approach to customer engagement is an integral part of this equation.

Your ability to **drive in-store customers to your online store** is vital for success in the next phase of retail.

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We've learned this year that physical stores — although a primary channel for customer engagement — are susceptible to a great deal of external factors, whereas your online business is more resilient. Online retail facilitates convenient, continuous engagement, which is important in building lifelong customer relationships.

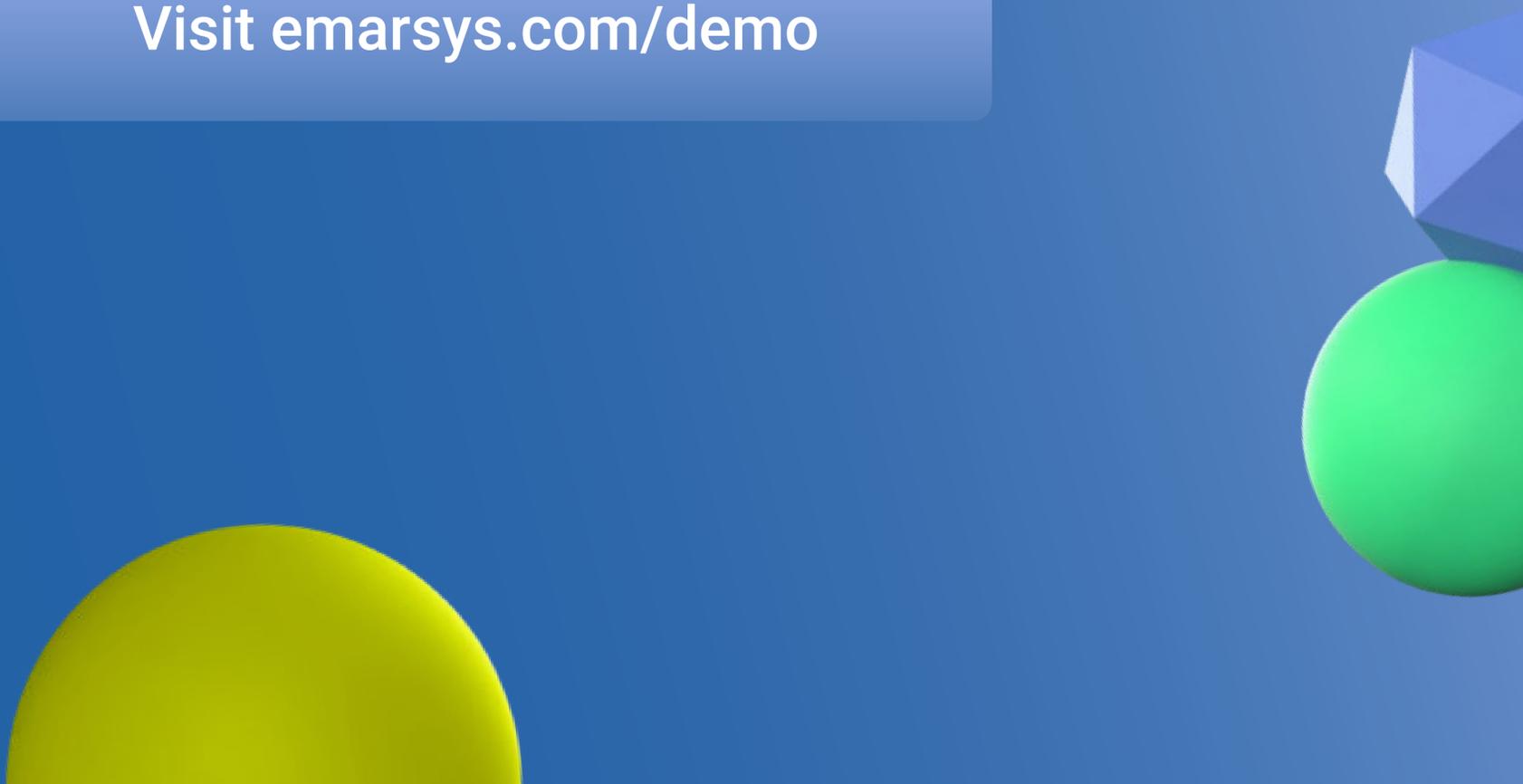
Brands with the most success leading in-store shoppers to their website use a unified commerce solution — with customer, product, and sales data stored in a single customer engagement platform — so they can provide

seamless, uninterrupted customer experiences (and yield more revenue opportunities for the company).

As you look to build a complete omnichannel strategy that will enable your brand to achieve better business outcomes in the next phase of retail, seek out a plan for driving your in-store customers online.

Learn how Emarsys can  
**accelerate your brand's  
omnichannel retail strategy.**

Visit [emarsys.com/demo](https://emarsys.com/demo)





*“We’re using personalization in all forms – it’s true one-to-one. No customers are seeing the same content across any digital channels, whether it’s CRM Ads, the home page or the website, or if they’ve come in-store and received a quote. That’s all being passed ... to Emarsys [so we can] pick up the conversation where we left off.”*

Lynn Barrett, Chief Digital Officer, National Tiles (2017 - 2019)

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*“When we moved to Emarsys we implemented a welcome series, abandon cart, browse abandon, post purchase – all these different touchpoints with our customers throughout their purchasing journey, and all with a clear line of sight into tracking and how each one performed.”*

Kiara Sanchez-Mora, CRM & Digital Outreach Strategist, Tupperware U.S. & Canada (2017 - 2019)



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