

# Shop X MasterClass by **tdg**

THINKDIGITAL GROUP

**MASTERING THE DIGITAL SHELF**

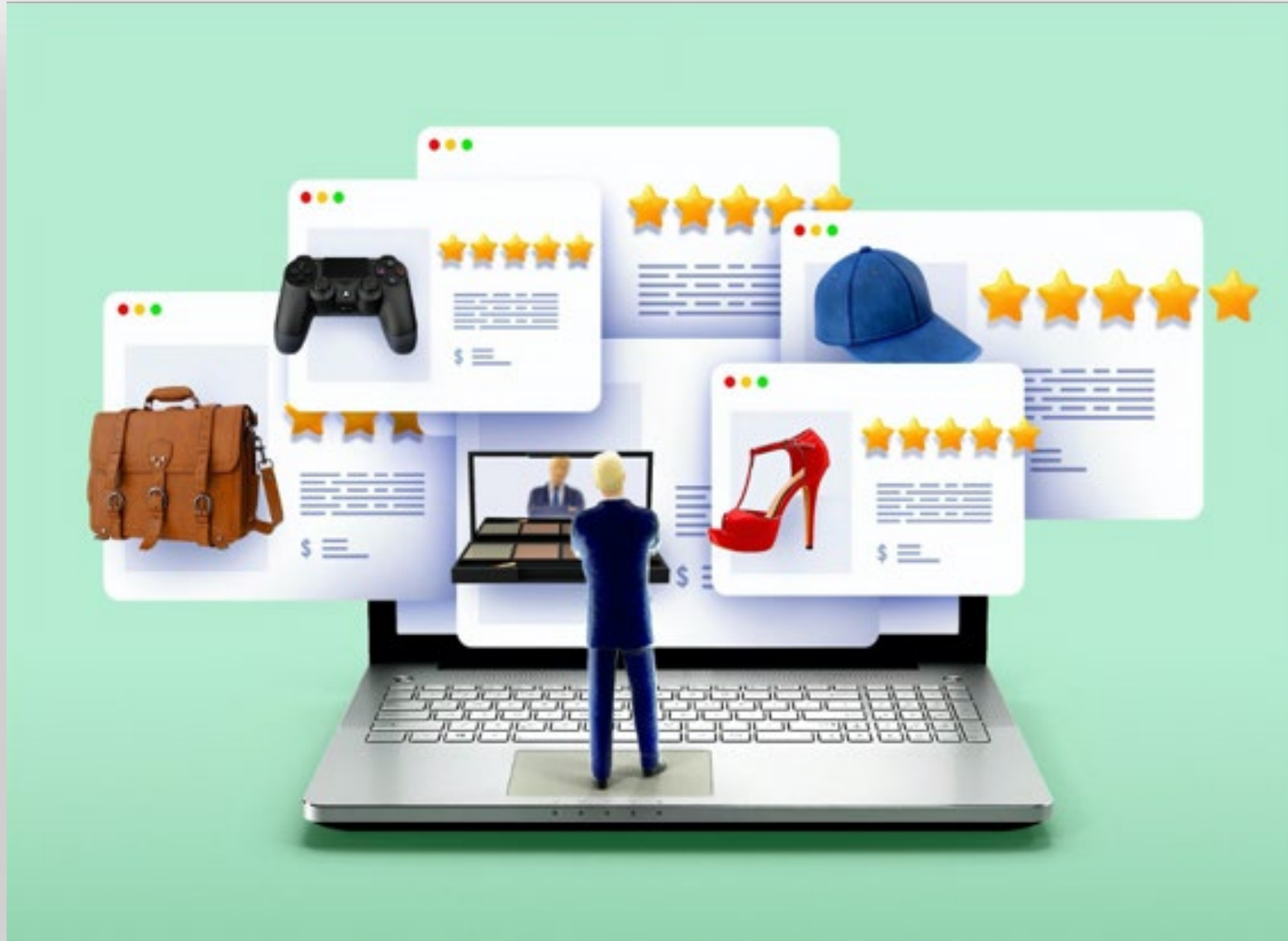
**21/09/2021**



*Το δάσος και το δέντρο. Ένας  
πρακτικός οδηγός επιτυχίας στο  
e-Commerce*

**Αλίν Μπαρδισμπανιάν - Chief Growth  
Officer**





# The time is **NOW**

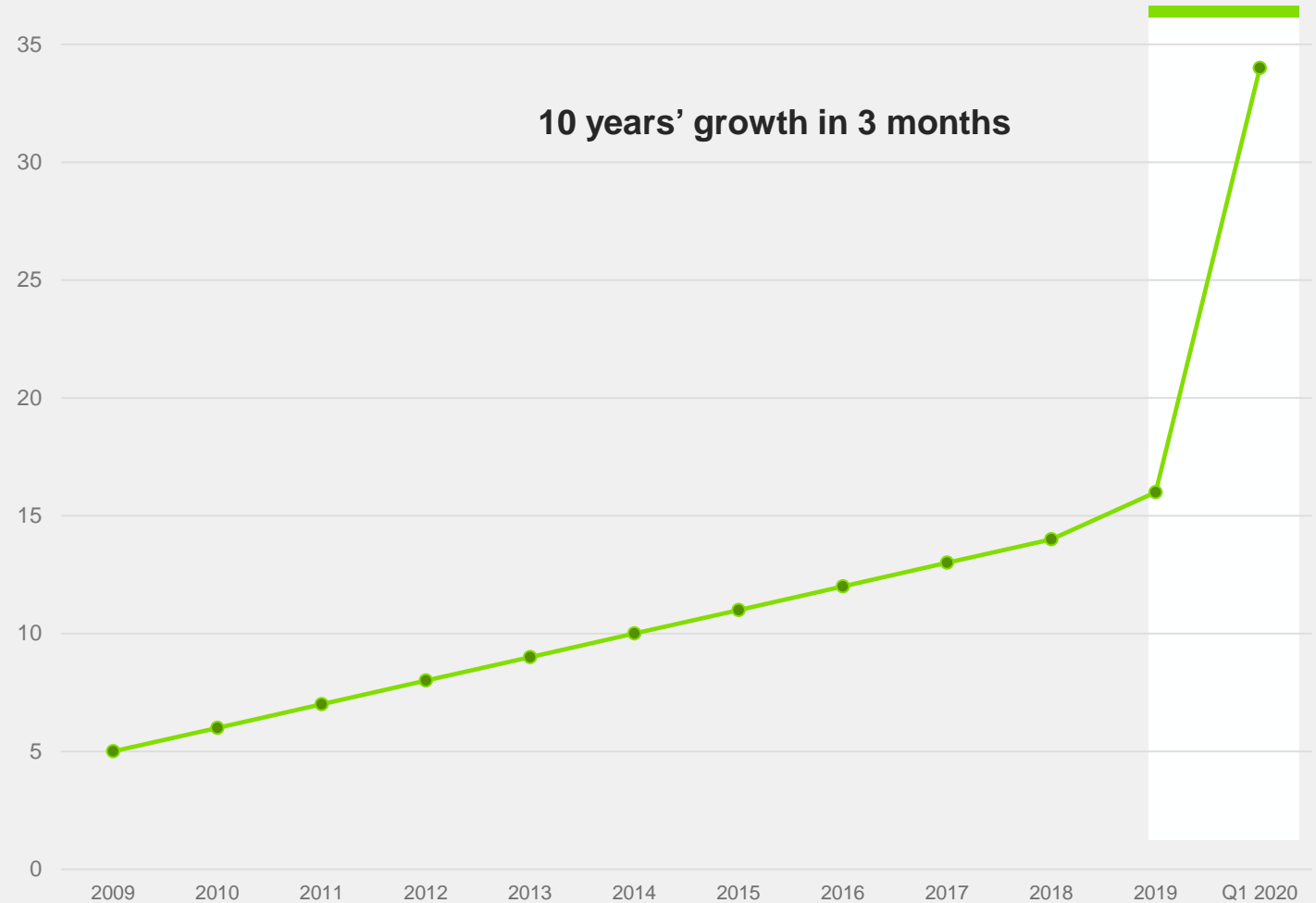
When was the last time you discovered and bought a new product online?



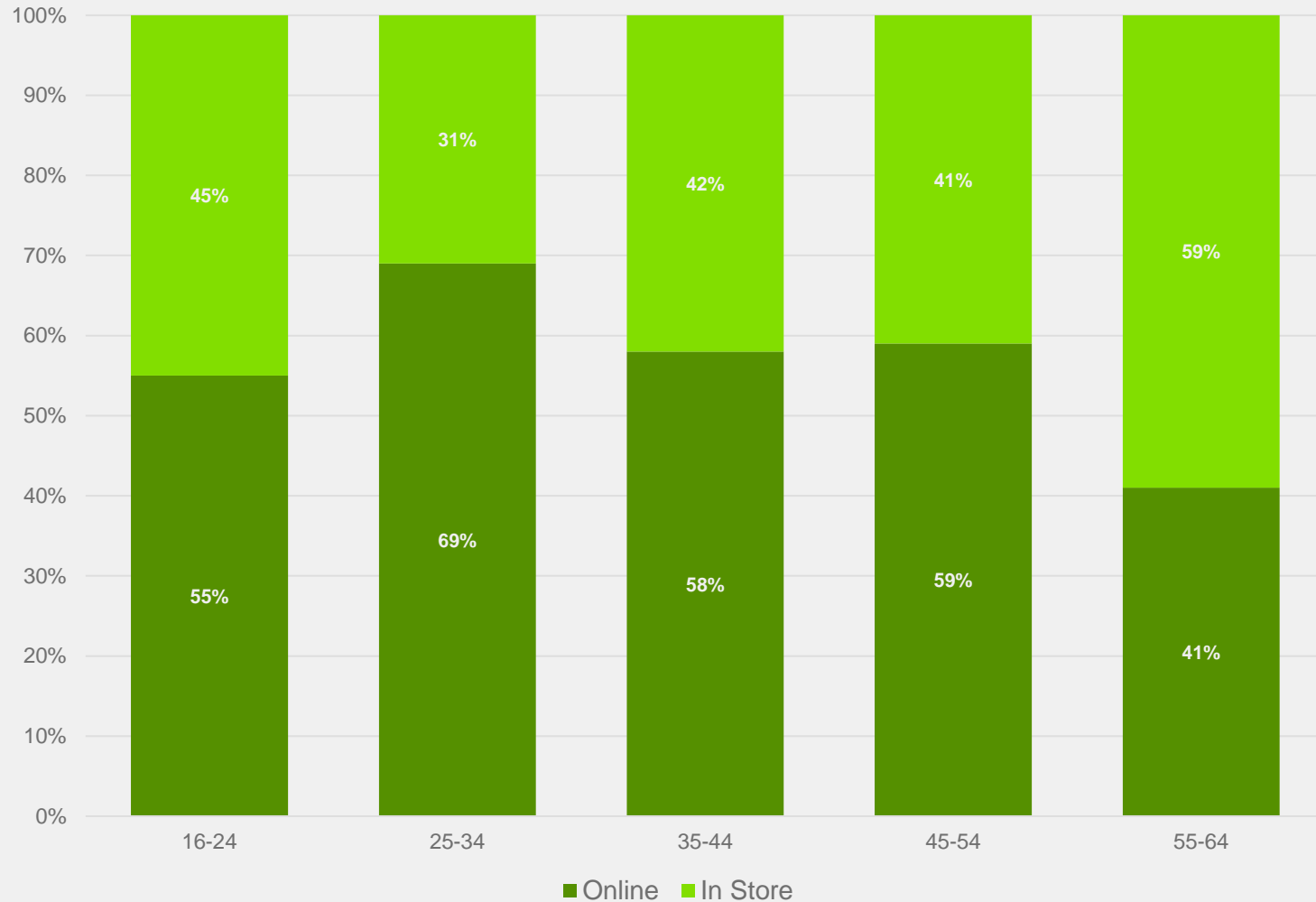
# The time is **NOW**

Covid19. The global accelerator

- E-commerce the future 5-10 years closer
- Still booming post lock-down (>50% growth vs 2019 in key verticals)
- **Brands to redesign Commerce Strategy**



% who prefer to shop online / in store



# The time is **NOW**

E-commerce becoming core practice

- **Brand & Channel Loyalty is now challenged. New opportunities for the discovery of new products**



# But not **one Size Fits All**

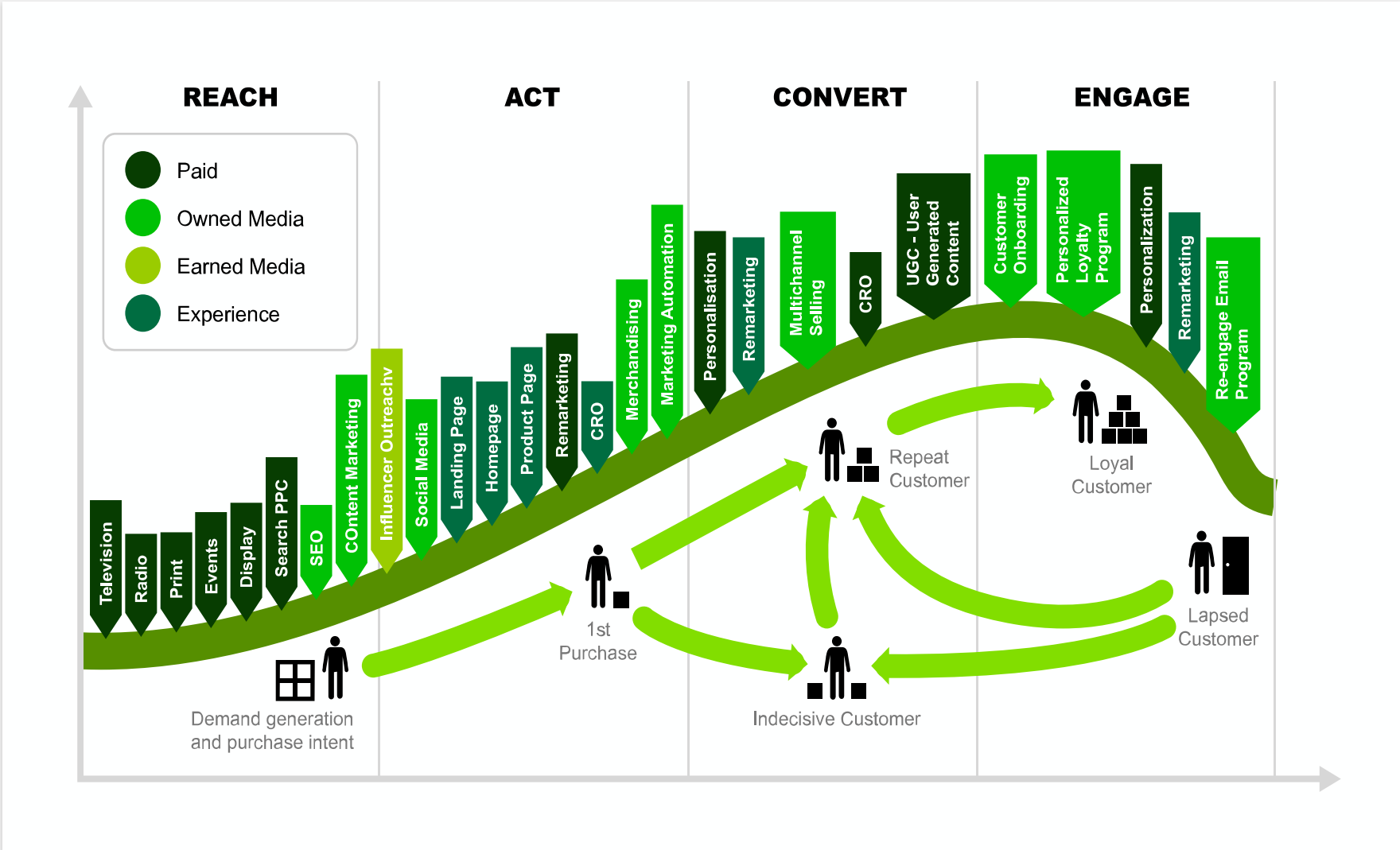
Existing and emerging consumer touchpoints

- Brands need to list content and products across channels to meet demand and expectations



# But not one Size Fits All

Impacting the consumer journey requires different design mindset



# But not **one Size Fits All**

Impacting the consumer journey requires diverse set of capabilities

## OmniChannel Commerce



CHANNELS

**Where should I  
sell next?**

The right channel mix can  
drive big revenue.



MARKETING

**How should I invest  
my money to scale  
traffic and sales?**

The right partners can  
help you optimize.



OPERATIONS

**How do I manage  
products and  
inventory?**

You need full visibility of  
customers and inventory.



FULFILLMENT

**How should I fulfill  
my orders?**

Delivery & CX is one of  
the most important  
customer touch points.



# Forestview

## Our mission



**Vision**



**Mission**

To grow brands to their customers' expectations.

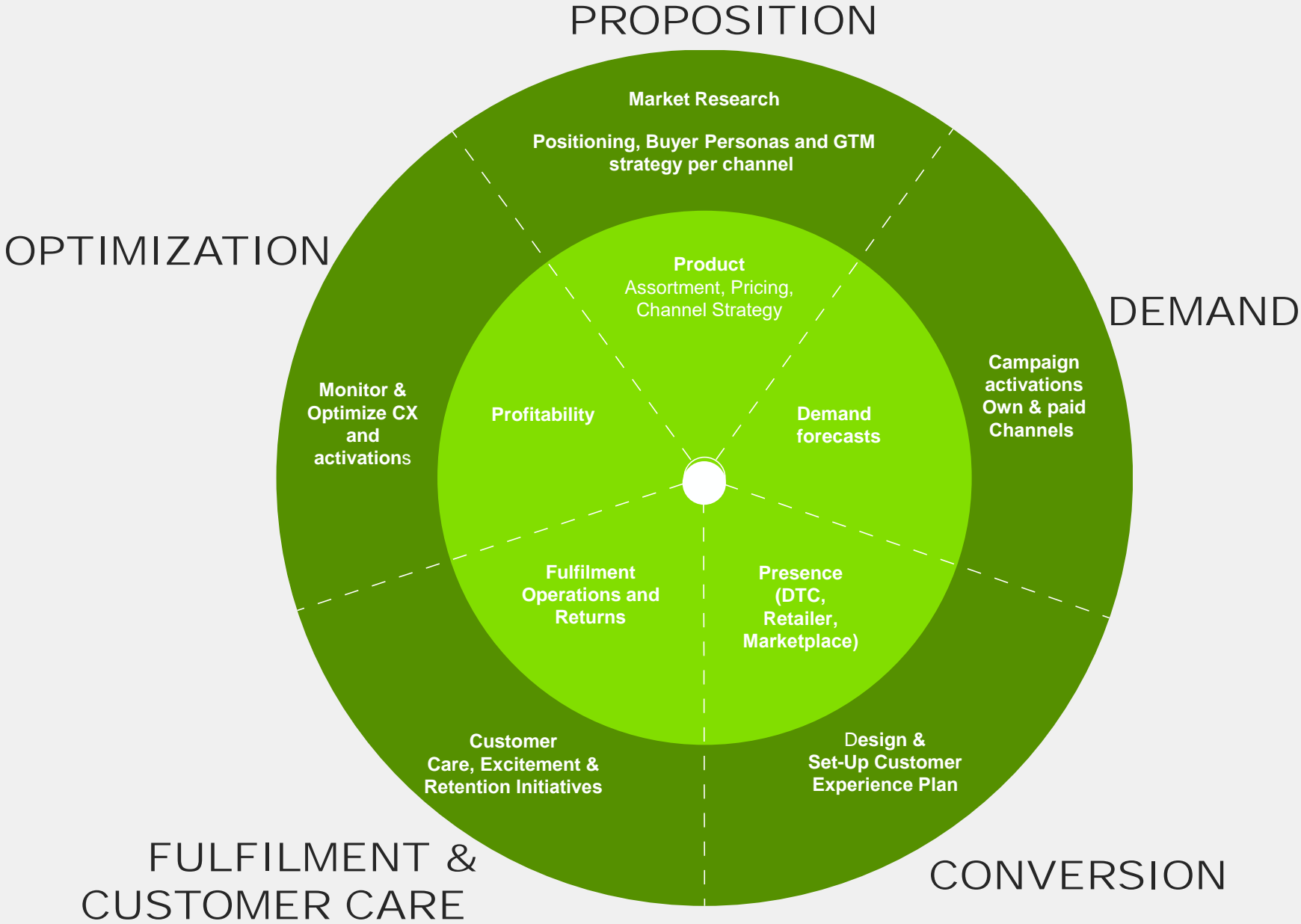
Enable significant commerce uplift, by utilizing the power of **insights, creativity** and **technology** to **build direct, data rich consumer experiences** across **the touchpoints that matter**, in each consumer journey.





# e-Commerce enablement

- CONSUMER JOURNEY
- OPERATIONS



# DTC: Go Direct

- Allows full control of consumer journey and margin.
- Requires investment to design and implement end to end consumer experience.



# DTC: Go Direct

Create new shopping occasions  
by getting direct access to  
consumers

## Take Action

**Step 1: Map the opportunity** (Market Potential & Market-Product Fit)

**Step 2:** Define your **consumer personas** & Map their **existing Consumer Journey**

**Step 3: Set “consumer reason why”.** Not necessarily same as in other channels

**Step 4:** Design the **end-to-end consumer experience** and define the **criteria of success** for the consumer and your business.

**Step 5:** Develop your **business plan** accordingly. Integrate brand character through **fulfilment, returns management and customer care** design.





## Case study – Milupa DTC

### THE CASE

Milupa, a multinational 90 years old brand, came to us to help them launch their DTC offering. They didn't need a website developer they needed a 360 Commerce & Marketing partner.



# Case study – Milupa DTC

## HOW DID WE ENABLE COMMERCE?



1. Mapped the opportunity of a **distinct proposition**, the right **product assortment and promotional policy**
2. Designed and developed **overall CX** and the e-shop's UI
3. **Automated CX** with decision trees using pre-defined triggers to automatically send transactional emails and SMS across the customer journey (registration, ordering, fulfilment statuses, etc.)



my milupa

ΑΡΧΙΚΗ ΠΡΟΪΟΝΤΑ ΕΠΙΚΟΙΝΩΝΙΑ

ΜΠΕΣ ΣΤΟ WWW.MILUPA.GR

## My Milupa Easy Order

Σύστημα προγραμματισμένων, επαναλαμβανόμενων παραγγελιών για το Γάλα του Μήνα.

- 1

Διάλεξε την προσφορά για το 'Γάλα του Μήνα' στο προϊόν, που επιθυμείς και όρισε το διάστημα των επαναλαμβανόμενων παραγγελιών.
- 2

Καθόρισε τα στοιχεία αποστολής και τον τρόπο πληρωμής για να λαμβάνεις κάθε μήνα, το 'Γάλα του Μήνα' στην πόρτα σου!
- 3

Μην ξεχνάς πως ανά πάσα στιγμή μπορείς να τροποποιήσεις ή να διακόψεις το My Milupa Easy Order.

Πριν από κάθε αποστολή, λαμβάνεις ενημέρωση για να επιβεβαιώσεις ή να αλλάξεις τα στοιχεία της παραγγελίας σου.  
Έτσι ξενοιάζεις για το γάλα του μωρού σου, κρατώντας τον απόλυτο έλεγχο.

[ΞΕΚΙΝΗΣΕ ΤΩΡΑ](#)

Η υπηρεσία αφορά μόνο το 'Γάλα του Μήνα' και ισχύει μόνο με χρήση πιστωτικής ή χρεωστικής κάρτας. Η χρέωση είναι μηνιαία και λαμβάνετε email επιβεβαίωσης 7 μέρες πριν την επόμενη χρέωση. Μπορείτε να διακόψετε την υπηρεσία ανά πάσα στιγμή χωρίς χρέωση.

# Case study – Milupa DTC

## Developing a service, not just another e-shop

1. A subscription model option that provides multiple benefits for consumers, considering the repeat purchase of product.
2. Creates sense of belonging in the “Milupa” community maintaining brand narrative.



# Go via e-retailers

- Fastest way to tap into commerce.
- Utilizing the built-in traffic and operations
- Less control of user experience and direct competition with private label products



# Go via e-retailers

Grow market share by scaling existing trade marketing practices online

## Take Action

**Step 1:** Where to sell? Ensure availability & ways to forecast sell out demand.

**Step 2:** Build your Data Stack and partnerships to monitor performance vs competition (e.g. sell out data, consumer profiling, market share, pricing and promos, profitability)

**Step 3:** Work with retailer to Enhance brand consistency & experience (content, photos, videos)

**Step 4:** Assess current organic share of search & share of the digital shelf.

**Step 5:** Build a promotional program in collaboration with key retailers to drive traffic and sales for your products. Measure ROI on incremental sales terms







**FREZYDERM**



## Case study – Frezyderm

### THE CASE

Frezyderm, a leading OTC brand, with strong presence and market share in over 4.500 pharmacies in Greece, wanted to grow their share of shelf and share of search within top e-pharmacies.





# Case study – Frezyderm

## HOW DID WE ENABLE COMMERCE?

1. Integrated activation campaigns at the point of sale across multiple e-pharmacies
2. Targeted consumers in different stages of consumer journey ranging from home page display banners with high **discoverability**, sponsored listings within **search query** results and relevant product categories to enhance conversion rate.
3. Consistent in brand look and feel and centralized near real time monitoring of Sales & ROAS
4. Unlocked opportunities for **incremental sales**, through sparking impulse purchases or by promoting product discoverability. Overall ROAS across 10 related SKUs grew to over x6 in less than a month.



# Go via Marketplaces

- 3rd Party Marketplace provides a quick way to market.
- Each marketplace is a world of its own with different rules and "hidden" paths to success.



# Go via Marketplaces

Gain speed & extended market reach with established and new emerging partners

## Take Action

**Step 1: Quantify marketplace product fit / revenue potential** . Incorporate fixed and variable cost elements in your business plan.

**Step 2:** Map the **risks** (e.g. policies) and **criteria of success**, in each marketplace.

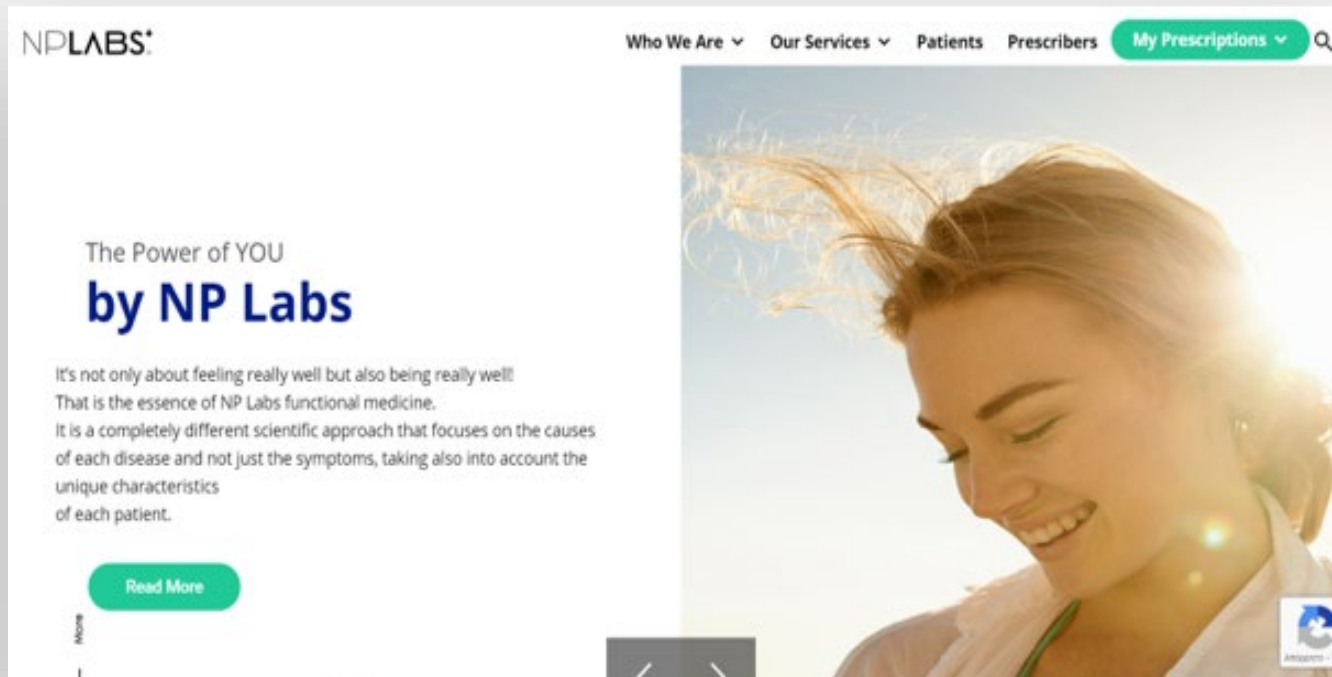
**Step 3: Monitor competition to define your overall product proposition** (i.e. assortment, pricing, cost of delivery, customer reviews and ratings, product info).

**Step 4: Product content** for enhanced experience (e.g. size guides, videos), smoother buying decision and help with SEO.

**Step 5: Retailer media program to boost traffic.** Different options per marketplace based on the overall awareness of your product.



# NPLABS<sup>+</sup>



## Case study - NP Labs

### THE CASE

**NP Compounding**, a bespoke, prescription medicine pioneer in the bio-identical hormone replacement therapy products has been growing internationally via a wide network of specialized clinics and doctors across multiple European countries. Our goal was to translate their unique expertise into a scalable DTC cross-border business.



# Case study – NP Labs

## HOW DID WE ENABLE COMMERCE?



NP LABS<sup>+</sup>

1. **Brand architecture** under “NP Labs”, for both existing B2B and B2C offering. Launched their B2B e-business website.
2. **Mapping opportunity:** demand, competitive product assortment, price information, and market share in major e-Retailers and popular marketplaces (i.e. Amazon) in European markets.
3. **Identifying gaps/ opportunities** that guide R&D for a new OTC series.
4. Creating the **brand’s Marketplace Play Book** across the following pillars: Assortment, Availability, Demand generation, Conversion, Fulfillment & Customer care. Looking to launch shortly, pending National Medicine Organization approval.



# Path to commerce

**Step 1: Assess Commerce Maturity › Digital Commerce Maturity Audit**

**Step 2: Size the Opportunity & Quantify the Options › Business Plan**

**Step 3: Set-Up the Activation Plan › Commerce & Marketing Activation Plan**

**Step 4: Post Launch › Monitoring, Optimization**



Thank you!



Any questions? [contact@forestview.eu](mailto:contact@forestview.eu)