

Omnichannel Marketing Terms

These are the words you need to know to sound like an omnichannel pro:

BOPUS

Short for “buy online, pick up in store”.
Also referred to as “click-and-collect”.

Brick-and-mortar

The physical presence of a business in a building or other structure.

Channel-centric strategy

A strategy that focuses on meeting specific KPIs and goals for each specific channel.

Click-and-ship

Shoppers buying items in store on their smartphones, then having the merchandise shipped.

Cross-channel

Activity that spans more than one channel, such as web, mobile, in-store, email, and direct mail.

Cross-device

Activity that spans more than one device, such as desktop, laptop, smartphone, and tablet.

Customer-centric strategy

A strategy that focuses solely on creating an optimal customer experience.

Multichannel marketing

A marketing strategy that operates on several different channels, like social, mobile, direct mail, and a physical location, where each channel is separate and independent from the others, with its own strategy and goals.

Omnichannel marketing

A marketing strategy that focuses on delivering a consistent, personalized experience for customers across all channels and devices, from desktop to mobile, online to offline, and all other touchpoints in between.

Omnishopper

Shoppers who use a variety of devices, channels, and platforms to browse and buy products.

One-to-one (1:1) marketing

CRM (customer relationship management) strategy that emphasizes highly personalized interactions.

Showrooming

Shoppers checking out merchandise in store, but buying online.

Webrooming

Shoppers researching products online before buying them in the store.