

Complete How-To Guide

Omnichannel E-Commerce Strategy



coegi

220M Online Shoppers

How can your brand reach the **220 million** Americans shopping online? You need a smart, omnichannel e-commerce strategy to drive results.



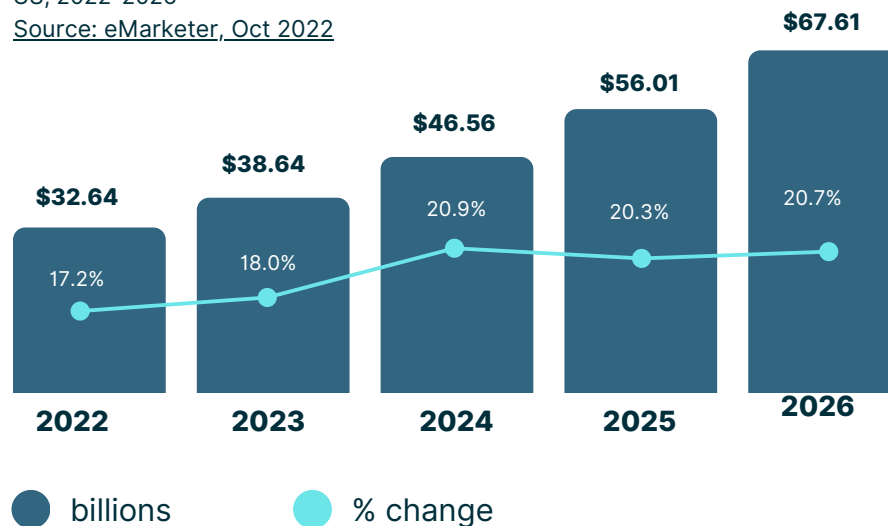
Growth in E-Commerce Advertising

E-commerce is the new norm for shopping and will continue its upward trajectory. Brands are following suit, investing more than ever in e-commerce advertising.

E-Commerce Channel Ad Spending

US, 2022-2026


Source: eMarketer, Oct 2022



What does this mean for marketers?

To build consumer relationships and establish brand loyalty, marketers must create a robust online presence that aligns with where their consumers are spending time online. It is critical to show up in multiple digital marketplaces, for product discovery as well as purchase.

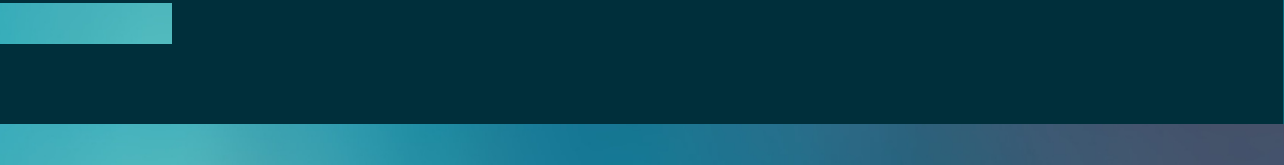




Today's e-commerce model expands beyond traditional commerce channels

Brands can't rely on just having a Shopify or Amazon storefront anymore. You can place your product in front of engaged users on social media through social commerce, influencer marketing, social search, and many other paid advertising placements.

However, even social is just one piece of the puzzle.



The Numbers



3RD

Retail media is the **3rd largest** digital ad channel in the US

\$212B

D2C commerce sales will surpass **\$212B by 2024**



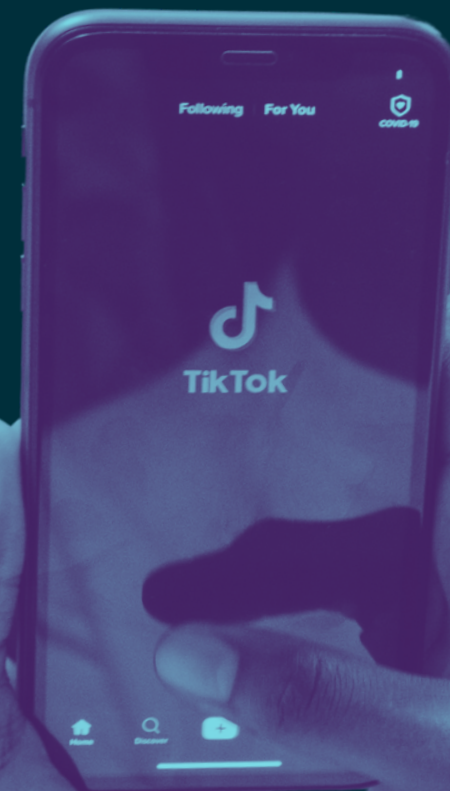


50%

50% of Gen Z & Millennials make social commerce purchases.

97.9%

97.9% of US digital shoppers browsed products on mobile in 2022.



The modern consumer is their own salesperson.

They are better informed - armed with reviews, product information, and intel on company values.



What are today's consumers looking for from e-commerce brands?

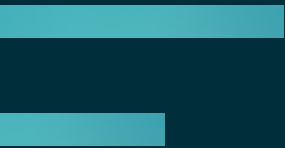
- ✓ Greater flexibility - from payment plans to product availability across commerce channels
- ✓ More personalized targeting/curated content
- ✓ Convenient and quick delivery options
- ✓ Continuously cultivated brand relationships





Customer experience is the ultimate differentiator

Consumers seek quality experiences, with 36% rating experience as critical for them, just behind price and convenience. Positive, personalized brand experiences are what ultimately drive conversions.



Top 3 Priorities for Consumers

01

PRICE



02

CONVENIENCE



03

EXPERIENCE





What this means for brands:

E-commerce is social commerce, marketplaces, D2C, retail media, and more - all wrapped into one connected commerce experience. Skai coined the term 'connected commerce', which simply refers to connecting all points of the customer commerce journey together.

It's important to also connect all digital media tactics with commerce channels to ensure they are synchronously supporting the customer journey to drive optimal return on investment.



Connect media across social, e-commerce and DTC channels to ensure they are supporting each other and driving customers through the funnel to maximize returns."

Monica Herschelman, Coegi Senior Account Strategy Director





ebay

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MARKETPLACE

amazon

instacart

DELIVERY +
PICKUP

Shipt

Walmart

RETAIL
MEDIA

wag
Walgreens Advertising Group

Kroger



SOCIAL
COMMERCE



Creating a Connected Commerce Experience

The digital world is far more crowded than any physical retail destination. E-commerce is multi-channel, bridging the gap between in-store and online experiences. Over 73% of consumers use multiple channels to make purchasing decisions. And because shoppers are multichannel, brands must be too.



Formula for E-Commerce Success



Messaging that resonates with and engages target audiences



A multichannel e-commerce experience with numerous retail touch points



Full-funnel marketing for each stage of the consumer journey

Coegi can help set up a data-driven strategy to maximize your e-commerce success.

[Contact us today to learn more.](#)



coegi TRANSFORM WHAT'S POSSIBLE

ABOUT US

Coegi fuels digital transformation using expertly-crafted, adaptable marketing solutions to help you transform what's possible for the future of your brand.

We bring together marketing solutions across all digital media to meet your unique business goals. As an independent agency, we provide a nimble approach to planning and execution that allows us to learn quickly, pivot intelligently, and keep you ahead of trends.

ADWEEK

2021, 2022 Fastest Growing Agencies



2022 Programmatic Power Player

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CAPABILITIES

Programmatic

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Online Video
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Streaming Audio
DOOH
Paid Search

Paid Social

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Instagram
Twitter
LinkedIn
Snapchat
Pinterest
TikTok

Strategic Services

Research
Planning
Strategy
Audits
Technology Vetting

Influencer

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Twitter
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Snapchat
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