Online Research Driving Offline Purchase

Insights from a multi-channel study with Görtz
Google/Görtz
Germany, May 2011
Agenda

1. Context and Test Methodology
2. Results
3. Conclusions
Context and Test Methodology
Context

Multiple studies have shown that a significant proportion of consumers research online before buying offline.

Increased store sales

Increased store sales

Purchase of a product researched online

Increased # of visitors to store

Online research and Search Engine Marketing (SEM)

The objective of this study was to quantify the level of, Research Online, Purchase Offline (ROPO), and to benchmark the incremental in-store sales against the online sales generated.

Source: Google/Gortz, Multi-Channel Study, UK, May 2011
Methodology

Relevant Search query triggers the Görtz AdWords Ad without reference to the coupon offer

Discount coupon for €10 displayed on the landing page in cities with a significant store network, redeemable on- and offline during and for one week after the campaign

Tracking of coupons redeemed both on- and offline, and comparison of the offline revenue generated vs. online conversions
Results
ROPO effect: Redeemed coupons

- Significant ROPO effect: For every 100x coupons redeemed through the online shop, a further 51x coupons were redeemed in-store following online research.

On- and offline redeemed coupons

- Online: 100%
- Offline: 51%
- Total: 151%

Source: Google/Gortz, Multi-Channel Study, UK, May 2011
ROPO Effect: Gross sales

• The sales revenues derived from customers who performed ROPO is disproportionately high. For every €1 of sales generated online, another €0.93 of offline revenue is generated.

Gross sales driven by redeemed coupons
Conclusion
Conclusions

1. The results show that consumers research Apparel products online before purchasing offline in a store.

2. Within the final phase of the path to purchase, SEM plays a role in influencing the consumer decision to buy through a store.

3. For every 2x customers who buy online via the webshop, there is around 1x additional customer who buys offline through a store where there is a corresponding store network.

4. The ratio of on- and offline revenues between the webshop and the physical stores is almost 1:1.

5. Where multi-channel retailers have the requisite store presence, SEM is a powerful vehicle to drive both multi-channel sales and generate revenues.
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