

How to boost your online sales

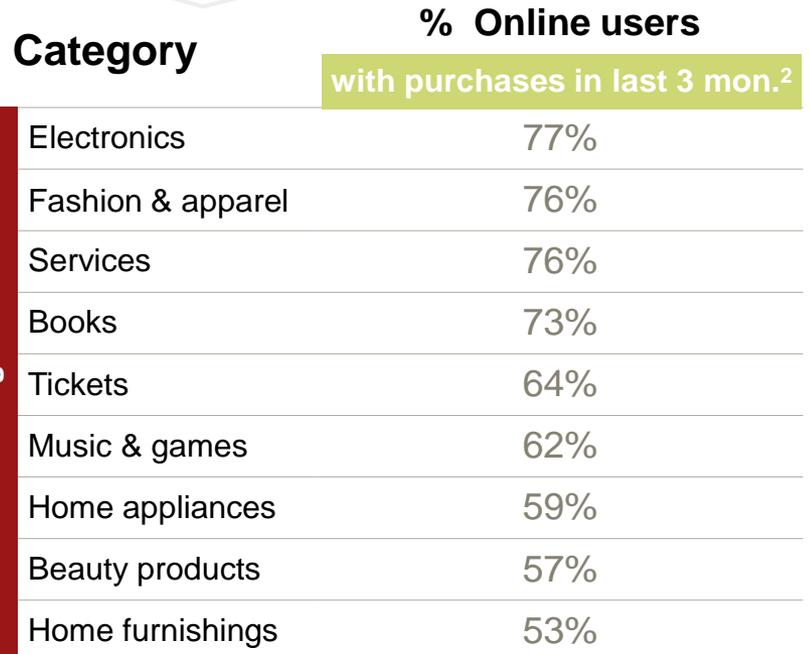
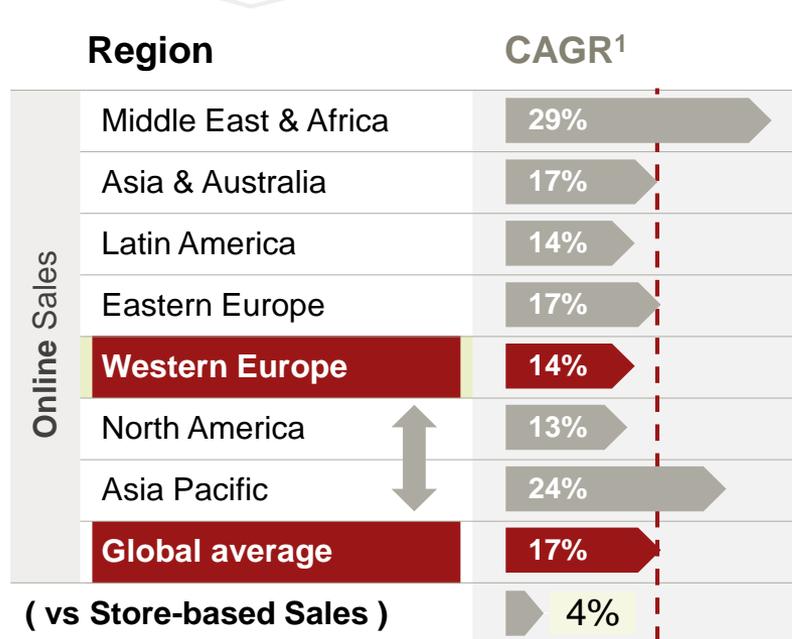
Feb 2017

The race to become the next category online champion has already begun – the window of opportunity is closing

Global Internet Retailing Growth (in EUR bn)

While Internet Retailing grows globally with **17% CAGR**, Store based retailing only grows by **4% CAGR**¹

Many categories will experience **strong growth rates** as consumers venture from buying Electronics online to more categories

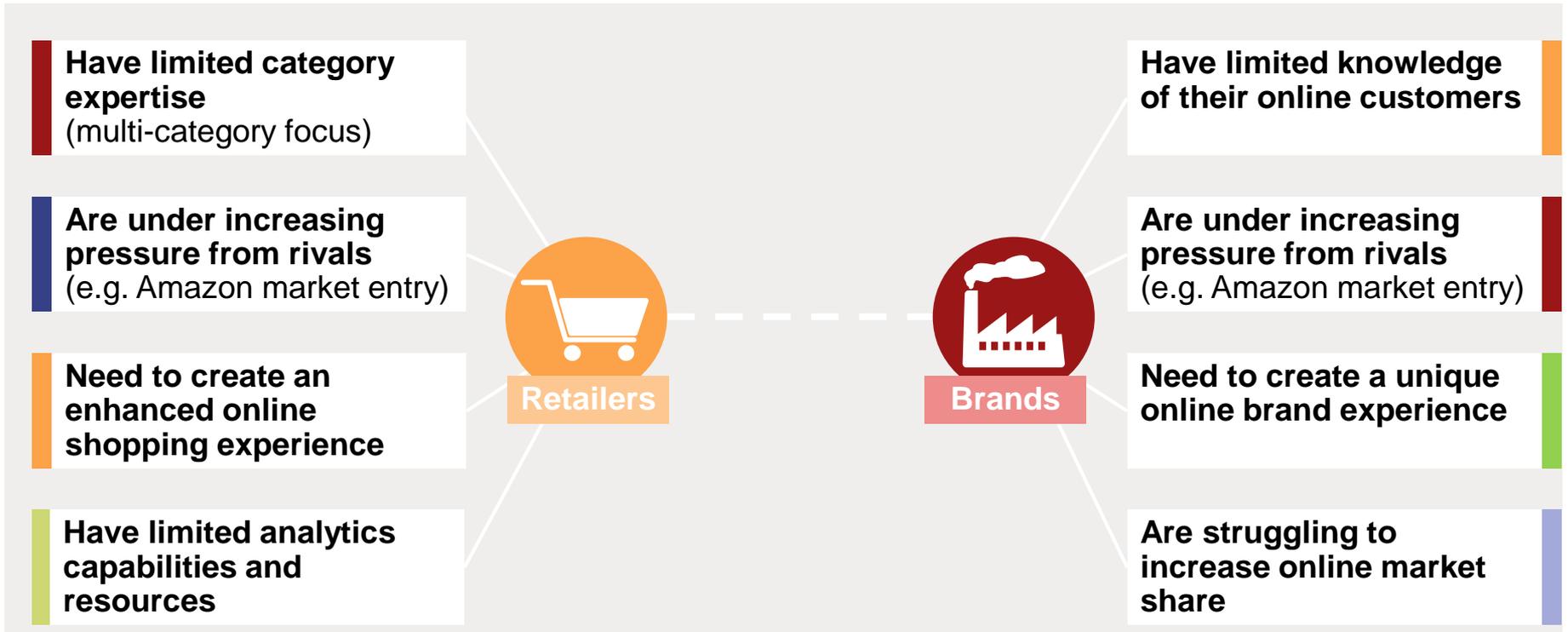


1. Source: Euromonitor, years 2010 - 2015

2. % survey respondents who say they have bought online in the past three months (source: A.T. Kearney Retail Index 2015)

Source: Euromonitor; A.T. Kearney Retail Index

We bring together brands and online retailers to uplift the category and create a competitive advantage



The window of opportunity is closing fast as online retailers acquire missing online skills and category expertise – the time to act is NOW!

Boosting online sales requires understanding the online consumer behavior along the entire conversion funnel

What makes an online customer journey successful for my brand ?

Why are some of my products performing better than others ?

Which online customer demographics am I not reaching effectively ?

Where do I lose conversion rates? What are “hidden” champion products ?

What add-on and cross-sales do I lose in online shops ?



Customers require **guidance** when choosing between product sub-categories

Customers need help understanding **product attributes** (e.g. how vital is feature X?)

Customers must feel **fully informed** about product and alternatives (e.g. energy efficiency)

Category-specific **customer requirements** must be met to make the final sale

Customers need **assistance** when buying accessories and related products

Reacting to category-specific consumer behavior can drive sales and yield substantial commercial impact



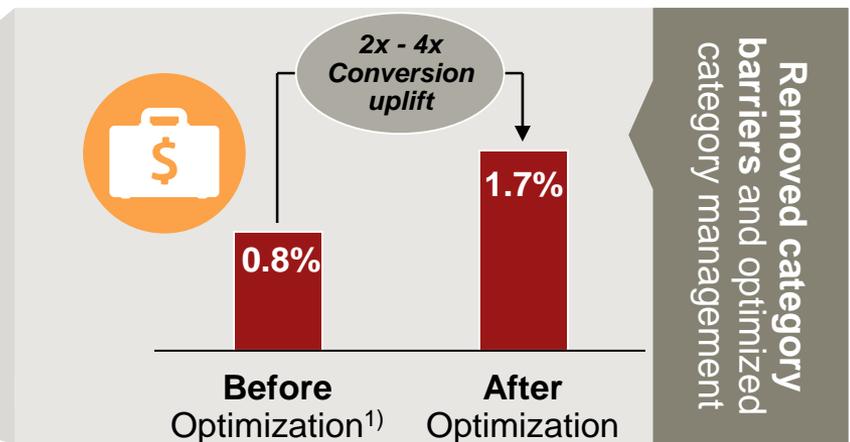
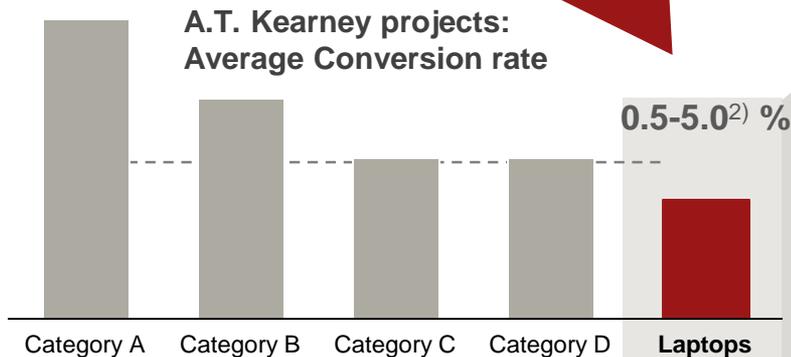
Many complex categories have **low conversion rates** compared to other categories (e.g. vs. consumer electronics)



Conversion rates can be significantly **improved** by applying best practice category design solutions

Problem: category-specific barriers!

Case Example: Conversion up-lift for the laptop category can even go beyond 20-30%

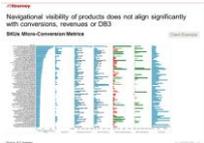
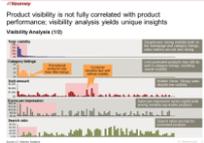
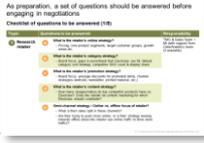


-> Conversion Rate defined as a percentage from Category view to actual sales by a consumer

1. Conversation rate improvement of a 2015/6 improvement project (client example)
 2. Depending on Retailer Business Model, Price Aggregator traffic vs. Organic traffic
 Source: A.T. Kearney

We support online retailers with customized solutions to boost their sales across categories

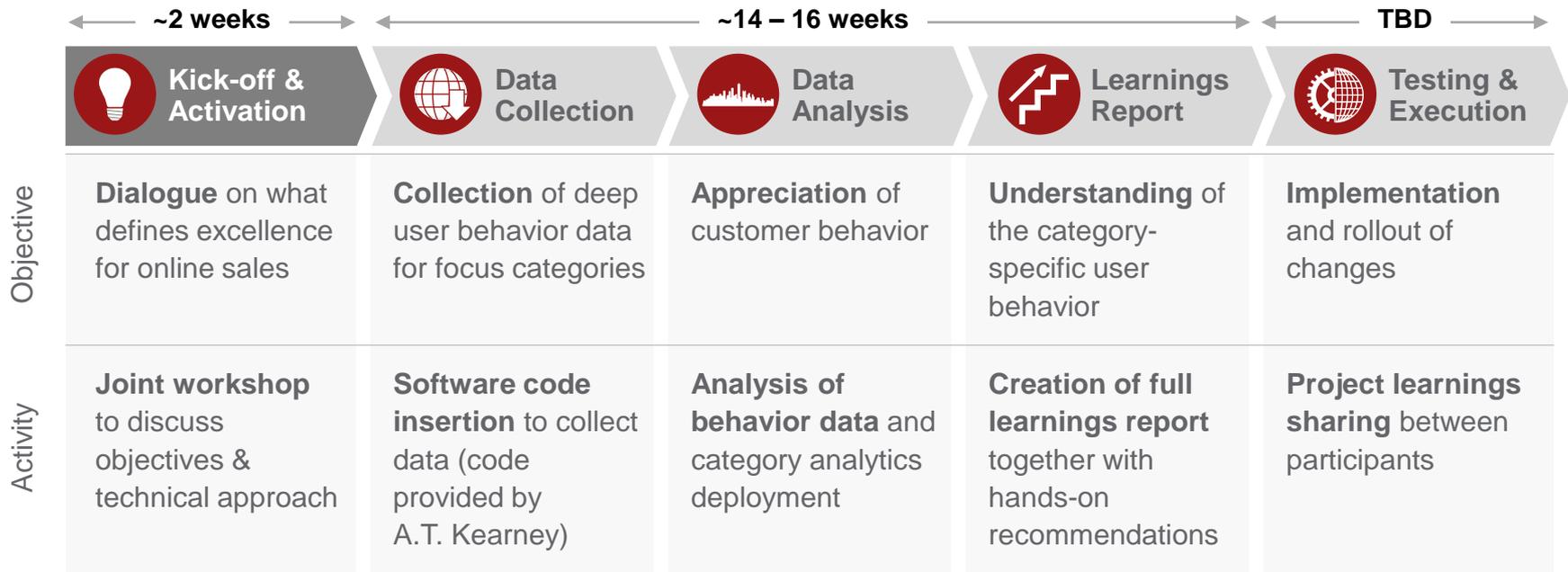
What's in it for me?

		Key benefits for Retailer	Optional: Collaboration
			Benefits for Manufacturer
<p>1 Inside-out analysis of consumer behavior on retailer's online store</p> 		<ul style="list-style-type: none"> Where do products lose sales in the conversion funnel? 	<ul style="list-style-type: none"> How can my brand appearance be optimized for mutual benefit?
<p>2 Outside-in crawling of competitor landscape (e.g. price dynamics)</p> 		<ul style="list-style-type: none"> What pricing strategies do my competitors use? 	<ul style="list-style-type: none"> How is my product visibility evolving and how is out-of-stock affecting my sales?
<p>3 Outside-in online store usability assessment and identification of barriers</p> 		<ul style="list-style-type: none"> How can I remove category barriers to boost category sales? 	<ul style="list-style-type: none"> How can I engineer win-win situations with retailers to uplift my sales?
<p>4 Commercial scripts and KPI assessment for negotiations with brands</p> 		<ul style="list-style-type: none"> How can I more effectively conduct negotiations with a manufacturer? 	 <p>Collaborating with a manufacturer as part of this project can help to build a strategic partnership and gain a competitive advantage</p>
<p>5 Fact-based negotiation training to effectively leverage new insights</p> 		<ul style="list-style-type: none"> How can I best embed the digital DNA into my category management team? 	

A joint pilot-project can provide you with unique insights to support your online business growth

Potential Pilot Approach

For discussion



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