

Omnichannel Marketing

Fast Facts for Marketers

Looking for a quick overview on omnichannel? Read on...



What is omnichannel marketing?

Omnichannel marketing focuses on delivering a consistent, personalized experience for shoppers across all channels and devices, from desktop to mobile, online to offline, and all other touchpoints in between. It's a shopper-centric strategy, as opposed to the channel-centric strategies that have been more commonly used to date.



How does it work?

Doing omnichannel well isn't easy. Marketers need a deep understanding of their shoppers, and the ability to identify them across devices, platforms, and channels. They need to break down organizational silos and restructure to be person-based, rather than channel-based. Messaging should be impactful and consistent regardless of where or how shoppers are being engaged. Retailers must reimagine their brick-and-mortar stores to complement and/or enhance their digital strategy. Marketers that are succeeding with omnichannel are connecting at least some of these dots, and creating an easy path to purchase.



Why should you care?

Digital touchpoints influence almost half of retail sales. And our cross-device commerce research shows that more than 30% of online transactions involved multiple devices. Today's shoppers don't always make a beeline to checkout, which means today's retailers must be able to meet them anywhere along a much more winding path. Omnichannel marketing helps retailers do just that.



Who's doing it well today?

One of the best ways to understand omnichannel marketing is to see how it works in the real world. Check out Uniqlo for how to create inspired, on-brand experiences no matter the touchpoint, Sephora for a great example of how to use digital to enhance physical locations, and Decathlon for how to successfully expand from online-only to brick-and-mortar.