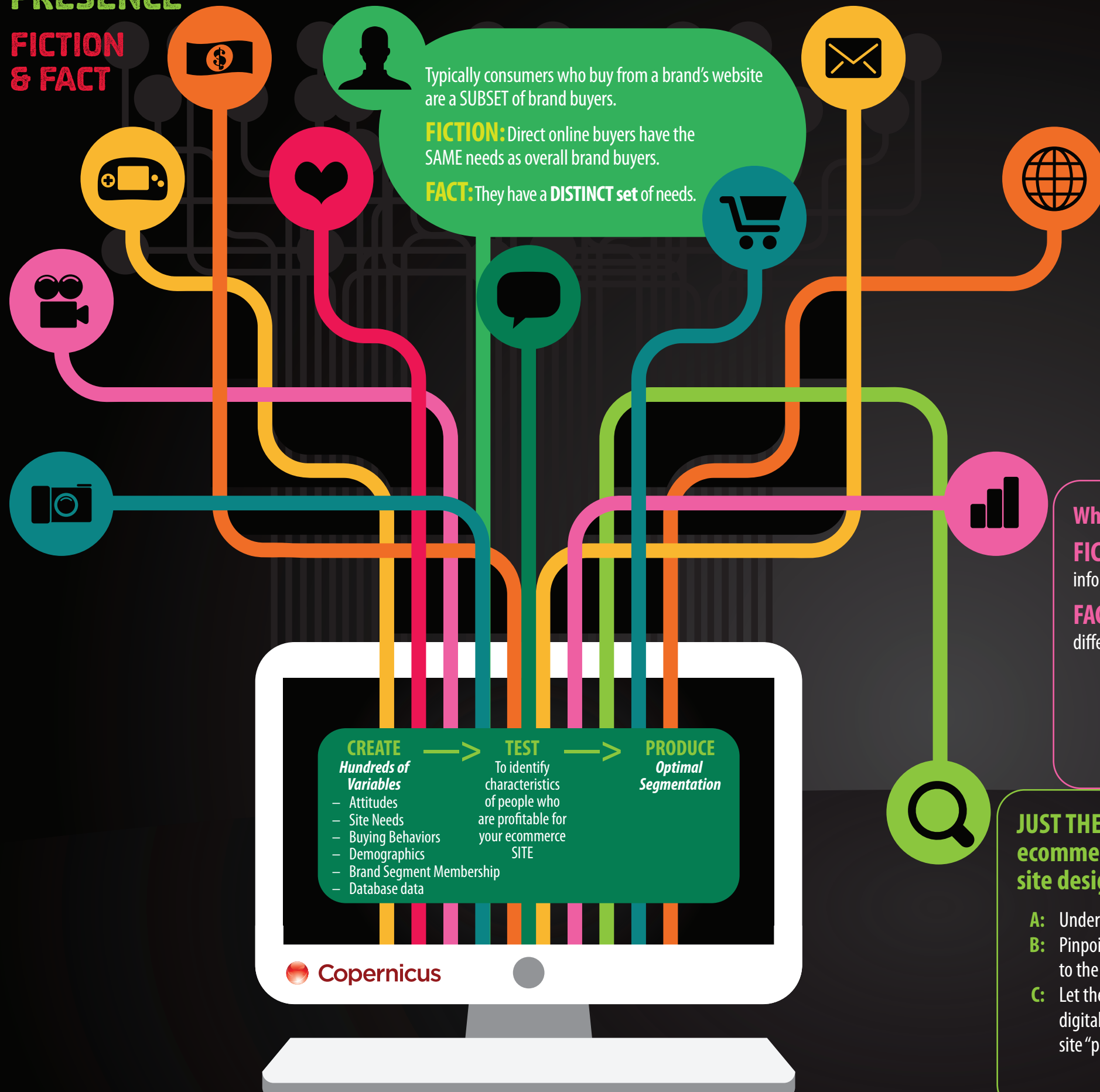


GROWING YOUR DIRECT ECOMMERCE PRESENCE

There's an overwhelming array of ways marketers can grow their **direct ecommerce presence**. How do you know which is best for your brand?

FICTION & FACT



Typically consumers who buy from a brand's website are a **SUBSET** of brand buyers.

FICTION: Direct online buyers have the **SAME** needs as overall brand buyers.

FACT: They have a **DISTINCT** set of needs.

There are many different types of online shoppers on your site.

FICTION: These groups have similar needs and wants from the online shopping experience.

FACT: Not only do they have different needs, the mix and value of these groups depends on the category and brand.



Who shops online will vary by category.

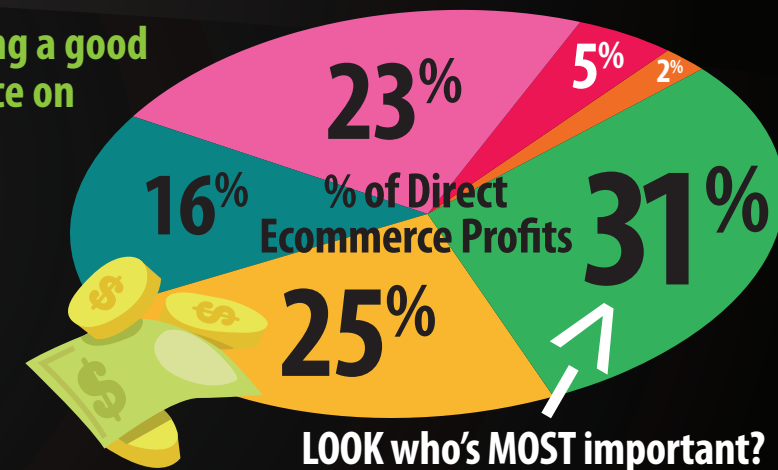
FICTION: Understanding general online behavior provides enough information on which to base an ecommerce strategy.

FACT: Any given person can behave **VERY DIFFERENTLY** with different brands or on different sites.



JUST THE FACTS: Identifying and describing a good ecommerce target provides clear guidance on site design, strategies, and tactics.

- A:** Understand the basics of your online buyers.
- B:** Pinpoint the segment that is the most profitable to the ecommerce site.
- C:** Let the target segment drive the creation of digital personas, site design, tools, and site "positioning."



LOOK who's MOST important?