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Online Research Driving Offline Purchase

Insights from a multi-channel study with Görtz
Google/Görtz
Germany, May 2011

Agenda

1 Context and Test Methodology

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2 Results

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3 Conclusions

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Context
and
Test Methodology

Context

Multiple studies have shown that a significant proportion of consumers research online before buying offline

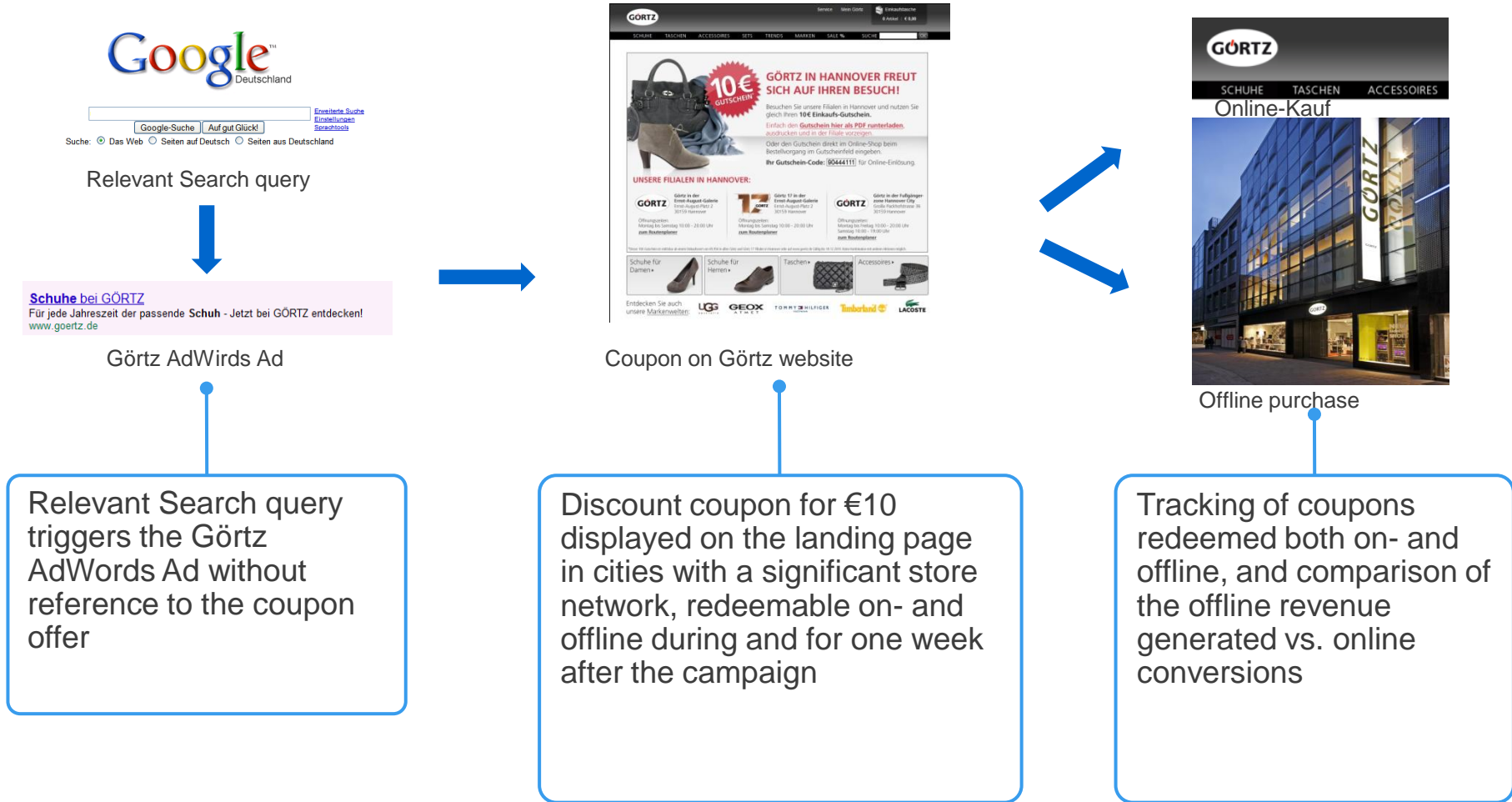| Online research and Search Engine Marketing (SEM) | Increased # of visitors to store | Purchase of a product researched online | Increased store sales |

The objective of this study was to quantify the level of, Research Online, Purchase Offline (ROPO), and to benchmark the incremental in-store sales against the online sales generated

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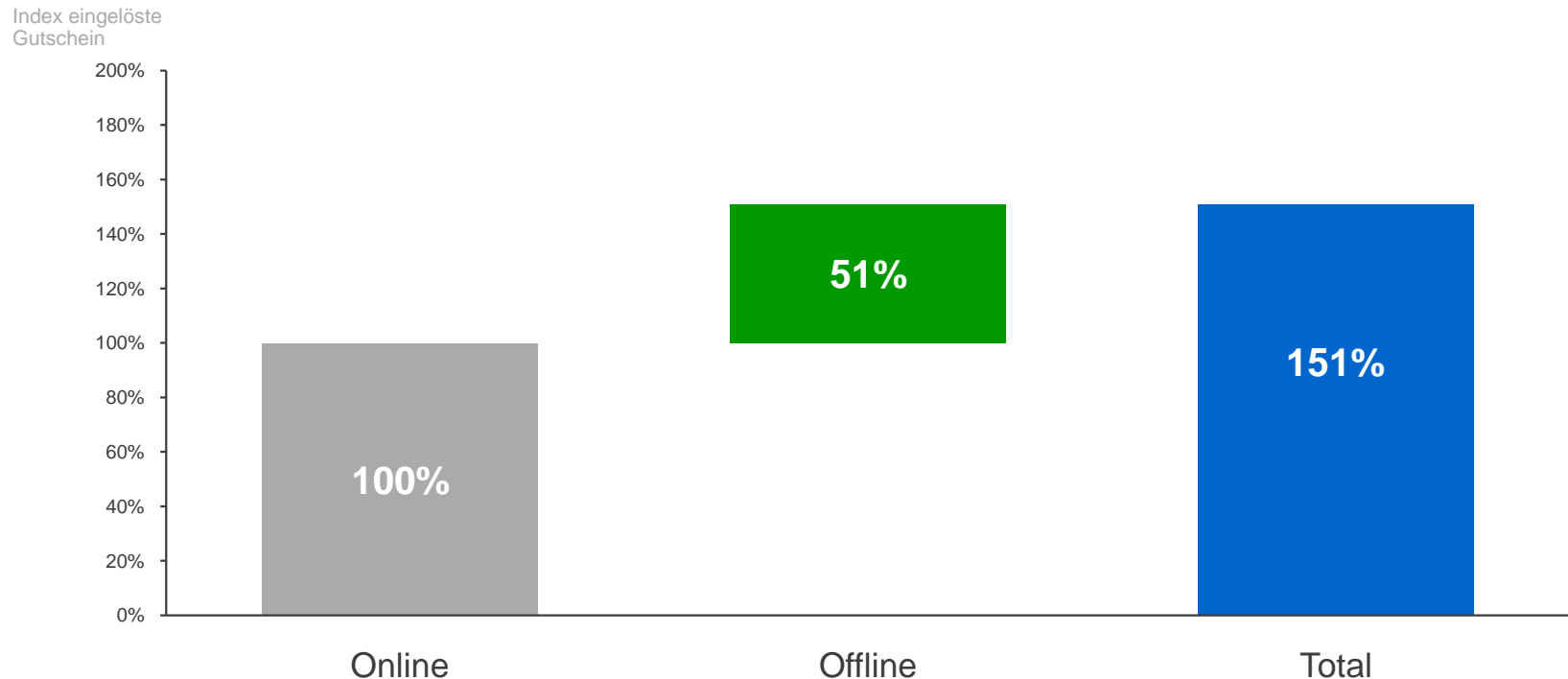with **Google**

Methodology

Relevant Search query

Görtz AdWirds Ad

Coupon on Görtz website

Online-Kauf

Offline purchase

Relevant Search query triggers the Görtz AdWords Ad without reference to the coupon offer

Discount coupon for €10 displayed on the landing page in cities with a significant store network, redeemable on- and offline during and for one week after the campaign

Tracking of coupons redeemed both on- and offline, and comparison of the offline revenue generated vs. online conversions

Results

ROPO effect: Redeemed coupons

- Significant ROPO effect: For every 100x coupons redeemed through the online shop, a further 51x coupons were redeemed in-store following online research

On- and offline redeemed coupons

Index eingelöste Gutschein

Online: 100%
Offline: 51%
Total: 151%

Source: Görtz

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ROPO Effect: Gross sales

- The sales revenues derived from customers who performed ROPO is disproportionately high. For every €1 of sales generated online, another €0.93 of offline revenue is generated.

Gross sales driven by redeemed coupons

Index Umsatz

Source: Görtz

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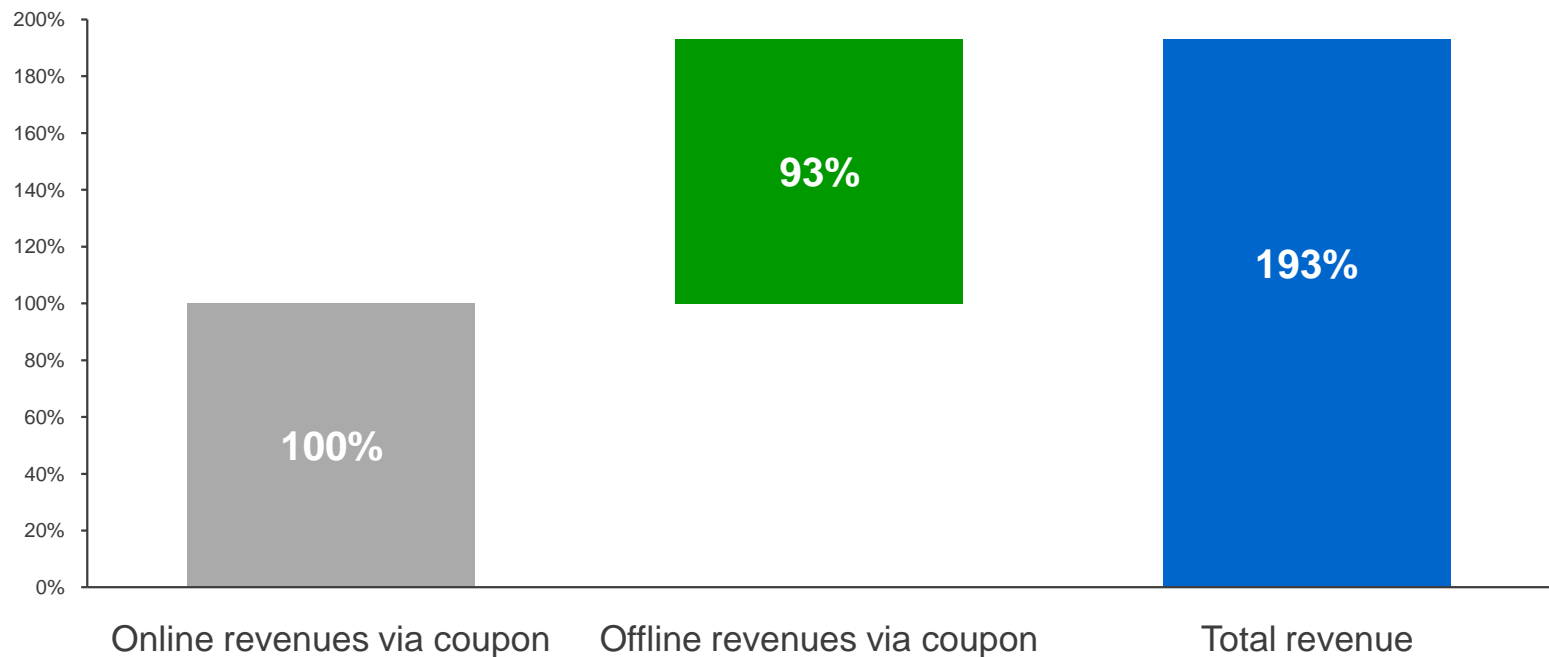
Conclusion

Conclusions

1 The results show that consumers research Apparel products online before purchasing offline in a store

2 Within the final phase of the path to purchase, SEM plays a role in influencing the consumer decision to buy through a store

3 For every 2x customers who buy online via the webshop, there is around 1x additional customer who buys offline through a store where there is a corresponding store network

4 The ratio of on- and offline revenues between the webshop and the physical stores is almost 1:1

5 Where multi-channel retailers have the requisite store presence, SEM is a powerful vehicle to drive both multi-channel sales and generate revenues

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