



# 29 Key Considerations for Adopting an Omnichannel Strategy



# Table of contents

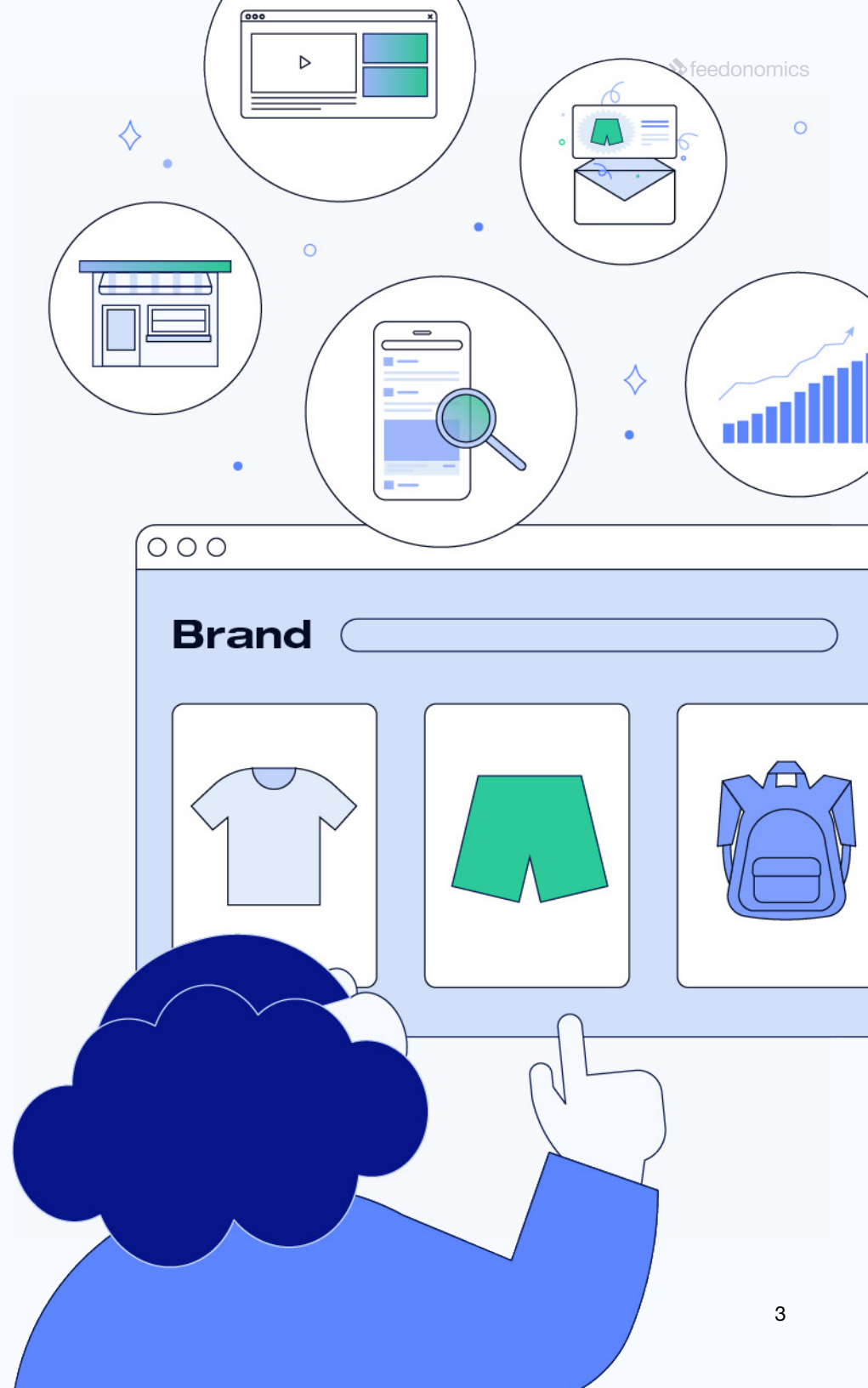
<u>Introduction</u>	<b>3</b>	<u>Key considerations</u>	<b>15</b>
<u>Meet our experts</u>	<b>4</b>	<u>Solutions</u>	<b>42</b>
<u>What is omnichannel?</u>	<b>7</b>	<u>Predictions</u>	<b>45</b>
<u>Why omnichannel?</u>	<b>9</b>	<u>Conclusion</u>	<b>49</b>
<u>Who is omnichannel for?</u>	<b>12</b>		

# Introduction

In the evolving world of commerce, decision makers have to keep an ear to the ground and an eye on the horizon. Whether you're a CEO, business owner, ecommerce manager, marketing professional, or systems integrator, you have to solve the problems of today while preparing for whatever the future holds. The beauty of this industry is in the amount of untapped growth potential available to most companies. With ingenuity and intelligence, you can blaze a trail that works for your brand.

You've likely heard the term "omnichannel" get thrown around quite a bit, and it's hard to nail down. It's not just a buzzword, and it's not just a fancy term for multichannel; many people struggle to define it because it's all about flexibility and synergy. Omnichannel is a means to an end—the goal is to unlock greater opportunity while streamlining your operations.

An omnichannel strategy should be uniquely tailored to your business, so think of this guide as a weekend retreat in the woods, where you reflect on your business and come away with new ideas. We gathered a panel of advisors to help you ask the right questions as you consider an omnichannel approach. Our hope is that you use these insights as valuable building blocks to plan and execute your omnichannel strategy.



# Meet the experts



**Tellef Lundevall**  
CEO of Accelerated Digital Media



Tellef Lundevall is the CEO of [Accelerated Digital Media](#) (ADM), a digital marketing firm that specializes in performance marketing, attribution modeling, and web analytics. Prior to ADM, Tellef worked at Google on the Accelerated Growth Team, supporting the fastest-growing ad accounts in North America.



**Donny Nordmann**  
Senior GTM Specialist at Amazon



Donny Nordman is a Senior GTM Specialist at [Amazon](#), responsible for synthesizing customer needs to drive adoption and usage of products and features across the Amazon AdTech stack. Previously, Donny was the Group Media Director at [Rise Interactive](#).



**Luke Yamnitz**  
Senior Manager of Fintech and Point of Sale Partnerships at Avalara



Luke Yamnitz heads up Fintech and Point of Sale Partnerships at [Avalara](#), a leading provider of tax compliance automation for businesses of all sizes. Luke uses his background in advertising strategy and global partnerships experience in the SaaS order management space to build synergistic partner networks that help brands and retailers succeed in all areas of commerce and compliance.

# Meet the experts



## Sharon Gee

Vice President of Revenue Growth and GM of Omnichannel at BigCommerce



Sharon Gee is the Vice President of Revenue Growth and the GM of Omnichannel at [BigCommerce](#), a leading ecommerce platform built to help merchants grow their business online. With more than 10 years of experience in digital marketing, commerce strategy, digital transformation, and back office operations, Sharon is a recognized thought leader in the omnichannel space.



## Brian Roizen

Cofounder and Chief Architect at Feedonomics



Brian Roizen is the Cofounder and Chief Architect of [Feedonomics](#), a product feed management platform that helps merchants optimize and list their product catalogs on hundreds of shopping channels. He has been featured on numerous podcasts and webinars, and regularly contributes to Search Engine Land and other industry-leading publications.



## Mina Salami

Associate Director, Strategic Partnerships at Rise Interactive



Mina Salami is the Associate Director of Strategic Partnerships at [Rise Interactive](#), a performance marketing agency specializing in digital media, analytics, and CX. Mina has a decade of experience driving marketing strategies for accounts in a variety of verticals and strives to bring the latest innovation to clients through partnerships.

# Meet the experts



**Natalie Scherer**  
Senior Vice President, Marketing at Rise Interactive



Natalie Scherer is the Senior Vice President of Marketing at [Rise Interactive](#), a performance marketing agency specializing in digital media, analytics, and CX. Prior to this, Natalie was an account director at Rise, driving client strategy for ecommerce and lead generation brands across verticals in both B2B and B2C marketing.



**Liz Downing**  
Senior Manager of Seller Partnerships & Events at Teikametrics



Liz Downing is the Senior Manager of Seller Partnerships and Events at [Teikametrics](#), the creators of a marketplace optimization platform that automates ad management for Amazon and Walmart. Liz is an active board member for The Ecom Cooperative and is also part of the advisory council for the Prosper Show, both of which provide educational resources to Amazon sellers and ecommerce businesses.



**Kirstin Johnson**  
Performance Marketing Manager

Kirstin Johnson is a Performance Marketing Manager for a global denim company, and has a passion for the creative, analytical, and human elements of marketing. Previously, Kirstin was the Senior Manager of the Marketplaces team at [New Engen](#), a digital marketing agency that uses data-driven approaches to help brands grow.

# What is omnichannel?

Omnichannel is no longer a nice-to-have strategy for brands and retailers—it's becoming a requirement for ecommerce success.

Other than being one of the trendiest topics for marketing and ecommerce professionals to expound upon, omnichannel is also a powerful model that, when implemented correctly, sets brands apart from the rest.

“Omnichannel, holistically, has to do with, ‘How do you sell more, wherever your shoppers are?’ That means online to offline, third-party channels, wholesale, marketplace, social commerce, ads driving to D2C, in-store, pop-up shop—it means wherever you hold inventory, wherever you sell, and however you fulfill. How do you sell more everywhere in a consistent experience for the shopper?”



**Sharon Gee**  
BigCommerce

## How is omnichannel different from multichannel?

Although an omnichannel strategy involves selling products on multiple channels, this model puts more emphasis on integrating your systems to create a seamless brand experience across every touchpoint.

Many companies still view their online and offline business separately, but an omnichannel approach bridges that gap by syncing data between channels. It allows merchants to streamline their operations before, during, and after a purchase, and personalize each customer's journey.

“Omnichannel is not just a part of the buyer journey; it is the all-encompassing sphere of everywhere consumers directly or indirectly encounter the brand experience. The majority of focus is traditionally given to front-end touchpoints, especially storefront experiences.

But omni means all. When you just think about front-end omnichannel—where the consumer can buy your product—you're really describing multichannel. Or if we're only talking about back-end—how the consumer receives the product—it would really just be multichannel for fulfillment. Omnichannel is multi-frontend selling channels multiplied by multi-backend fulfillment channels.”



**Luke Yamnitz**  
Avalara

### Omnichannel retail



### Multichannel retail





# Why do businesses choose omnichannel?

The reasons for choosing an omnichannel model vary based on a business' strengths, weaknesses, existing infrastructure, and customer behavior.

For example, one company might have vast amounts of customer data, but struggle to manage ecommerce data and list products on new shopping channels. Another company might have plenty of product data, but no idea how to market effectively or improve the customer experience. The right omnichannel model looks different in each scenario, but both companies can benefit from a well-executed strategy.

Generally, omnichannel empowers a company to reach new customers, strengthen the customer-brand relationship, and become more efficient.

## Reaching new customers

Consumers have steadily become more comfortable researching and shopping online first. According to a Klarna study of 15,000 customers, almost 90% of them used multiple channels to search and spend.<sup>1</sup> At this point, you're probably not surprised by that number—in fact, you may share our disbelief that there's still an elusive 10% of respondents suspended in a single-channel time capsule.

Let's focus back on those multichannel shoppers. They're engaged, they're savvy, and they're developing new habits and favorite shopping destinations. A report from Mirakl highlighted that 57% of consumers said they shopped a lot—or exclusively—on marketplaces in 2021, even with the reopening of physical stores.<sup>2</sup> That exclusivity means that businesses can benefit greatly from listing products on third-party marketplaces like Walmart, Amazon, Target Plus, and others.

~90%

of customers used multiple channels to search and spend

57%

of consumers said they shopped a lot or exclusively on marketplaces in 2021

**“The best possible scenario is you're exposed to a brand new audience... But you have to do it right. You need to ensure your product photography is awesome, you need to leverage [a marketplace's] advertising options, you need to ensure your listings are optimized for that marketplace in order to be successful. It's also a little bit of security. Don't put all of your eggs in one basket.”**



**Liz Downing**  
Teikametrics

1. 2021 Owing Omnichannel Report. (2021, May 6). Klarna. <https://www.klarna.com/uk/business/2021-owning-omnichannel-report/>

2. The 2022 Enterprise Marketplace Index. (n.d.). Mirakl. Retrieved July 27, 2022, from <https://mirakl-1749772.hs-sites.com/enterprise-marketplace-index-by-mirakl-2022-release>

## Deepening the customer relationship to your brand

Finding ways to increase convenience and engagement helps customers form a positive relationship with your brand, increasing the likelihood they become repeat shoppers.

Whether you're helping consumers find your products in more places, thanking or incentivizing them so they purchase from you again, or making it easier to get quality customer service, an omnichannel approach allows you to integrate the strategies that improve the brand-customer relationship.

“Omnichannel is about a user, a consumer, coming across a product and having a seamless experience, no matter what path they take from there. Omnichannel gives the consumer more choice of where they're interacting with the brand—online, in-store, or otherwise. At the end of the day, omnichannel is where customer choice and operational efficiency meet.”



**Luke Yamnitz**  
Avalara

3. Barbee, J., Jayakumar, J., Touse, S., & Venkataraman, K. (2021, September 8). Faster omnichannel order fulfillment for retailers. McKinsey. Retrieved July 27, 2022, from <https://www.mckinsey.com/industries/retail/our-insights/retails-need-for-speed-unlocking-value-in-omnichannel-delivery>

## Integrating and streamlining your systems for optimal efficiency

When you're juggling ad campaigns, inventory, contact lists, social media, service requests, web content, and everything else that goes into a modern business, there's a lot to keep tabs on. Synchronized, quality data makes the ecommerce world go 'round.

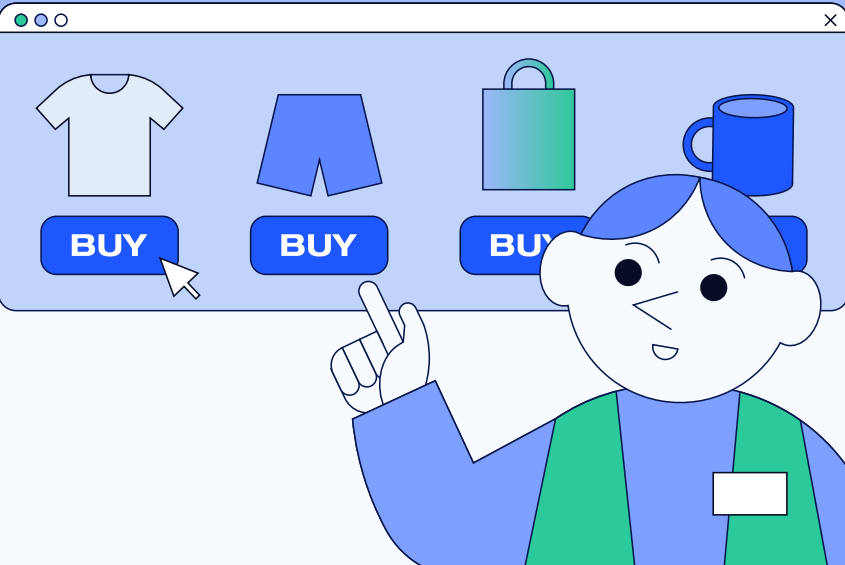
You can prevent daily headaches by integrating your systems and automating manual processes. At the same time, you can improve your returns and find new opportunities for your business.

“Another trend we see is people investing heavily in unifying their operations to be able to support multichannel shopping use cases and the fulfillment of those orders.”



**Sharon Gee**  
BigCommerce

Streamlining fulfillment operations is imperative when 90% of consumers say a two- or three-day delivery window is the baseline they expect, according to McKinsey.<sup>3</sup> Fortunately, there are many tech solutions available for unifying commerce, and it's simply a matter of finding the tools for the job.



“I think brands, especially the more established leaders, are going to continue to innovate how they’re using all channels at their disposal. Those can be front-end digital selling channels, but can also be their brick-and-mortar channels as well.

We are even seeing brands starting to experiment with pilot stores that have no inventory beyond what’s on the floor for display. The store is solely focused on elevating the physical buying and try-on experience. Anything the consumer wants to buy is purchased through an “endless aisle” application to be shipped to their home. This means everything is always in stock, because the available inventory is representative of every warehouse across the continent. The consumer might have to wait a day for the shipment to arrive, but the store never loses a sale because of low inventory.”



**Luke Yamnitz**  
Avalara

According to Retail Dive, brick-and-mortar retailers worldwide are missing out on more than \$1 trillion in sales due to out-of-stock products.<sup>4</sup> When shoppers can’t find what they want at a store, they look to its competitors. By creating an “endless aisle” and connecting inventory across networks, products from one location can be shipped to another store location or directly to a shopper’s house, thus saving the sale.

The endless aisle is just one example of how omnichannel solutions enable businesses to maximize their potential in an evolving industry. In the next section, we’ll cover other common and effective applications of an omnichannel strategy.

4. Howland, D. (2018, June 22). Out-of-stocks could be costing retailers \$1T. Retail Dive. Retrieved July 27, 2022, from <https://www.retaildive.com/news/out-of-stocks-could-be-costing-retailers-1t/526327/>

# Who is omnichannel for?

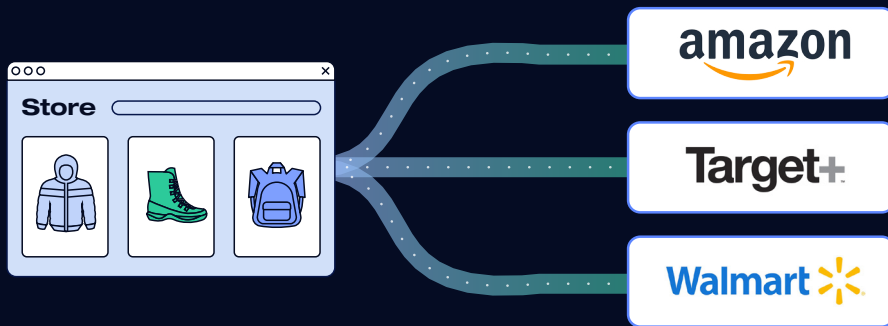
Virtually any business that's looking to reach more customers, improve the customer experience, and integrate its online and offline systems can benefit from adopting an omnichannel strategy. But because businesses have varying starting points and audiences, there are different gaps to fill

and goals to prioritize. Below are just a few examples of common scenarios and companies that would benefit from an omnichannel model.

## Omnichannel helps with...

### Expanding from B2B to B2C or D2C

An outdoor apparel manufacturing brand primarily relies on wholesale and retailer relationships, but is looking to reach more customers directly. To quickly tap into a large customer base, the brand wants to list its products on marketplaces like Amazon, Target Plus, and Walmart. The brand has plenty of product data, but the descriptions, titles, and images are tailored for B2B and need to be refreshed. It also lacks the developer resources to integrate its existing ecommerce platform with every marketplace and create product catalogs that meet the unique data requirements for each channel.



### Driving traffic from online to in-store

A mattress retailer has several brick-and-mortar locations and an ecommerce website. It runs shopping ads and search ads on Google to increase brand awareness, but in-store purchases make up the bulk of its revenue, so the company wants to use local inventory ads to promote its in-store mattresses to nearby shoppers. For local inventory ads to be successful, the company must accurately track and report its inventory from each storefront to its ad channels and ensure that the in-store experience is positive when customers arrive.





### Remarketing to complete the purchase

An ecommerce merchant has a high percentage of abandoned shopping carts on its website. It misses out on thousands of sales every year and a large portion of ad spend goes to waste. The merchant plans to implement an abandoned cart recovery remarketing campaign. The remarketing campaign includes three personalized emails that feature abandoned cart recovery links and a final promotional code with images of the remaining products in the cart.

### Fulfilling orders with improved efficiency

An appliance retailer has a number of warehouses and storefronts around the country. The retailer wants to separate itself from competitors by speeding up its delivery times and reducing shipping costs. To do this, it plans to improve its inventory and order management systems so that it can ship orders from a store instead of a warehouse whenever the delivery address is within a certain range of the store.



“

Imagine manufacturers who sell wholesale to their boutique retail accounts for a long time. They manufacture products, but they don't have a marketing team in-house, so they need to understand their strengths and weaknesses and what they should be focusing on. What they're really good at is product data. What they're not very good at are ads and social commerce channels. So they should be investing in sending quality data to their traffic-driving search channels, such as Google, and in things like local inventory ads that drive growth for their stockists.



**Sharon Gee**  
BigCommerce

“

One way brands can bring an omnichannel experience to their customers is through AR and VR. It is crucial for brands, especially those within the beauty or clothing and fashion verticals, to mimic interactive, physical shopping experiences digitally. For example, advertisers can create an in-store environment or provide product try-ons for their customers through the latest organic and paid AR innovations provided by platforms.



**Mina Salami**  
Rise Interactive

“

We are seeing more and more brands that are using their brick-and-mortar stores as micro distribution centers to ship from to fulfill online orders. These businesses are realizing that if the destination is within, say, 50 miles of where they have a brick-and-mortar store, their shipping costs and time are cut in half compared to shipping from a warehouse two states away.



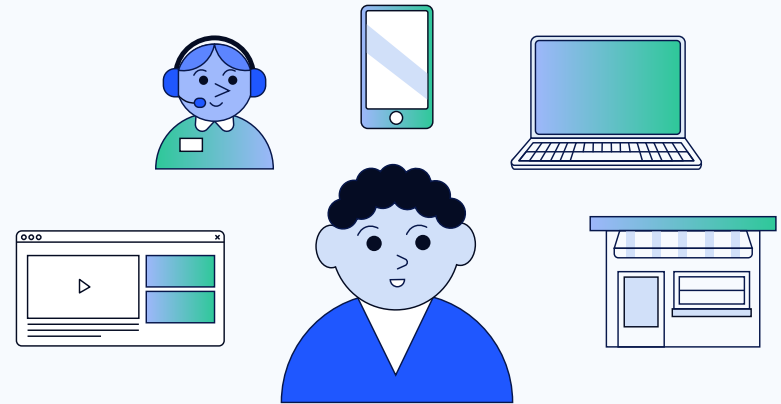
**Luke Yamnitz**  
Avalara

There is not a one-size-fits-all omnichannel model you can build your business on, so it's important to evaluate your situation at a granular level. What challenges am I facing right now? How might those change as I seek to accomplish my short- and long-term goals?

To help you answer those questions, and others you probably have, we've put together some key considerations for you to mull on as you develop your unique omnichannel strategy.

# Key considerations

There's a lot to think about when you're putting together an omnichannel strategy. That's why we gathered key considerations from a panel of industry experts to help you on your journey, all the way from understanding your customers to scaling your business.



**1-5: Understanding your customer**

---

**6-11: Choosing the right channels**

---

**12-16: Optimizing your data**

---

**17-20: Retaining your customers**

---

**21-23: Investing in human talent**

---

**24-29: Scaling your business**

---

# 1 Understanding intent when customers seek out your products

“It is important to understand a user’s intent when they’re searching online. A lot of the time you focus on terminology, with phrases like ‘near me’ or other terms that indicate intent. Then make sure your messaging is precise.

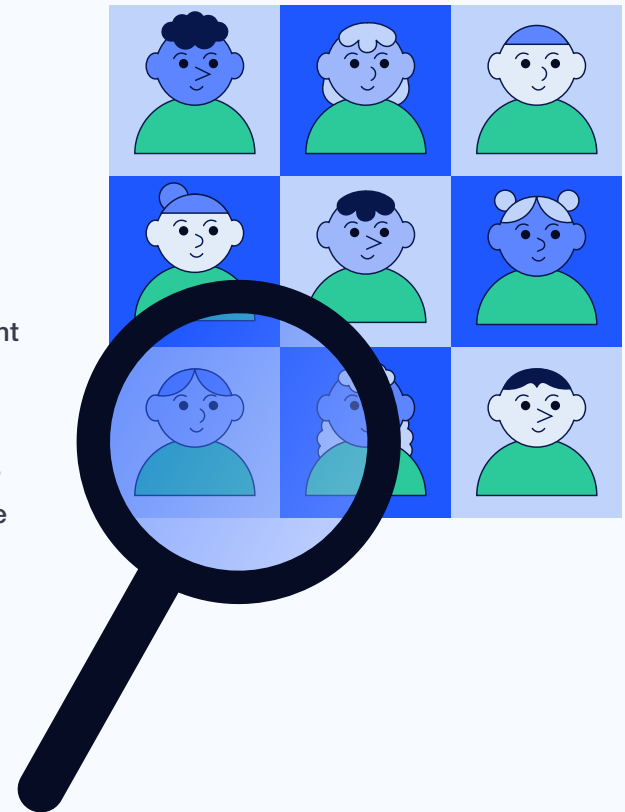
You also should ask yourself, are you strictly trying to meet people where they're at? Or are you also trying to spur new unanticipated behaviors?

One way to get ahead of it is by better leveraging audiences correctly to understand what their user behavior means. Doing this allows you to pre-qualify your different audience types and better understand how they're searching.

This also helps you understand if there's an opportunity to leverage the information you have based on user intent, like:

- Cross-selling or upselling depending on the types of products they have purchased
- The value that a specific piece of content provided
- The ability to add more value to the shopping experience from a customer’s perspective, like the ability to buy online and pickup in-store

You need to build a strategy around these principles, based on what the value is to your brand.”



**Donny Nordmann**  
Amazon



## 2 A clear understanding of your customer demographics is vital for success

What is your customer’s age, income, occupation, location, etc.?  
 These basic audience demographics are the key to building a thorough understanding of your customer. Once you have this information, you can more easily determine the places (online and offline) that your customers frequent.

How do you get this information?

## 3 Make first-party data collection a priority

First-party data is the personal information that customers give you. This could be anything from their shipping address, date of birth, or even their preference for spicy foods. This data is essential because it helps you better understand and identify your customer’s intent at every touchpoint.

5. Personalization Pulse Check. (2017, October 31). Accenture. Retrieved July 27, 2022, from [https://www.accenture.com/t20171031T052156Z\\_\\_w\\_\\_us-en/\\_acnmedia/PDF-34/Accenture-Pulse-Check-Dive-Key-Findings-Personalized-Experiences.pdf](https://www.accenture.com/t20171031T052156Z__w__us-en/_acnmedia/PDF-34/Accenture-Pulse-Check-Dive-Key-Findings-Personalized-Experiences.pdf)

## 4 83% of consumers are willing to share their data to enable a personalized experience<sup>5</sup>

“When you are coming up with a first-party data strategy, a big part of it is, what’s in it for the customer? What are you offering in exchange that will make it worth it for them to provide you with their information?”

It can be as simple as convenience. Allowing the customer to log into your website to engage with your brand and providing that seamless customer experience makes their life easier. When it comes to collecting first-party data, brands should be thinking about creating a compelling exchange of information.”



**Natalie Scherer**  
 Rise Interactive

First-party data becomes more important as the competition for customer attention grows. It helps you provide better experiences for consumers and ensures your marketing efforts are aimed at the right people.

# 5 Do research to determine what channels your customers are on

The final step is to nail down where your customers are so you can reach them. To do this, study the information you've gathered from your existing customers. How did those customers hear about you? What were the results of your previous ad campaigns? Survey your customers or potential customers to learn about their habits. For an omnichannel strategy, this should include online and offline contact points with your customer.

## Ways to gather consumer insights

Surveys	Search	Analytics
Survey your customers periodically. Utilize audience segmentation to compare different audience types. For example, new customers, seasoned customers, age ranges, gender, average order value, etc.	Google for your brand and check out social channels like Facebook, Reddit, and Twitter to see what your customers are saying. Keep an eye on industry review websites for even more insight.	Set up Google Analytics and Google Search Console on your website to find out what your customers are searching for to find you. It is also helpful for figuring out the sources of traffic to your website.

## Examples of customer touchpoints

Online	Offline
<ul style="list-style-type: none"> <li>• Search engines</li> <li>• Marketplaces</li> <li>• Ad channels</li> <li>• Online forums</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Brick-and-mortar locations</li> <li>• Tradeshows and events</li> <li>• Mailers</li> <li>• Outdoor advertising</li> <li>• Flyers</li> </ul>

# 6 Make sure your brand is available wherever your customers are

Once you've established who your customers are, it's time to evaluate what channels to sell on. Establish a plan before you jump in.

“Anywhere someone wants to look for me, can they find me there? Or do they know how to find me somewhere else? You don't have to be on every channel, but you need to have an intentional strategy about the channels you're on.”



Sharon Gee  
BigCommerce



# 7 Evaluate your business' strengths and weaknesses

“A couple of the pitfalls we see are, one, people don't identify what their strengths are and how to play to them, and two, they don't identify their weaknesses and figure out how to address them in building their channel strategy.

Your channel strategy should consist of knowing:

- Where you should be selling
- What you should be investing in based on the resources you have
- What kind of brand you are
- Where your shoppers are

For example, if you sell coffee filters, do people have a lot of brand loyalty around that product, or is that more about ensuring competitive pricing and differentiation on channels like Amazon? You need to be honest with yourself about what your value propositions are and where people will buy your products and become your loyalists.

The main issue is that people don't do the work to understand where their communities that actually want to buy their products are, and then invest in those channels.”



**Sharon Gee**  
BigCommerce



**Many brands are getting ahead of themselves because they are influenced by all the content that's out there. They watch a really cool video or read an article about a specific marketplace, and think it's amazing and decide right then and there, that's the next thing they're going to do. They're jumping in and not doing any of the key research needed to succeed on these new channels.**



**Liz Downing**  
Teikametrics

# 8 Be strategic: don't launch everywhere all at once

“It is incredibly difficult to launch on all of your marketplaces at the same time. First, analyze your data on the marketplaces where you're currently selling and then ask yourself:

- Where are you successful?
- Where do you see gaps?
- Where do you see opportunities for improvement?

Take this information and see how you might grow in a new marketplace. There's so much to look at. Not just pure ad spend, but also what influencers are there? What categories are performing better on Instagram, on Etsy, or on Wayfair? It's a challenge because there's a lot of data missing. There aren't a lot of integrative platforms that can pull in all of that data and help you make good decisions about where you should go next.”



**Liz Downing**  
Teikametrics

## Example brand: Mario's custom cake toppers

Where are you successful?	Where do you see gaps?	Where do you see opportunities for improvement?	Potential new marketplaces
Etsy, Amazon	<ul style="list-style-type: none"> <li>• Not reaching new customers</li> <li>• Customers aren't aware of my full catalog</li> </ul>	<ul style="list-style-type: none"> <li>• Better social media presence</li> <li>• Update website with educational content</li> </ul>	<ol style="list-style-type: none"> <li>1. Instagram</li> <li>2. Pinterest</li> <li>3. TikTok</li> </ol>

# 9 Maintaining brand control vs. reaching new customers

Should every company sell products on third-party marketplaces?

On one hand, marketplaces provide access to more customers, new revenue, and habit-forming shopping experiences; on the other hand, sellers lose some control over their data, marketing, and margins.



## Maintaining brand control



The biggest pushback we see is from the D2C side, because they want control over where their product is going, and they can control their own website. On marketplaces, they lose some say in their own brand, they also lose potential margins—which is a fair concern, and I think if that fits with their business mission, then it might not be accessible to them.



Kirstin Johnson

vs.

## Reaching new customers



People are shopping on a marketplace regardless, so they're just not going to buy your product if you aren't there. Yes, you lose out on the customer data, but you also lose out on a purchase. Yes, you lose out on some ability to retarget, but you're also potentially hurting searches for you as well. Maybe they'll find out about you on Walmart or Amazon organically. So you could be missing out on an educational tool and a purchase tool.



Kirstin Johnson

# 10 Remember that testing is worth the investment

“Testing allows you to really understand where you are most successful at attracting the highest quality customer. If you’re only on a few channels, look at channel expansion in order to find ways of educating newer people about your brand. You’re not going to immediately see the returns, but it’s a trickle-down effect. It may feel like you’re only educating customers in one place, but it impacts the overall funnel.”



Kirstin Johnson

## Brand lift studies

### ECOMMERCE DEFINITION

Brand lift study: a study that works to determine the impact of certain channels on the volume of brand queries, brand search terms, and overall consumer perception of your brand.

“A brand lift study is not a one-size-fits-all solution; however, it is an incredibly helpful tool when it comes to omnichannel. The study can be as simple as using a larger funnel area, like YouTube. You would then dedicate your entire ad spend budget over a specified time period to YouTube and review the lift across the board.

In your analysis, you should look first at ‘What is the top line revenue impact,’ and then drill down to ‘How many more people are searching for this brand content?’

It generally varies on the timeframe, but you want to see the pre- and post-campaign data to understand

the impact of pushing one channel and how that impacts all of your other channels.”



Kirstin Johnson

## Staggered testing strategies and analyses

“In an ideal scenario, you would add one platform at a time, starting with what is expected to have the greatest impact.

For example, you begin with Google Search because it’s the greatest intent—it’s direct-response marketing. You begin by investing in Search and see what happens, paying close

attention to the results. Are we attributing accurately? Is what we’re seeing on the business side identical to what’s being reported on the digital analytic side?

Once we’ve established a baseline with your initial channel, you can select an additional channel. So from Search, you can move to social media to

try and prospect and find more audiences or retarget individuals that found you on Search and didn’t make a purchase.

The best approach to understanding your omnichannel mix is going to be by staggering your investments and doing one after another to measure the overall impact.”



**Tellef Lundevall**  
Accelerated Digital Media

# 11 Omnichannel attribution is difficult, so the results should be viewed holistically

### ECOMMERCE DEFINITION

**Digital attribution: The tracking of an event (or series of events) that contributes to a specific marketing result.**

“Calculating and monitoring the effectiveness of each channel investment presents a significant business opportunity. The easiest way you can start is by looking at how much money you spent and comparing it to how many sales you made. In doing so, you’re not

going to know exactly which channel is most effective, but you’re going to get an idea from doing a pre- and post-analysis, comparing one week to the next or one month to another month. As you compare the data from these two time periods, you should ask yourself:

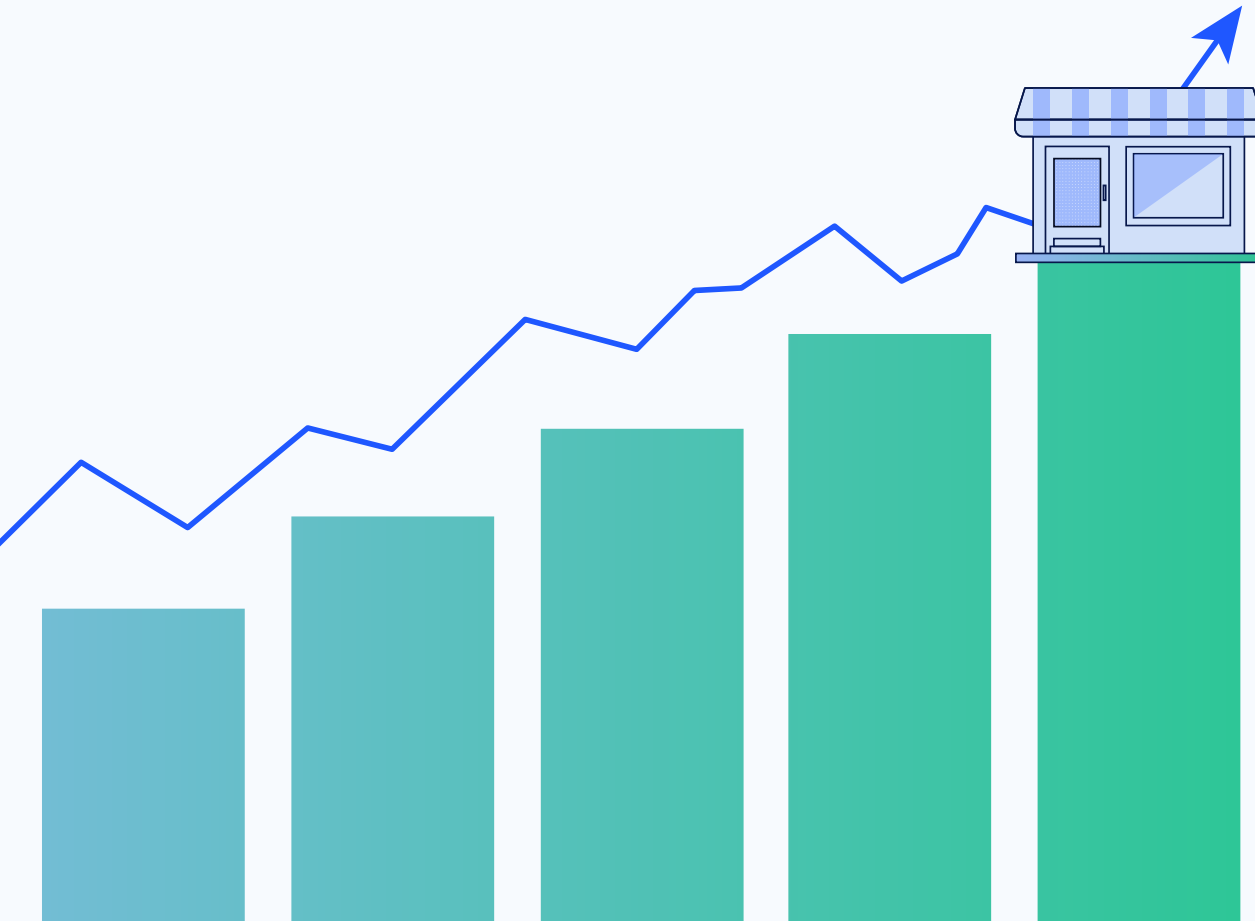


- As you increase your investment in X channels, what happens to overall performance?
- As you decrease your investment within Y ads, what happens to overall performance?

This analysis is simple but can be an effective way of calculating multi-touch attribution, or just overall attribution, in the digital space.”



**Tellef Lundevall**  
Accelerated Digital Media



It is important to remember that your brand has a lot more recognition by the time you onboard that third social media channel. You might think that the last channel added is having a massive impact, but really you are forgetting to factor in that people are already talking about your brand because of the growth of your previously added channels.



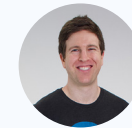
**Tellef Lundevall**  
Accelerated Digital Media

# 12 Invest time and resources in high-quality product data

Data is the backbone for essentially every process in an omnichannel model, and the better your data is, the better your chances are of succeeding.

“Whether you’re selling on marketplaces or creating product ads, you need a foundation of high-quality product data to unlock the full potential of your listings. With better data, you

can increase consumer confidence in your listings, make them more search relevant, and improve your performance metrics, too. Data optimization is a fundamental tool for ecommerce growth.”



**Brian Roizen**  
Feedonomics

# 13 You need unique catalogs for every channel

Each channel has specific product data requirements. Product catalog templates for Google, Amazon, and Walmart have different schemas, and the channels themselves have a lot of variation across their product categories. This means that the catalog requirements for

listing a barbecue grill are different from a bottle of shampoo or a cashmere sweater.

Taking the time to gather the required data gives you the freedom to quickly expand to new channels as you grow.

# 14 Keeping your data up-to-date is just as important as initial feed setup

Once you build your initial catalog, resist the urge to set it and forget it. As you tinker with your assortment, ensure new products meet the data requirements and discontinued products aren’t in the feed anymore.

If you don’t sync your inventory regularly, customers may purchase out-of-stock items on marketplaces, leading to order cancellations and a poor customer experience. And on the advertising side, you definitely don’t want to waste ad spend on products that can’t be purchased.

# 15 Filling in as many product attributes as possible promotes product discoverability

There are best practices and recommendations you can follow to set your listings apart, and they're worth doing. Let's put it this way: no channel generates better results with less product data. According to Google Merchant Center support, "providing all relevant attributes for a product increases

its chances of showing for the most relevant search queries."<sup>6</sup>

Filling in as many product attributes as possible also safeguards your performance when what was once a recommendation becomes a requirement.

"All marketing channels and marketplaces periodically update their catalog requirements. They usually have a grace period for merchants to get up-to-date, but if you're doing your catalog management in-house and only had the original required attributes filled out, it throws a wrench in your plans when you suddenly need a developer to add newly required data for thousands of products. It's better to fill out as many attributes as possible when you first create your listings, even if they're not required. "

**Brian Roizen**  
Feedonomics



6. Provide high-quality data - Google Merchant Center Help. (n.d.). Google Help. Retrieved July 28, 2022, from <https://support.google.com/merchants/answer/188489>

# 16

## Error resolution and prevention go hand-in-hand

Some listing errors are simply unavoidable. Virtually every channel flags products that violate its policies or data requirements and prevents them from being published. Don't leave money on the table; address the errors as quickly as possible and get your products live again. It's important to stay on top of those issues by monitoring the status of your products regularly.

Don't just treat the symptoms of a problem. Figure out the root cause of your feed/data issue and save yourself the time of contacting customer support for each new channel you expand to. It's often the case that an error is affecting groups of similar products.

### KC: Retaining your customer

# 17

## Keep customer retention in mind at all points of the customer journey

Acquiring a new customer costs far more than retaining an existing customer.<sup>7</sup> Thus, it is important to foster the customer relationship long after the product has been delivered.

7. Mourchad, O. (2022, January 8). Customer Acquisition Vs Retention: 2022 Guide » Digital Next ©. Digital Next. Retrieved July 28, 2022, from <https://www.digitalnext.com.au/customer-acquisition-vs-retention/>

“Of course, reaching new customers is essential, but the end of the customer journey is just as important as the start. The omnichannel journey should be a cyclical process that feeds into itself. To achieve this, you should work to understand how you

are attracting your customers and all of the necessary touchpoints you should be at to keep these customers coming back.”



Kirstin Johnson

# 18 Utilize remarketing to connect with your current and potential customers

Remarketing, sometimes called retargeting, is a widely practiced digital marketing strategy that helps brands utilize their customer data to re-engage users that have confirmed interest in a brand or show an affinity for a product and related products.

Remarketing campaigns are available on most ad channels and marketplaces. To implement remarketing on ad channels, you may need to place a tracking pixel or code on your website. This code downloads a cookie to your website visitors' or shoppers' computers and tracks their

interactions with your brand. These cookies help build your remarketing audience. Marketplaces often track this information automatically.

## Remarketing campaign strategies

### Re-engage visitors with abandoned shopping carts

As mentioned previously, remarketing an item left in an online shopping cart is an excellent way to nudge the customer toward a purchase. To implement this, Google suggests you set up an audience data segment to target “website visitors of a page who did not visit another page” and specify your shopping cart page and the URL of the final order confirmation page.<sup>8</sup>



8. 19 strategies for increasing your Audience reach and improving conversions - Google Ads Help (n.d.). Google Help. Retrieved July 28, 2022, from <https://support.google.com/google-ads/answer/2476691#zippy=%2Cre-engage-visitors-with-abandoned-shopping-carts>

## Remarketing campaign strategies (cont.)

### Upsell or cross-sell to existing customers

---

If your customer is a fan of one of your products, they may have an interest in the rest of your catalog. Creating an audience of converted customers is an excellent way to target shoppers who have already invested in your brand.



### Decrease the duration of your data segment to target your most recent visitors only

---

Striking when the iron is hot is an effective way to hold the attention of your potential customer. Targeting visitors who have recently viewed your website or product listing increases the likelihood of your customer recognizing your brand and returning to purchase.



Remarketing benefits



**Remarketing supports brand recognition across channels**

Digital advertising is competitive with so many brands vying for consumer attention. Remarketing reinforces brand recognition, encourages brand loyalty, and helps you stay top of mind—one of the main goals of omnichannel.



**Remarketing improves ad relevancy**

Consumers prefer ads that are relevant to them, and 70% say it's important for brands to provide personalized experiences.<sup>9</sup> Targeting customers already engaged with the brand or specific types of products improves the likelihood of conversion and enhances their experience with the brand overall.



**Remarketing yields a higher return on investment (ROI)**

Remarketing campaigns segment your audience into smaller, more focused groups. Marketers can effectively distribute their ad spend to users more likely to convert.

**91%**

of consumers are more likely to shop from brands that recognize, remember, and provide relevant offers and recommendations.<sup>5</sup>

**70%**

of consumers say it's important for brands to provide personalized experiences.<sup>9</sup>

5. Personalization Pulse Check. (2017, October 31). Accenture. Retrieved July 27, 2022, from [https://www.accenture.com/t20171031T052156Z\\_\\_w\\_/us-en/\\_acnmedia/PDF-34/Accenture-Pulse-Check-Dive-Key-Findings-Personalized-Experiences.pdf](https://www.accenture.com/t20171031T052156Z__w_/us-en/_acnmedia/PDF-34/Accenture-Pulse-Check-Dive-Key-Findings-Personalized-Experiences.pdf)

9. Shifts in Consumer Shopping Habits: Authenticity, Personalization and the Power of UGC. (2021, 8 1). Nosto. Retrieved July 28, 2022, from [https://www.nosto.com/wp-content/uploads/2021/08/Stackla-Post-Pandemic-Shifts-in-Consumer-Shopping-Habits-Data-Report\\_FINAL\\_compressed.pdf](https://www.nosto.com/wp-content/uploads/2021/08/Stackla-Post-Pandemic-Shifts-in-Consumer-Shopping-Habits-Data-Report_FINAL_compressed.pdf)

# 19 Strengthen the relationship with your customers using loyalty programs and incentives

A free sandwich punch card, a gift when you spend \$500, or a discount after referring a friend are all examples of loyalty programs. Building out a loyalty program is a great way to retain customers.

**Seventy-five percent of US companies with loyalty programs generate a positive ROI.<sup>10</sup>**

However, brands need to be cognizant of making their consumers dependent upon certain incentives. Offering sales promotions left and right can be detrimental to your ecommerce goals.

“Loyalty programs ultimately boil down to the brand type and how it wants customers to perceive and identify the brand. You are treading a fine line between offering different perks that incentivize customers to come back and being a sales-heavy brand.”



**Donny Nordmann**  
Amazon



**75%** of US companies with loyalty programs generate a positive ROI.<sup>10</sup>

10. Building the Case for a Loyalty Solution. (2020, April). Retrieved July 28, 2022, from <https://www.oracle.com/a/ocom/docs/dc/em/building%20a%20case%20for%20a%20loyalty%20solution.pdf>



# 20

## The post-purchase experience needs to be seamless, too

“Omnichannel isn’t just a front-end experience. A consumer’s interaction with you is not confined to the shopping and checkout flow. Their total omni experience also includes the wait time and transparency in the delivery process, when they’re unboxing the product or troubleshooting, when they need help setting it up, or if they need to process a return. All of those post-purchase events need to have that same seamless brand experience. Omnichannel is that unified experience that works no matter the channel the consumer chooses to interact with you through.”



**Luke Yamnitz**  
Avalara

# 42%

of customers say a seamless customer experience across channels is a top priority when considering doing business with a company.<sup>11</sup>

Having an easy way to manage your orders and interact with your customer throughout the purchasing process is an integral part of achieving omnichannel success. Staying aware of potential blind spots in your customer service strategy is an excellent way to ensure that the customer journey is focused on what’s most important: the consumer.

11. Gammons, L. (n.d.). Experiences Customers Want. Wunderman Thompson. Retrieved July 28, 2022, from <https://www.wundermanthompson.com/insight/experiences-customers-want>

# 21

## You need to invest in people to get the most from your tech

A successful omnichannel model relies on more than smart technology investments. The people who use the technology or analyze its results are an integral piece of the puzzle.

“You can buy the shiniest piece of technology on the block, but if you don’t have a path to make sure that it’s going to be properly adopted by the employees who have to use it, that’s going to be a big obstacle in the long run that ultimately devalues your investment.”



**Luke Yamnitz**  
Avalara

# 22

## Training your team makes all the difference when it comes to mastering omnichannel

Although you can take your business to great heights by adding new omnichannel capabilities, you also have the potential to hurt your brand if you don’t implement changes correctly. Training your team is extremely important.

According to Microsoft’s “Global State of Customer Service” report,

**35%** of survey respondents said that a company representative’s lack of knowledge or inability to resolve an issue ranked as the most frustrating aspect of poor customer service.<sup>12</sup>

12. Global state of customer service. (2020, August 18). Microsoft Corporation. Retrieved July 28, 2022, from [https://techresearchonline.com/wp-content/uploads/white-papers/Global\\_State\\_of\\_Customer\\_Service\\_Report\\_AU\\_20200818.pdf](https://techresearchonline.com/wp-content/uploads/white-papers/Global_State_of_Customer_Service_Report_AU_20200818.pdf)

# 23

## Be open to outsourcing new initiatives to a team of experts

In addition to getting your internal teams onboard, it's important to recognize the areas where you lack the in-house resources and expertise to manage an aspect of your business effectively. It's unrealistic to think that one company should build and master every tech component or strategic initiative on the horizon. In many instances, it's better to find experts that can hit the ground running.

"I think it's important to have a human element that really understands these platforms, understands how to navigate them, and is able to analyze the data and make decisions off of that."



**Tellef Lundevall**  
Accelerated Digital Media

# 24

## Factor in the ability to scale your business when determining your omnichannel strategy

Scaling your business is much easier said than done. Scaling too fast can lead to product data errors, fulfillment issues, unexpected fees, and poor customer service. Several moving parts must be accounted for to achieve omnichannel success.

"Finding synergistic partners can help a business scale really quickly and sustainably. You'll find that many of the problems your business is facing have already been solved. If your area of expertise is manufacturing and selling shoes, for example, then it's not an effective use of your time or resources to try to become an advertising agency on the side or build an order management system from scratch."



**Brian Roizen**  
Feedonomics

# 25 You need to have a handle on your logistics strategy

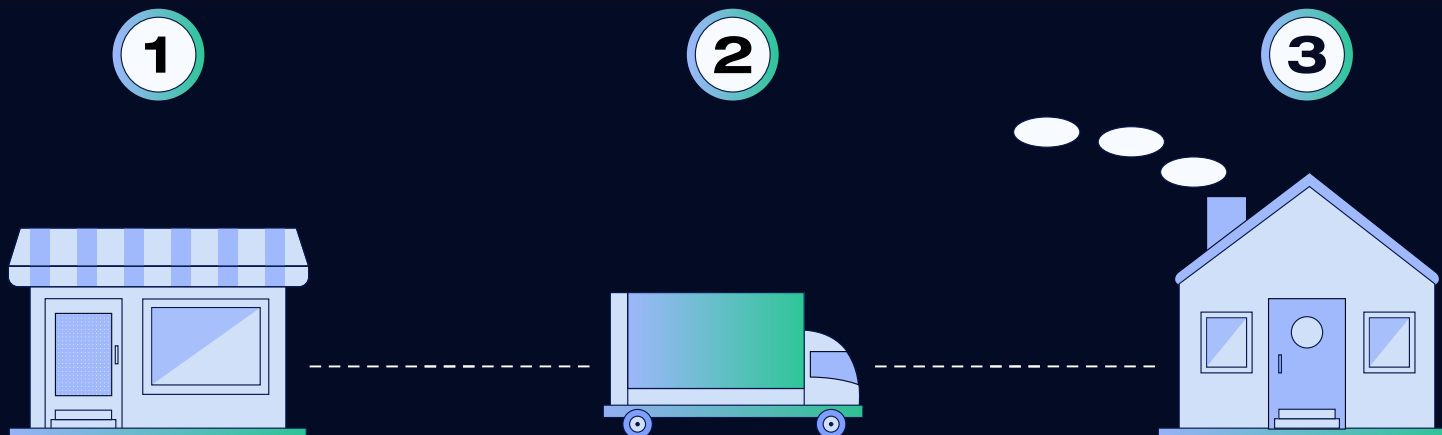
“The expectations for prompt delivery and easy returns have only increased, even as the supply chain is strained and more people are shopping online. Shoppers don’t only compare prices. They’re looking at delivery speed, cost, and reliability based on customer reviews. There are many options for businesses to improve their efficiency. If you don’t find a reliable way to automate the fulfillment process and keep up with an increased order volume or consumer expectations, you’ll cede ground to competitors who can.”

Ensuring you have the product in stock when a customer clicks “add to cart,” or having a system in place to get that product to their door, calls for proper logistics management.

To successfully execute the logistics side of omnichannel, you should consider your order fulfillment process.



**Brian Roizen** Feedonomics



## Marketplace fulfillment vs. self-fulfillment

Many major marketplaces offer fulfillment options to their vendors. Using their fulfillment services takes the hassle out of shipping your product and can guarantee your customers receive their shipment in a timely manner, but you must meet the marketplace’s requirements and pay a fee.

Though it may seem like an easy decision to utilize marketplace fulfillment, there are a few drawbacks. In addition to meeting specific requirements, you are at the mercy of the marketplace’s fulfillment terms of service.

In response to the pandemic, Amazon temporarily altered its fulfillment terms by prioritizing specific household staples and medical supplies.<sup>13</sup> Other sellers using Fulfillment by Amazon (FBA) were left powerless when it came to delivering products to their customers.

## Pros and cons of marketplace fulfillment

Pros			
It's easy	Customer familiarity	Reliable shipping	Easy returns
The marketplace handles order management, picking, packaging, and shipping.	Customers often select items fulfilled by a marketplace for a uniform shopping experience.	Access to the marketplace’s national and international warehousing and shipping network.	Returns are handled directly through the marketplace.

Cons		
Dependence	Restrictions	Fees
Brands risk being dependent on the marketplace’s fulfillment service.	Brands must follow specific guidelines and requirements.	Warehousing fees take a percentage of your profits.

13. Temporarily prioritizing products coming into our fulfillment centers. (2020, March 17). Amazon Seller Central. Retrieved July 28, 2022, from <https://sellercentral.amazon.com/forums/t/temporarily-prioritizing-products-coming-into-our-fulfillment-centers/592213>

# 26

## Diversify your warehousing fulfillment

“When using a fulfillment service, you have to be really smart about how you manage your inventory. You have to have just enough, but not too much, and make sure your sell-through rate is right where it needs to be.

For sellers utilizing FBA, for example, a smart strategy is to keep some inventory someplace other than Amazon. If there was a problem at

Amazon—if there is some storage limit at Amazon that would throttle their business or similar—sellers could change their listings to merchant-fulfilled and self-fulfilled, doing whatever they can to get the product in customers’ hands, even if they are unable to ship out of Amazon.”



**Liz Downing**  
Teikametrics

Self-fulfillment is how many ecommerce brands begin. The business retains full control over warehousing, packaging, and shipping standards. Unfortunately, unless planned for, it can become increasingly difficult to continue with a self-fulfillment strategy. Shipping thousands of items as a small team can be overwhelming, and the added pressure to compete with marketplace fulfillment services can increase overall costs.



It’s important to have a supply chain contingency plan. If you’re in a situation where you can’t ship your products anywhere because they are trapped in a container that’s 30-deep at the LA port, what can

you do? A couple of options are to get that exact same product manufactured somewhere else, or make sure you have enough product in a warehouse or 3PL that you can do business with. These plans can be expensive,

but it is more costly to have all of your inventory tied up off the coast with no way to get it to your customer.



**Liz Downing** Teikametrics

## Pros and cons of self-fulfillment

Pros		Cons		
<b>Lower start-up cost</b>	<b>Total control</b>	<b>Labor intensive</b>	<b>Difficult to scale</b>	<b>Expensive to compete</b>
No fees or restrictions needed to ship your product	You maintain complete control over how your product is stored, packaged, and shipped.	Picking, packaging, and shipping falls to you.	The more you sell, the more labor is needed to maintain your business	Customers have grown to expect speedy shipping. You are competing with marketplace-fulfilled items that offer expedited delivery options.

# 27

## Understand the different taxes and fees that may apply to your ecommerce business

If you are only selling in the United States, you are no stranger to the varying tax rates of each state. When you begin to expand your business internationally, you need to be aware of the different taxes and shipping fees (and potential duties) that can come with expansion overseas.

It's a good idea to work with a tax consultant early on and find accounting software that gives you an automated way to look at your finances. You should have a clear sense of your tax liability and profitability before you make any big changes or commitments.

# 28

## Localizing your data is essential for expanding to an international market

When expanding your marketplace reach to other countries, product data localization is essential. You cannot simply upload the same exact data you are using to promote your product in California to a marketplace in France and expect perfect results.

“When expanding to an international audience, there are many things to consider:

- Are your listings translated correctly?
- Are your products priced correctly, taking into account your monetary exchange rate?
- Have you done localization research to know if your product could be successful in that country?

Even if you have completed all the paperwork and have your supply chain and fulfillment figured out, if you’re not armed with the data you need to see how you might be successful and what your strategy might be, you’re basically flying blind.

Your product photography and the way you describe your products on an international marketplace might be different. Depending on where you’re going, you might want to be more flowery in your descriptions. It just depends on where you’re looking to sell and how you’re looking to expand your reach.”



**Liz Downing**  
Teikametrics





## 29

## Automate product synchronization and order management for sustainable growth

Inaccurate inventory across channels can hurt the customer's shopping experience and result in canceled orders, delisted products, and a poor seller rating. By expanding to several marketplaces, you run the risk of overselling if you don't synchronize your inventory frequently.

Unfortunately, it's nearly impossible to update your data in real-time, because marketplaces and ecommerce platforms need time to process every change in your inventory. Fortunately, better technology includes safeguards for protecting your data in the interim.

Managing orders is no different. To make your growth sustainable, reduce human error as much as possible and integrate your systems so you can streamline the movement of data through your fulfillment workflow. Long-term goals often fall to the wayside when a new set of problems requires micromanagement.

“As your product catalog grows, the time required to update your listings increases—this is true even for automatic processing, though, it's much faster than a manual upload. Sometimes there's a misconception that all automated tech is equal, but it's not. More sophisticated feed solutions can automatically retry an export if it times out, set thresholds for anticipated inventory, notify you if the source data is missing, and apply inventory buffers that protect your listings from being oversold between stock updates.”



**Brian Roizen**  
Feedonomics



**Many times a company wants to prioritize its marketplace expansion, so they put somebody in charge of that growth—an ecommerce manager, revenue officer, marketing or marketplace specialist. But their data setup isn't scalable, so suddenly that person is no longer focused on growth, they're focused on managing the seller portal of Amazon every day, calling customer support, canceling orders for missing warehouse stock. As they grow, those problems multiply, and they've gone from strategizing to simply trying to stay above water.**



**Brian Roizen** Feedonomics

# Tech solutions

Modern businesses have the luxury of choosing from many solution providers that are built to work together. Of course, some solutions may overlap in function, whereas others are specialized to overcome a particular challenge. As long as you find a streamlined way to address each need, you're in business.

“We know you need partners in these categories: channels, marketing, operations, and fulfillment. How you choose to architect them is based on your use case and needs—from self-serve-simple all the way through complicated, partner-powered integrations for enterprise merchants.”



**Sharon Gee**  
BigCommerce

Since technology holds your entire operation together, we've outlined the main components of an omnichannel tech stack.



### Ecommerce platform

An ecommerce platform serves as the source of truth for your product data and connects customer data to the business as well. An ecommerce platform allows you to add products to your store, manage your ecommerce website, and integrate with additional shopping channels. It also functions as a business hub: you might use it to forecast sales, connect with drop shippers, create reports, set up shipping rates, and more.



### Enterprise resource planning (ERP)

ERP systems help businesses manage their back-office functions, like operations, inventory tracking, manufacturing, invoicing, payroll, and business intelligence features. Since an ERP is built to address a variety of administrative business needs for many industries, it may have fewer customer-facing ecommerce applications, but can be integrated with other systems.



### Order management system (OMS)

An OMS supports your fulfillment efforts, inventory management, and sales tracking, and connects customer data to the business. It is where you can manage returns, process refunds, and unify your order processes.

“An order management system is absolutely essential for omnichannel success. If you truly want a single source of truth for all available-to-sell inventory, all orders-in-flight, and all historic orders no matter where they came from, that data must go through—and be orchestrated from—a central location.”



Luke Yamnitz Avalara

### Data feed management

A data feed management platform is the bridge between your product data source and the ad channels or marketplaces you want to list products on. These platforms make it easier to optimize your product catalog according to the requirements and best practices for each shopping destination. A feed management platform often has direct integrations with hundreds of channels and helps ensure that product, order, and inventory data are synced across all of your platforms and systems.



### Tax and accounting



“Accounting is a boring topic that nobody really wants to hear about, but if you don’t have clear insight into your financials and you don’t know if you’re being profitable, you can lose a whole lot of money. And then there’s tax. It’s different everywhere, even if you’re just selling in the United States. You’ve got state and excess taxes and a whole load of complications just selling on Amazon.com in the US. So when you think about selling internationally or selling on different marketplaces, you have all of these taxes to think about, and an automated tax software can help you see everything and understand what your tax liability is.”



**Liz Downing** Teikametrics

### Advertising automation

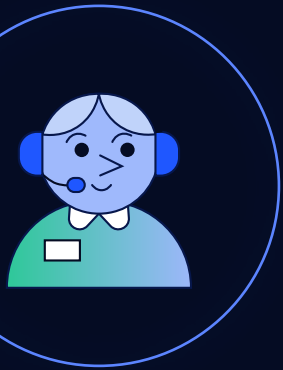


“It’s really helpful to have advertising automation software so that everything’s going to one place and all of your marketplaces are rolled into it. You can see how much you’re spending on advertising, your margin, your targets, and your opportunities. These are the keywords you’re wasting money on, here are the keywords you should be targeting on this marketplace. Here are your main competitors and what they’re doing. All of those insights to help you understand how you’re going to beat your competition can be found and addressed through your advertising efforts.”



**Liz Downing** Teikametrics

### Customer service



When customers have a problem, are they able to communicate with you and quickly get routed to a knowledgeable representative? A help desk, live chat, or ticketing system that connects to your customer data ensures nobody drops the ball and the customer feels supported.

### Payments and fraud security



An integrated solution for payments simplifies your omnichannel transactions, especially if you’re offering online-to-offline options or financing. And you always want to provide a secure checkout process, not just for your customers, but for your business as well. Fraud detection technology identifies suspicious behavior to prevent chargebacks and other losses.

# Omnichannel predictions for 2022 and beyond

We've highlighted the major considerations ecommerce retailers should be aware of as they start their trek towards omnichannel. But now we ask, "What lies ahead?"

Our experts gave their best predictions for what businesses should have on their omnichannel radar in the next couple of years.

## Interoperability and location-specific inventory will be the key to success

"The interoperability of systems to ensure you can seamlessly surface location-specific inventory in order to take advantage of new ad units, like Google's LIAs, is going to be totally key for merchants with widely distributed products, such as stores or stockists.

So another trend you're going to see is brands that invest in being able to surface location-specific inventory to channels are going to win, because they're not going to oversell and they're going to be able to use their location-specific inventory and surface it to third-party channels instead of just D2C channels."



**Sharon Gee**  
BigCommerce

## More marketplaces will grow their affiliate programs

"Brands are interested in social selling and leveraging influencers in social media to marry that viral social strategy to an ecommerce platform. Think about the Amazon Associates Program or Amazon Affiliates, or the brand referral bonus—all the programs Amazon has in place to compensate people for driving traffic to Amazon and spurring sales. We're going to see the same thing on all the other marketplaces soon enough."



**Liz Downing**  
Teikametrics

## Social commerce sites will require better data for listing products

“One of the biggest trends we’ll see is the continued rise of social commerce. All of these channels will continue to need more and more data to drive their search and merchandising algorithms. If you haven’t uploaded data in a way that the channel can consume and surface, you’re not going to see performance on that channel.

Think about who has the data to drive advertising with all the product attributes in the world. Who has that already? Amazon, Walmart, and other

marketplaces. So what that means is, social platforms will continue to have higher and higher standards for the data required to list products. It’s going to be harder to list your products on these third-party channels, because they recognize that having that data is what feeds their algorithm to drive their own performance for ROAS and in-channel conversion... There’s going to be a significant focus on quality product catalogs.”



**Sharon Gee**  
BigCommerce

## Shoppable media will continue to grow

“An example of shoppable media is an online article reviewing a specific pair of shoes that, within the body of the article, lets you natively purchase the shoes directly from the brand without leaving the publisher’s page. I think that we will continue to see similar front-end extensions of

multichannel selling continue to grow and grow, especially as new technologies become more affordable, more popular, and more generally adopted. Brands want to expose their inventory in more places, while still being able to control that full omni consumer experience post-purchase.”



**Luke Yamnitz**  
Avalara

## Fulfillment services and networks will expand

“We’re going to see people investing heavily in unifying their operations to support multichannel shopping use-cases and the fulfillment of those orders. This means you’re also going to see those who provide these services—3PLs, or fulfillment services like Walmart Fulfillment Services and Amazon Multi-Channel fulfillment—grow significantly.

Anyone whose business is to go to a place, pick up a thing, and deliver it to somebody—we’re going to see a lot of business development, VC investment, and movement in that space as well.”



**Sharon Gee**  
BigCommerce

## More tools are on the horizon: creative tools to enable creators to make more content...

“Huge armies of engineers at the large tech platforms are all figuring out how to enable creators to leverage their technologies to create content. They recognize they’re the people who can influence the purchase of products. They’re the ones generating the content. These platforms are creating more and more tools for creators to do just that. Tools for creators that allow them to do things like live stream or make videos are going to be a massive area of investment that we’ll see over the course of the next couple of years.”



**Sharon Gee**  
BigCommerce

## ...And analytics tools that will help ecommerce merchants optimize performance

“Some brands make the mistake of moving to multiple marketplaces too quickly without a good strategy in mind and without really understanding how their products are going to perform. A major trend we will see is more services popping up that will help you analyze keyword data and product performance in your particular product category. This way, you can make sure you’re launching on a platform where you’re going to be successful.”



**Liz Downing**  
Teikametrics

It’s clear that omnichannel is the future of ecommerce as well as the retail industry as a whole. Customers expect convenience, and having omnichannel capabilities sets your business up for future success. Those who don’t adapt to these changes will, unfortunately (and inevitably), fall behind.





# Conclusion

Your business might not be ready to unify every facet of its ecommerce operations or expand to every sales channel right away. But you can certainly put the building blocks in place today that make growth scalable down the line. A solid foundation allows you to execute your vision for the long-term; the last thing you want to do is expand your business and introduce a bevy of new problems that have you treading water.

“A phrase that I love using is ‘catching up isn’t keeping up.’ If you’re just investing in lighter solutions, lesser solutions, or homegrown solutions that are basically built on guesses or reactive use cases and not best practices or innovation, then your competitors who are built on more scalable, best-of-breed solution stacks

and who are working with ISVs and integrators that provide white-glove service, will always be ahead of where you are. Light solutions may allow you to ‘catch up’ tomorrow to where your competitors are today, but your brand will never be on that leading innovative edge. I think this becomes a very large temptation—and ultimately an obstacle to real growth—for

brands that are always just focused on minimum viable product. Don’t take the knee jerk reaction and rush to frantically get something live; take time to invest in the right solutions and partners who will scale with you.”



**Luke Yamnitz**  
Avalara

As commerce becomes more sophisticated and even more complicated, companies are forced to learn on the fly. It’s daunting to envision how your business can get to the next level or stay at the top of the pack. Fortunately, with some smart investments and the help of knowledgeable partners, any company can tackle the challenges of today while future-proofing for the unknown.

Would you rather be catching up, keeping up, or leading?



# About Feedonomics

With its leading data feed management platform, Feedonomics helps brands and retailers optimize and list their product catalogs on hundreds of ecommerce shopping destinations around the world. Our full-service solutions for marketplaces and advertising channels automate numerous processes, such as feed setup, order management, and data protection, allowing merchants to focus on other areas of their business. Feedonomics supports thousands of active clients, has integrations with the top ecommerce platforms, and has partnerships with industry leaders, such as Amazon, Facebook, Walmart, and Target Plus.

**[feedonomics.com](https://www.feedonomics.com)**