Three Steps to Growing Your Digital Brand:

The New Science of Insights, Growth and Conversion

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In a retail environment that launches thousands of new products every year, competition for consumer wallet share is steep. Today's tech-savvy customer is quick to try out new products and new methods of shopping, leaving eCommerce brands to compete with hundreds of online and offline options in addition to established online retail giants like Amazon. Is it any surprise that growth and conversion are more elusive than ever?

As a marketer, you typically have a good idea of how customers engage with your product on your brand's website. But when it comes to understanding the buyer behavior of the new shopper, that's just the tip of the digital iceberg. After all, would you still be happy with your 10% growth rate if you knew your competition is growing five times faster than that? Probably not. It's only by peering into the walled gardens of retail marketplace heavyweights such as Amazon, Walmart and Target, and comparing your data to competitive benchmarks, that you'll be able to identify and implement a truly informed digital strategy.

"When you see an opportunity for your brand, there are a lot of avenues you can take to pursue it," says Deren Baker, CEO of Jumpshot. "But if you don't know who you're competing with and where, you won't be able to quantify the right market and build a strategy to sell once you're there. You can be paralyzed by options if you don't have the right information in your hands."

If you aren't satisfied with your brand's current level of growth — or you simply suspect your brand could be performing better — it's time to break away from your limited internal data and put a whole new world of insights to work. Here are three steps you can take to grow your digital brand in today's complex and competitive eCommerce environment.

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Most digital behavior isn't easy to see – it happens on your competitors' sites, or behind the walled gardens of giants such as Amazon. Just imagine how deeply you would understand your customers if you had full visibility into what they're doing before they get to your site and after they leave it. You would see the full purchase journey – how they searched, where they shopped, what they bought. And you'd have a full understanding of them as individuals — you'd know what they buy in other categories, what TV shows they watch, what music they like, and so on. You could optimize your offerings and your messaging in a much more compelling way.

Steve Kraus
HEAD OF DIGITAL INSIGHTS
JUMPSHOT

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Insights

1

Building Comprehensive Digital Intelligence

While there's enormous value in tracking key metrics for your brand's website such as traffic, conversion rates, and the efficacy of specific marketing channels, a dashboard featuring only internal data is not a comprehensive one. Full visibility of how customers interact with your offerings across the retail landscape — data retailer partners track but often don't share — enables you to assess your competitor's positioning, understand the impact of resellers and "gray market" listings, and measure the true effectiveness and ROI of specific campaigns.

"When you're differentiating your retail sales to gain a foothold across the market, you need to analyze an overwhelming amount of data to make strategic decisions about where and how to sell your product," says Baker.

"One campaign might move the needle on Walmart.com and cause you to sell out there, leaving too much inventory with another retailer, or vice versa. The only way you can confidently make decisions about marketing and placement is if you understand how consumers make those purchase decisions."

In one example, leading consumer electronics brand Intel wanted to quantify important consumer behavior metrics to gauge the impact of a recent campaign. While Intel knew the campaign served more than a billion impressions between publisher partners and targeting strategies, they didn't know what impact the campaign had on the buyer's journey. By collaborating with a digital intelligence partner that could track the consumer-purchase process through the walled gardens of Walmart.com and Bestbuy.com, Intel was able to measure the browsing and purchasing behavior of consumers before and after they were exposed to the ad, and compare them to consumers who had not seen the ad. The data showed that the ad had a considerable impact: a 32% lift in traffic to Intel.com, a 22% increase in product views, and a 24% increase in conversions across all eCommerce domains. One promise of digital media has always been that 'everything is measurable,' but we are only now becoming able to measure digital behavior throughout a purchase journey and quantify the long-term ROI of specific campaigns.

Read more about Intel's journey to comprehensive digital intelligence.

Growth

2

Using Digital Intelligence to Drive Traffic

Online shopping has changed how consumers make purchases, transforming the traditional awareness-consideration-purchase buyer's journey into a complex and continuous loop that takes into account interpersonal recommendations, Internet reviews, and lightning-fast price comparison. It follows that new customer behaviors require new approaches to growth, which is why brands with access to the most comprehensive data can pursue the following creative and effective strategies:

» **Reverse engineer successful competitor's traffic strategies**

Consider your top three category competitors. What are their sources of traffic? What organic keywords drive their traffic? What keywords are they buying? Are they buying paid search

traffic for their brand and products? For yours? What affiliates and referral partners are driving their traffic? Use a complete map of the modern consumer's path to purchase to inform your growth strategy.

» Buy growth

While some marketers historically thought paid search delivered low-quality traffic that didn't convert, that's not necessarily the case for today's online shopper. Click-through rates on paid search ads are on the rise, and a number of successful digital brands are "buying their growth" by deploying thoughtfully targeted paid search campaigns.

While paid search can effectively drive traffic to your site, brands should increasingly consider advertising and sponsored placements on retailers such as Amazon. Our data show that product views and purchases on Amazon increasingly stem from sponsored listings, and in today's crowded search results pages, you increasingly have to pay to stand out. Jumpshot data also shows that 54% of product searches now begin on Amazon, rather than on traditional search engines like Google, further reinforcing the importance of paying for visibility on Amazon and other marketplaces.

» Explore new audiences

With comprehensive digital intelligence, your brand can craft a more comprehensive, cross-category understanding of who might be interested in your offering. Identifying target customers interested in X will allow you to do an analysis to understand that they're also interested in Y and Z. You can then use this persona-building tactic to reach new audiences.

An example of this process in action comes from Unilever's Baby Dove team. The CPG brand was trying to shift from broad-audience mass communications to relevant and personalized content for new mothers.

By identifying different online behaviors, pre-birth product preferences, and registry choices, the Baby Dove team was able to uncover complementary interests in holistic health, photography, and pop culture. This intelligence let Unilever develop more detailed audience personas, which in turn helped them improve targeting efforts based on their interests in a variety of publishers and blogs, their Google searches, specific YouTube videos, and Amazon products.

Read more about Unilever's Baby Dove team and how it uncovered fresh ways to engage with its target customer.

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Brands today need to be agile and creative in the way they approach the eCommerce market. If you aren't — if you're just responding to information you can get on any web page — you're going to be slow to react and you'll miss out on pivotal opportunities.

Deren Baker
CEO
JUMPSHOT

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Conversion 3

The Science of Turning Shoppers into Purchasers

Bringing a customer to your website or to your product page on a retailer's site is just one part of the battle. The real work is understanding how your strategy connects all the different pieces of the customer purchase experience and sets you up to compete with other brands by connecting with your customers wherever they are online. From considering every marketing channel to give your brand share of voice, to website load time to streamlined checkout payment processes on your own site, to copywriting for compelling product titles and descriptions on retailer sites, to every choice you make. Here's how access to comprehensive digital intelligence helps you increase conversions.

» Reverse engineer successful competitor's conversion strategies

Revisit your top three category competitors. In what ways have they customized their site to encourage the target customer to complete a purchase? Do customers who purchase opt for a payment processing option you don't offer, such as PayPal, Venmo, or Stripe? Do customers who purchase spend a significant amount of time reading product reviews, engaging with influencers or encountering customer feedback off your website? Use data to gain a deep understanding of your competitor's conversion strategies rather than just guessing at what works for them.

» Map out your customer's journey and digital paths to purchase

No matter how up-to-date your industry research and customer personas, nothing is more valuable than seeing exactly how your customers reach the decision to purchase your product or your competitor's products. Deploying better data intelligence enables you to identify the points of leverage that can shape the customer journey and determine where and how they do their research, as well as what kinds of information influence their decision-making process.

» Optimize channels in the age of dominant marketplaces

Following a customer's complete path to purchase can provide valuable information, regardless of whether or not that final purchase was for your product. For example, if you can see that a customer compares your product to a competitor's on Amazon.com, searches on Google to find additional options to buy, and eventually clicks on a coupon offer to purchasing a competitor's product on Target.com, that gives you a wealth of information you can use to optimize your offering and maximize your revenue everywhere you sell.

In today's complex, competitive digital retail environment, the brand with the most data has the strongest odds of winning the purchase. But if you only have access to your own data, you only see a piece of the bigger picture; no matter how detailed your internal reports, you'll remain vulnerable to buyer behavior behind the closed doors of popular eCommerce marketplaces and websites. If you want to drive higher rates of growth and conversion and achieve your potential as a brand, don't limit your data to what you can collect alone. Inform your strategy with up-to-date and in-depth digital intelligence that supplies valuable information about your competitors and potential customers alike.

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Jumpshot delivers digital intelligence from within the Internet's most valuable walled gardens. Jumpshot's anonymized global panel tracks five billion actions a day across 100 million devices to deliver insights into online consumer behavior. Jumpshot works with customers including Condé Nast, Google, Kantar, IBM, Yelp, TripAdvisor and Unilever, among others.

Learn More

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Custom Content. Targeted Results.

Industry Dive's Brand Studio collaborates with clients to create impactful and insightful custom content. Our clients benefit from aligning with the highly-regarded editorial voice of our industry expert writers coupled with the credibility our editorial brands deliver. When we connect your brand to our sophisticated and engaged audience while associating them with the leading trends and respected editorial experts, **we get results.**

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