



# Lightning Talk | **[Future Beyond Channels]** Crafting Seamless Customer Journeys for Retail Success



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Industry Head of  
Omnichannel Retail  
Google



# Future Beyond Channels

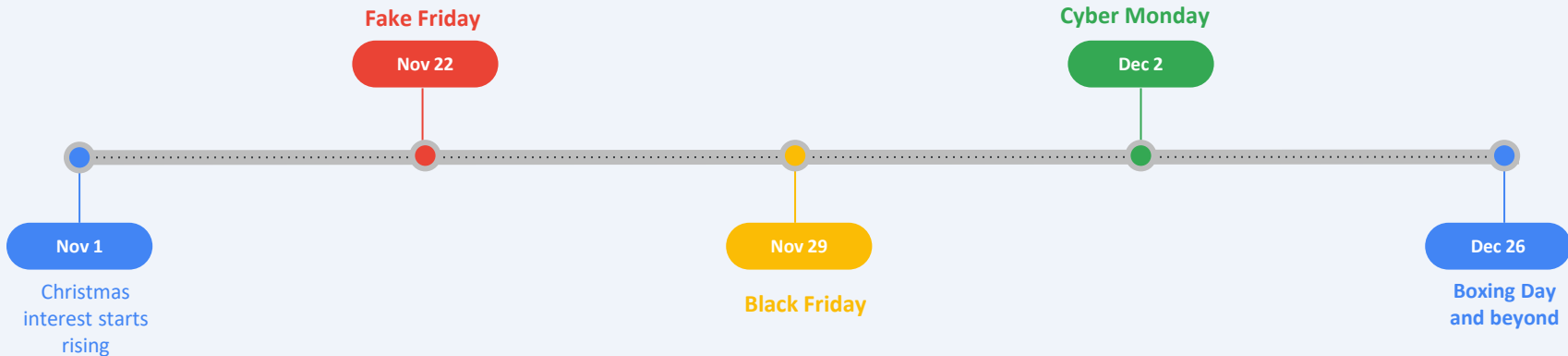
Crafting Seamless Customer  
Journeys for Retail Success

**Sivan Einstein**  
Head of Omnichannel Retail, Google UK





# This holiday season is a **sprint!**



# Black Friday is already here!

Retailers BF deals

Here is a comprehensive look at which retailers offer Black Friday deals, based on the sources provided:

- **Argos** 1 2
  - Argos is promoting Black Friday sales throughout November. 2
  - Their website has a "Black Friday" section advertising "amazing Black Friday deals" across all categories. 2
- **Boots** 3 4
  - Boots has a "Black Friday" section on their website. 3
  - Boots is advertising its "BIGGEST EVER Black Friday" with deals on fragrance, electrical beauty products, premium beauty, baby products, Dyson products, and more. 4
- **Currys** 5
  - Currys has a "Black Friday" section on their website with "deals that floor you". 5
  - Currys is promoting Black Friday deals on Shark floorcare, Samsung OLED TVs, HP ENVY x360 laptops, iPhone 14s, PS5 Pro Consoles, Haier & Hoover fridges, Sony BRAVIA TVs, HP Smart Tank printers, smart TVs, Shark CryoGlow LED face masks, AirPods, Samsung American Style Fridge Freezers, Lenovo Tab Plus tablets, and more. 5
- **JD Sports** 6
  - JD Sports is offering free standard delivery on orders over £70. 6
  - Students get 10% off. 6
- **John Lewis & Partners** 7
  - John Lewis & Partners advertises "Black Friday just got better" deals. 7
  - Deals include savings on select beauty products, tech, TVs, computing, kitchen appliances, Apple products, makeup, and fragrance. 7
- **Marks & Spencer** 8
  - Marks & Spencer does not use the phrase "Black Friday", but their website does feature a large number of sales. 8
- **Next** 9
  - Next does not appear to be running or promoting Black Friday sales. 9
- **Smyths Toys Superstores** 10
  - Smyths Toys Superstores is running "Early Black Friday Specials". 10
  - There are deals on Squishmallows, VTech, and Play Factory products. 10 11

The sources do not contain information about whether the sales advertised by these retailers are specifically related to Black Friday, or whether they are just general sales.

Which retailer has the most diverse selection of Black Friday deals?      What is the maximum discount offered by a retailer on selected fragrance during ...

Close Chat      8 sources      Start typing...      Notebook guide

NotebookLM can make mistakes, so double-check it.



← THE BEST INVENTIONS OF 2024

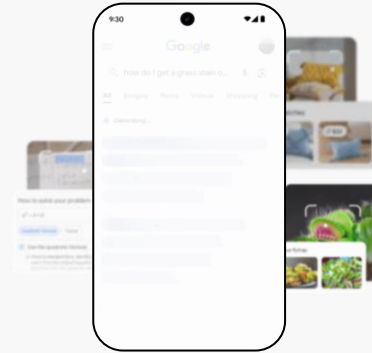
# AI Explains It All

Google NotebookLM

# AI Technology is unleashing the full potential of consumer discovery



New ways to  
**Search**



More useful  
**results**

# Discovery trend #1: Complex made easy

 **15%**

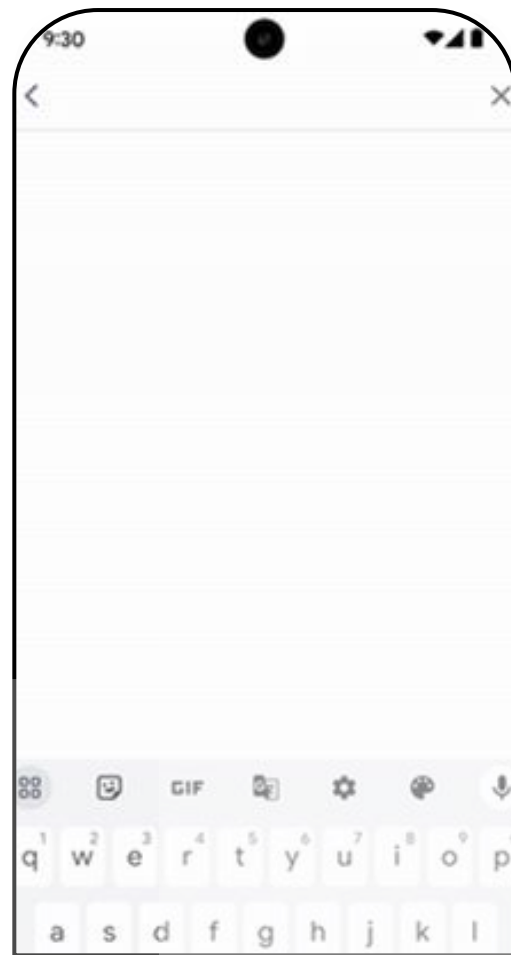
of searches are **new** every day

**5+**

faster than shorter  
queries (1-2 words)



AI Overviews



# Discovery trend #2: Search beyond words

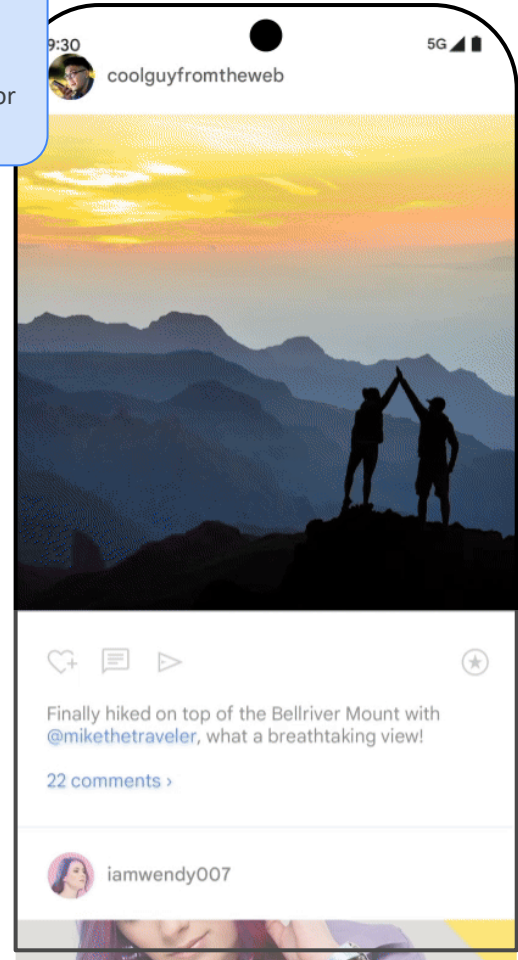
20B

visual searches  
a month on Lens

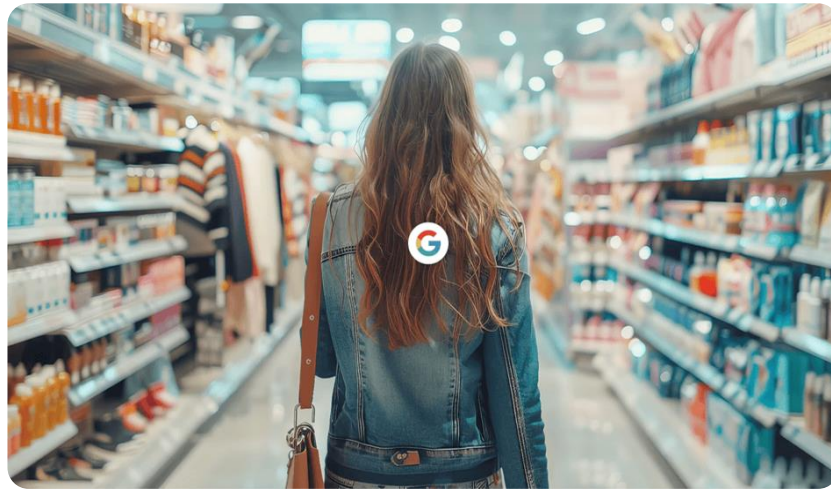
20%

Are shopping related

Circle to Search  
can help you  
quickly identify  
items in a photo or  
video



# Meeting Consumers **Where They Are** with **What They Want**





# #1: Be Present During Discovery

Stores still First

75%

offline sales are still 75% of commerce in the UK

But Online remains Essential

~70%

of shoppers perform research online on specific products prior to shopping in store <sup>1</sup>

But Online remains Essential

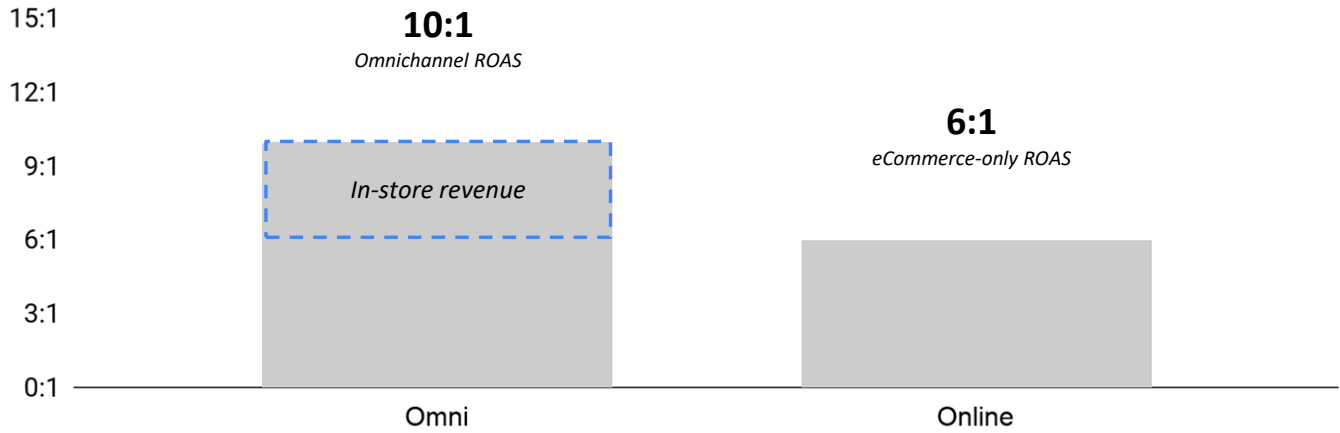
51%

Of shoppers are open to new brands and/or retailers <sup>2</sup>

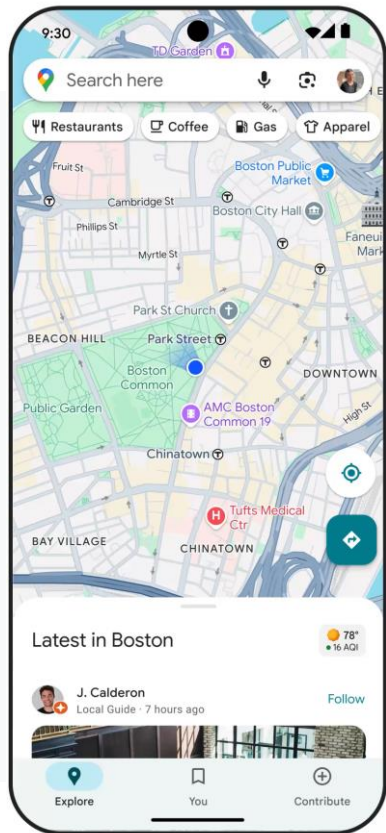


## #2: Test & Measure Omnichannel Impact

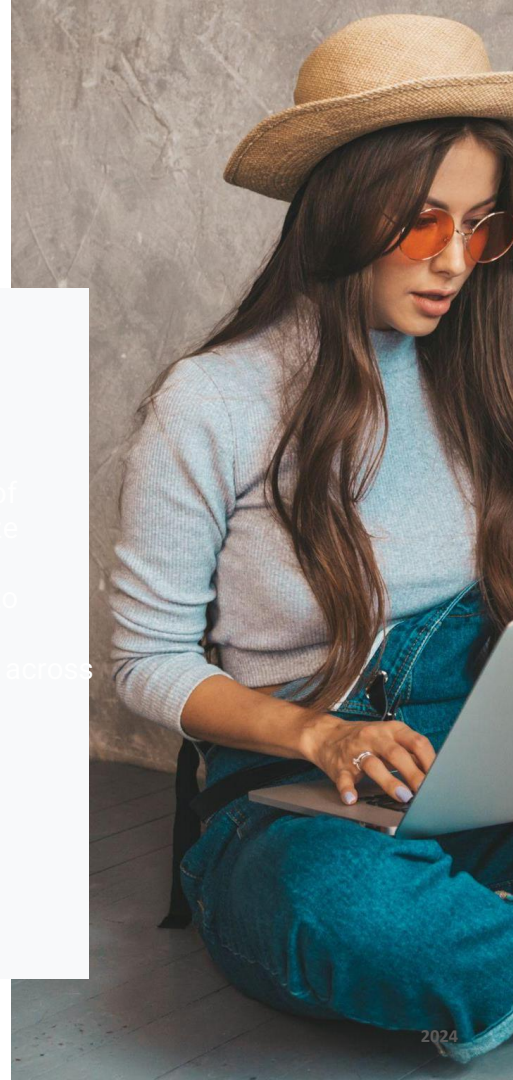
“The true revenue performance of a retailer’s online channel can be **understated by up to 100%**, or even more if not accounting for the influence online has on offline sales.  
(McKinsey, 2021)”



## 2B users every month!

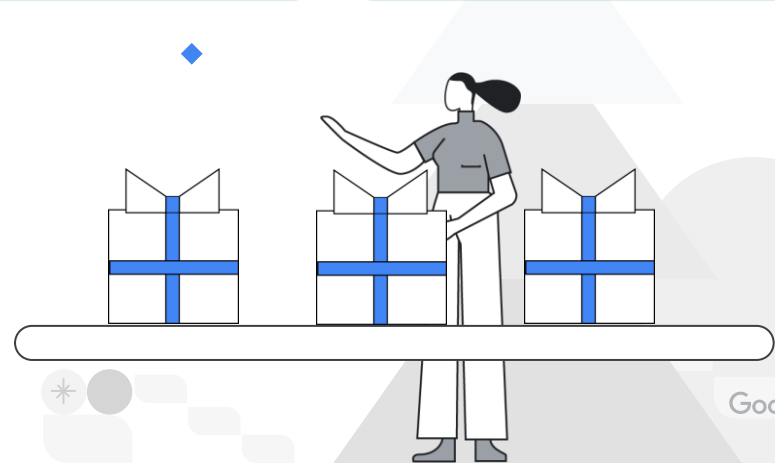
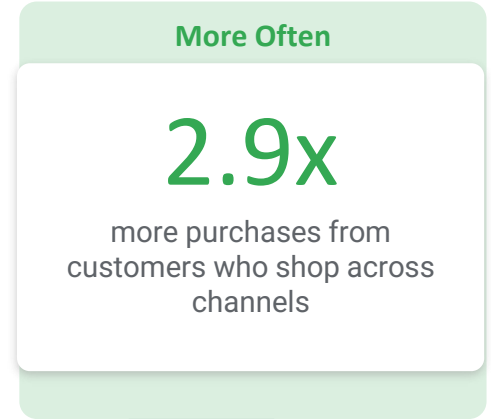
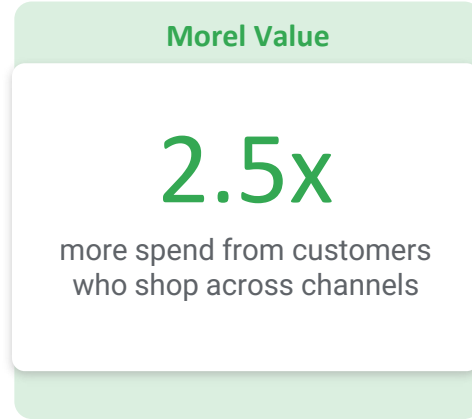


- Report store visits or stores sales of your Google digital marketing
- Measure the offline impact of digital marketing to maximize online + in-store revenue, across all channels
- Use online & offline signals (powered by AI) to capture demand
- Test, test, test



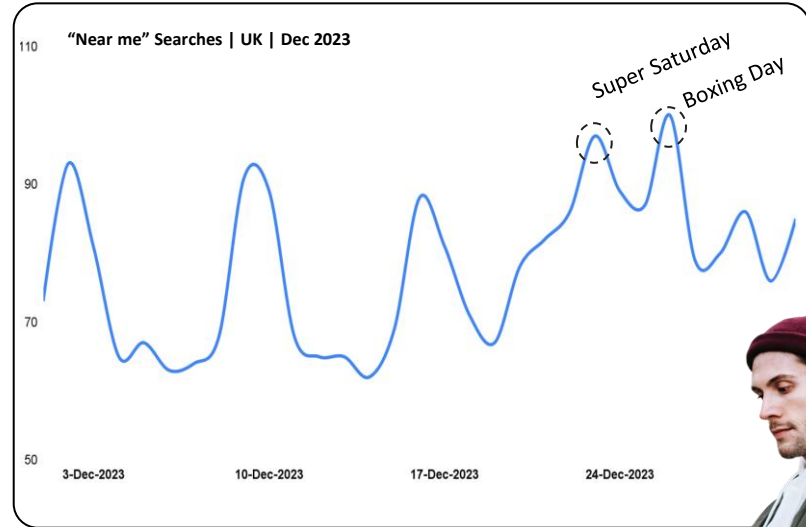
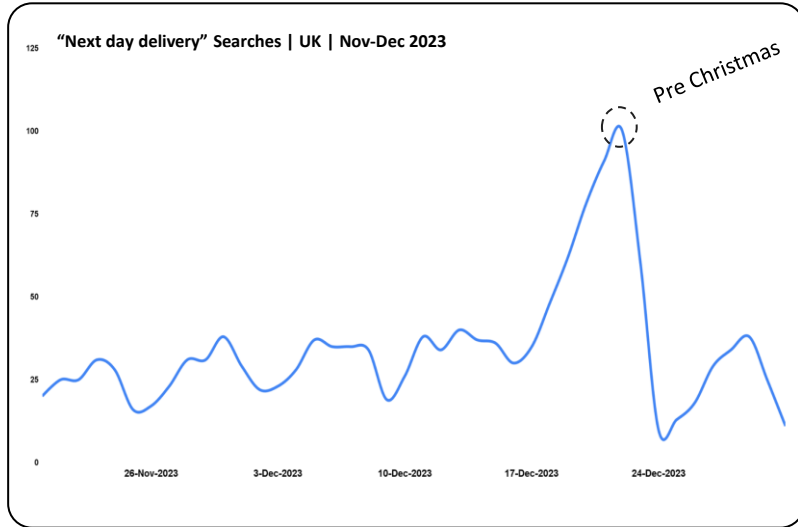
# #3: Know Your Customer & Nurture Loyalty

- Invest in 1PD across channels to understand consumer journeys and their value
- Optimize omnichannel strategies for improved performance and business growth
- Facilitate personalized experiences and tailored marketing messages
- Acquire new customers who resemble your loyal base



## #4: Use stores as your competitive advantage

Drive higher footfall in a shorter span as searches surge with 'next day delivery' & 'near me' in December

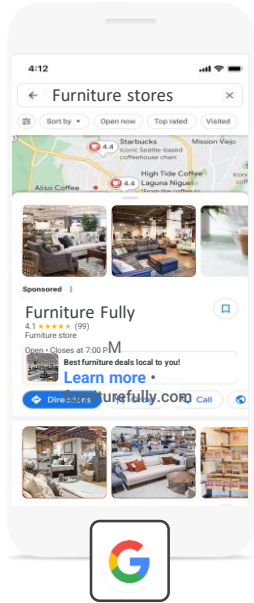


Source: Google Trends Nov-Dec 2023

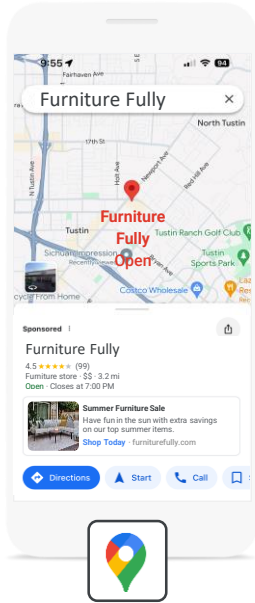


# How? From Click to Bricks

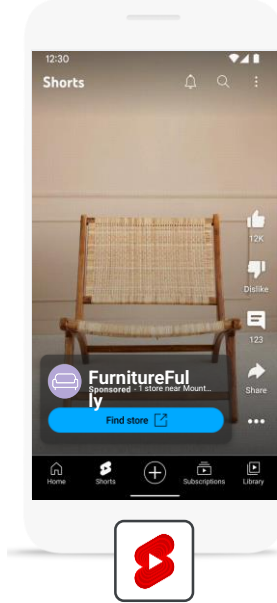
## Driving footfall



Search



Maps

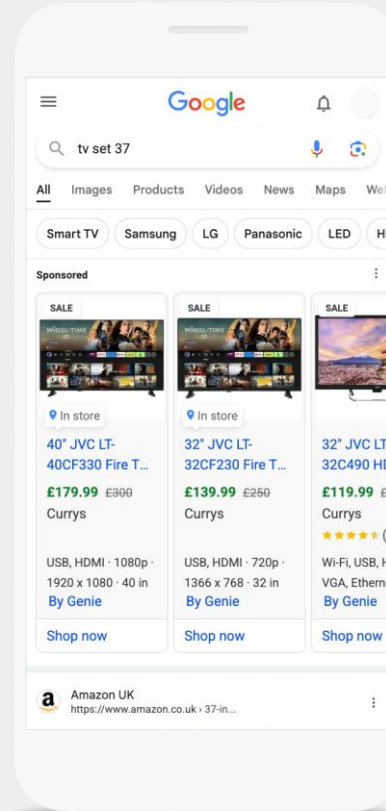
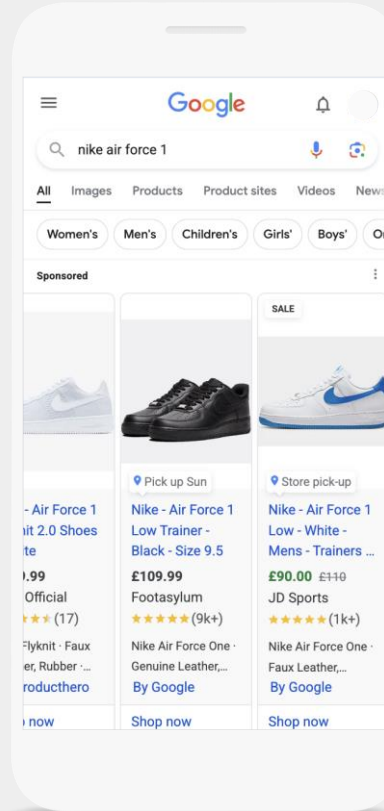


YT Shorts

Click & Collect or local inventory

Pickup Later

Pickup Today



Think with Google

# How Pandora unlocks incremental value all holiday season long

Elizabeth Wang / September 2024

**PANDÖRA**





Google

**Thank you**