Adrenalead

Cookieless digital marketing: how to activate your visitors and increase your online sales?

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Adrenalead

2022, a year of new digital opportunities for brands

Digital marketing is a fast-growing sector in constant (r)evolution. The health crisis and shifting consumer habits observed in recent years have forged a new dynamic around internet use, enabling brands to deploy new opportunities for communication and sales.

Digitization rates within French companies have shot up across all sectors since 2020. Moreover, over half of these companies recognize that digital is now an essential lever for generating sales.

Over the course of the past 12 months, e-commerce sites have registered over 2.1 billion transactions: a 16% rise. Online product sales have been growing steadily, up **7% vs 2020*** i.e. a **42% rise vs 2019***.

The French e-commerce market (products and services combined) has therefore continued to experience strong growth, exceeding **€129 billion* in 2021 (a rise of 15.1%* over one year)**.

Budget expenditure allocated to digital marketing now represents over half of brands'overall budgets, and the digital advertising market in France is now worth **€7.7 billion****. The acquisition strategies used by advertisers are becoming more and more refined, as they seek to move away from traditional formats in order to increase customer engagement on their sites.

The Oliver Wyman agency*** predicts the market for digital marketing market in France will grow by 18% in 2022, reaching €9 billion by the end of the year. Advertisers continue to invest in so-called traditional digital communications channels such as e-mail and display, but are also banking on new sales levers that break the mold of the traditional advertising market: adblockers, third-party cookies, brand safety, and others.

What are the opportunities that should be targeted for the second half of 2022, and how should you be preparing for 2023? How can you boost your online sales in order to make them a growth lever for your brand? These are the questions we explore in this exclusive guide.

Happy reading!

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* Source: La Fevad, report on e-commerce in France in 2021.
** Source: Journal du Net, "En 2021, le marché publicitaire se rattrape de son attentisme de 2020", (translation: In 2021, the advertising market bounces back from the inertia of 2020), published 03/02/2022
*** The Oliver Wyman agency: the world's leading management consultancy firm, combing sector-specific insight and renowned expertise in the disciplines of strategy, operations, risk management, operational transformation and leadership development.

1. Customer activation at the heart of brand strategies

1.1 Marketing activation: an overview

Marketing activation involves creating operational initiatives designed to connect with a qualified audience and facilitate the internet user's journey toward the act of making a purchase. In other words, it refers to the various marketing actions a brand deploys in order to create engagement and generate prospects that are strong enough to be transformed into brand consumers.

Marketing activation is outlined within a strategy that is typically multi-channel and multi-lever.

The objective is to enhance the overall appetite for the brand, and to initiate an interaction and close-knit relationship with one's audience, so that this audience can identify with the values carried by the brand and its products.

How can you implement an effective customer activation strategy?

What levers should be activated?

1.2 The various strategies for digital activation

Newsletters/marketing emails

The newsletter is undoubtedly a powerful marketing and commercial tool in terms of communicating with customers and prospects. Widely favored by brands, the newsletter creates a regular link for **promoting commercial news, presenting new releases and encouraging return visits to the site.**

The newsletter is both an effective sales lever and a tool for delivering information and developing loyalty. The implementation of a relationship marketing strategy, properly adapted and deployed with the right timing, can be highly effective when it comes to activating new customers.

Several activation scenarios may be considered by brands when an internet user visits their site, in order to capitalize upon their qualified visitors and optimize the subscription rate to their newsletter:

1. Offering a reduction on the condition that the user subscribes to the newsletter when they visit the site.

2. Offering the chance to enter a competition or an instant win, on the condition that the user leaves their email address and subscribes to the newsletter.

3. Adding a sample or gift to the order, on the condition that the user subscribes to the newsletter.

4. Encourage subscription to the newsletter following an initial purchase in order to fosternew customer loyalty.

The notion of good timing in combination with a unique offer are important, and will enable a brand to boost subscription rates considerably.
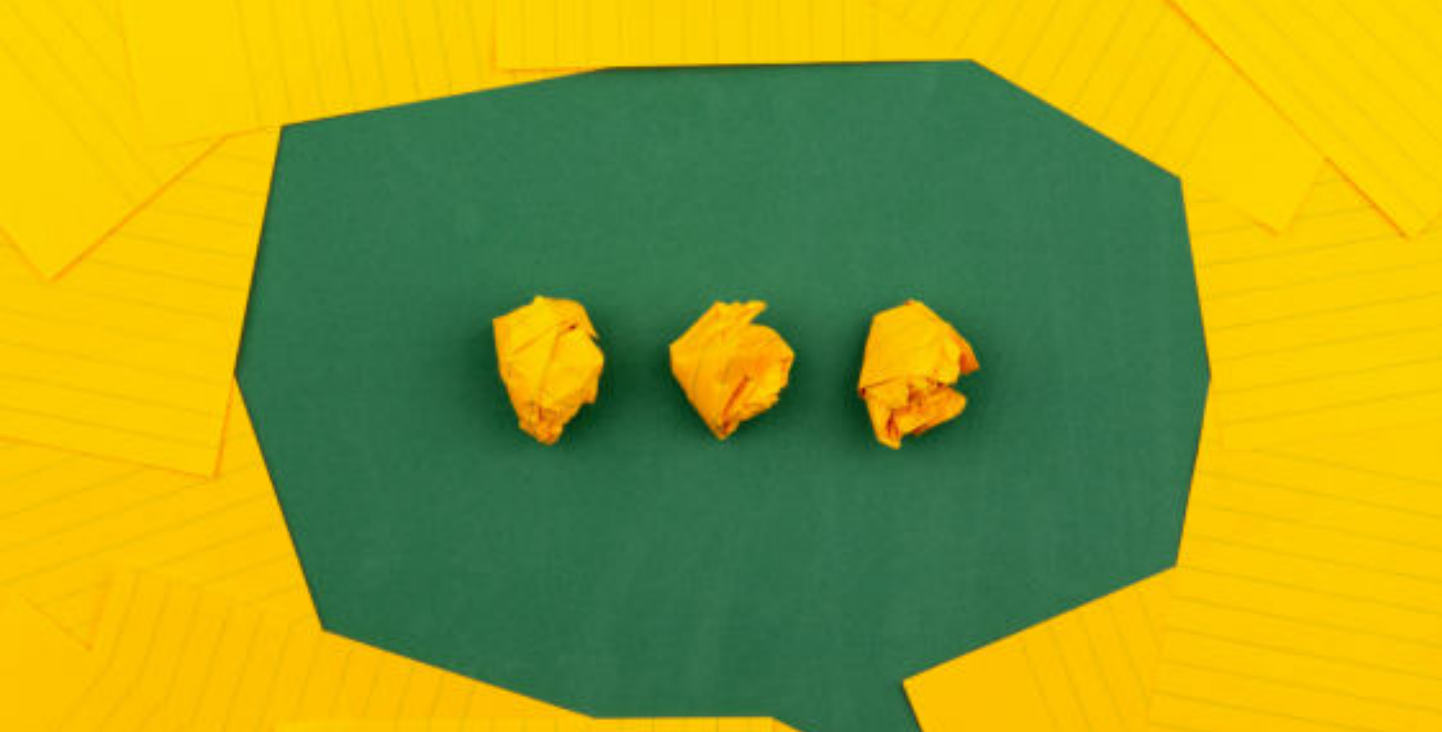
Chatbots

Chatbots are becoming a more and more common feature on e-commerce sites.

During an online purchasing experience, customer service is totally absent and the visitor to the site is left to their own devices. When there is a lack of accessible information, there is a chance the customer will abandon their cart and head to a competitor's website.

Chatbots enable brands to initiate a conversation with their online visitors and to advise, or even direct, the visitor through a personalized online journey.

Thanks to chatbots, visitors enjoy guided browsing while retaining their independence, and avoid instances of frustration that might lead them into the arms of a competitor.

How can chatbots be used effectively on an e-commerce website?

· Ask the visitor about their search, and provide additional product suggestions and items that reflect their needs and expectations.

· Respond to frequent queries in order to alleviate any worries regarding delivery times or return/refund policies.

· Offer additional services such as subscription to the brand newsletter, in order to maintain a link with the qualified visitor and re-target them at a later date.

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Activation through games, or gamification

The strategy of gamification is often referenced when it comes to enhancing customer activation. But what is it, exactly?

The use of gaming mechanisms within a marketing campaign enables you to:

1. Boost data collection

2. Solicit the engagement of internet users

3. Multiply the number of pages visited

4. Generate an interaction

5. Generate conversations both online and offline (using reduction coupons, for example)

6. Build a community and encourage recommendations

Earning badges, lotteries, instant wins, quizzes, etc.: the possibilities are numerous.

Many brands have already experimented with one or more of these solutions - has yours?
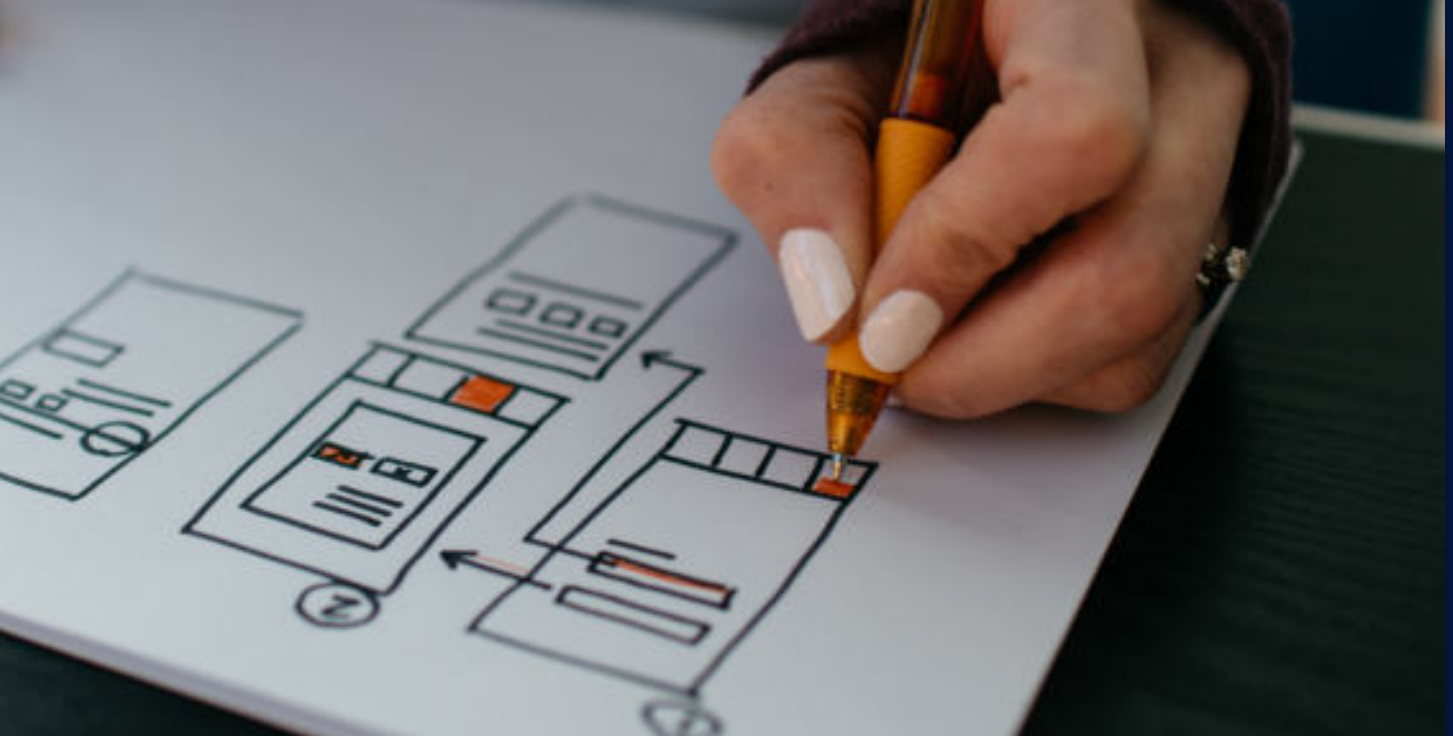
Exit-intent pop-up

This web marketing technique for customer retention allows the site to **detect when the visitor is about to leave the page.**

When the web user moves their cursor toward the close tab button, a pop-up appears encouraging them to stay.

The window that appears might prompt them to enter their email address so they can receive promotional offers, for example.

There are many different scenarios in which this option can be applied.

One example would be to trigger the exit-intent pop-up for all visitors who have browsed at least one range or product type without committing to a purchase, and offering them an attractive promo with a time limit attached in order to encourage them to complete a purchase.

Web Push Notification
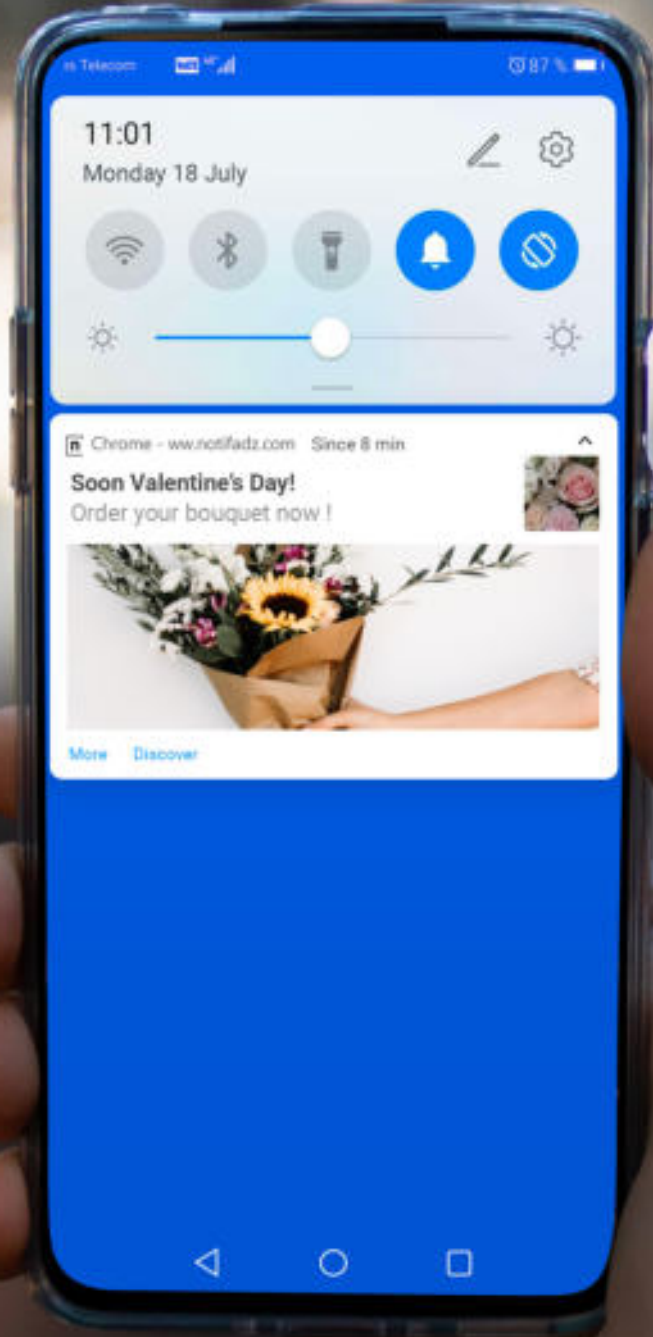
Web Push Notification

The Web Push Notification is a powerful marketing lever; this new method of engagement is a cookieless solution enabling you to **transform 15% of site visitors into brand subscribers.**

Five reasons to integrate Web Push Notifications into your digital strategy:

1. Communicate with your audience at the opportune moment (real-time format)

2. Target internet users who are inaccessible through display-based solutions due to Adblockers

3. Connect with and re-target a previously unidentified affinity audience

4. Retain control over marketing pressure in re-marketing campaigns

5. Reduce your advertising budget by excluding existing subscribers from future marketing campaigns
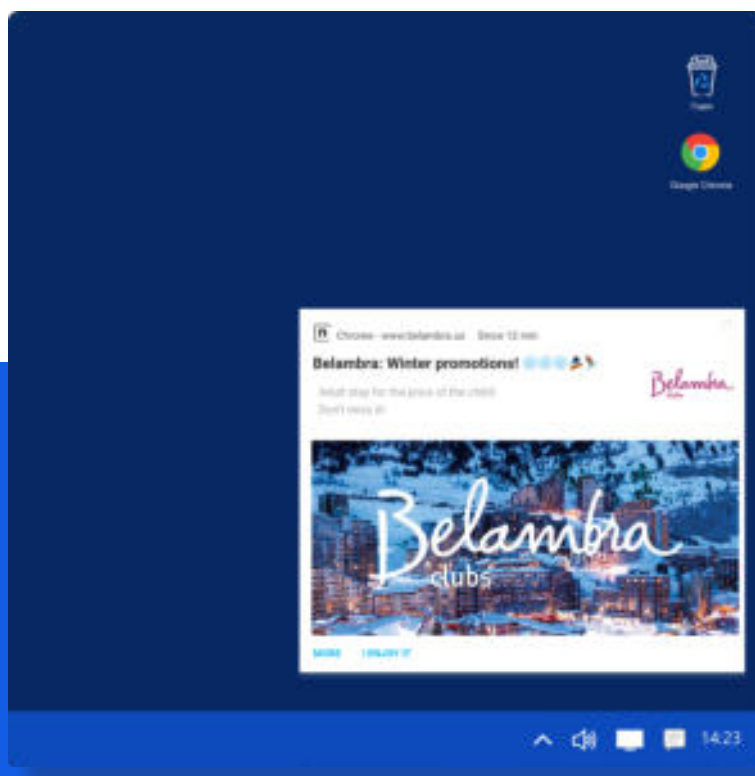
2. Personalized purchase experience to optimize conversion rates

2.1 Moving toward an ultra-personalized web experience

Personalized customer journey

The customer journey takes into account the pre- and post-purchase phases of the process: **it refers to all the stages a customer goes through in their relationship with the brand, from the identification of need through to the post-purchase experience.**

In order to offer the best possible customer experience, a company must focus on adapting its content to fit whichever stage of this journey the customer is at, since their needs will evolve over the course of the purchasing process. As such, in order to increase engagement rates and develop customer loyalty, the brand should offer points of contact and content adapted to each stage.

Using data to create a personalized journey

Today, the personalization of the user experience is based on personal data and information about your customers, which is gathered through third-party cookies. This range of information allows you to personalize the pathway of steps taken by the prospect or customer in the lead-up to them making a purchasing decision.

Cookies allow you to collect personal data (purchasing history, search history, average shopping cart value, etc.) in order to improve the customer experience: using this information, the brand can suggest personalized offers or services that meet the user's expectations.

All of this is achieved in compliance with the General Data Protection Regulations (GDPR) and the French directive on ePrivacy and internet user consent.

DCO Engine

Dynamic Creation Optimization (DCO) is an advertising display technology that enables the creation of digital marketing items (banners, ads, videos, etc.) that are both ultra-personalized and produced in real time, with content that is adapted to each individual based on the contextual elements that apply to them.

The advertising banner selects the best offers and the most relevant image for each individual based on various criteria, such as:

· Products most recently viewed or added to a cart,
· Purchasing habits,
· Weather and location,
· Personal data available through CRM, for example.
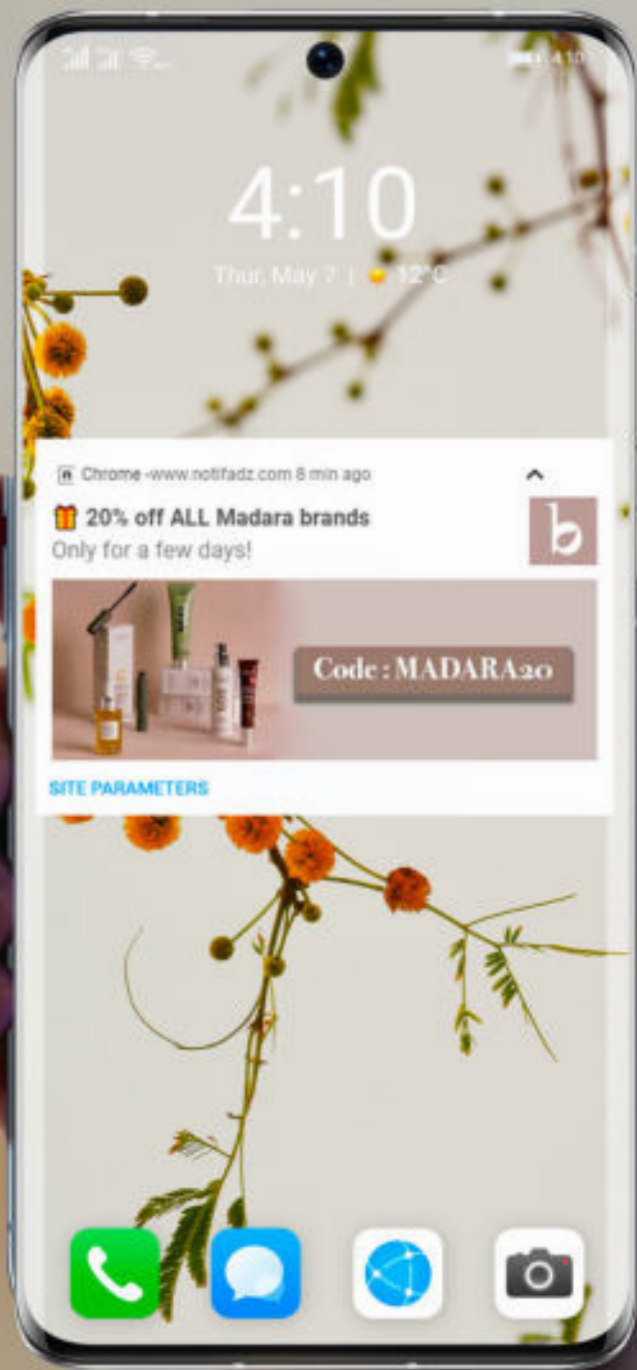
Web Push Notifications

Web Push Notifications are ideal for generating short personalized messages on a site.
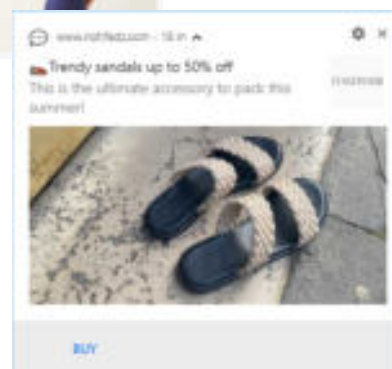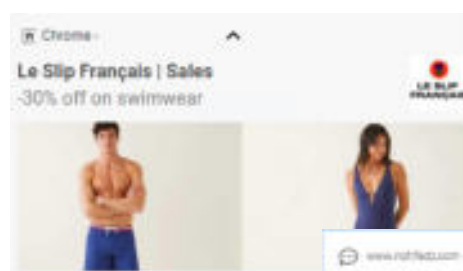
They allow you to connect with the internet user at exactly the right moment and on their screen; they appear directly on a locked mobile screen (or at the top of the home page if the telephone is not on standby), or in the lower right-hand corner of a desktop screen.

The notifications are clickable, and their purpose is to **generate more traffic to your site.**

Web Push Notifications enable a brand to build up a base of subscribed internet users, with whom it can then communicate various types of content (editorial, promotional or transactional information).

Some operators in the Web Push Notification market also offer the option of communicating with non-subscribed web users visiting the website, or with users who have never visited the site.

In particular, Web Push Notifications help websites, advertisers or editors to stimulate user engagement, develop customer loyalty and increase conversion rates.

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2.2 Putting marketing automation to work for brands

One fundamental aspect of business digitization is the need to process as many contacts as possible at increasingly fast speeds.

At the same time, the over-solicitation of internet users may lead them to become less receptive to the messages they receive - unless they receive the right message at the right time, and via the most appropriate channel.

This is where trigger marketing or marketing automation comes into play.

The automation of marketing campaigns enables brands to unleash targeted communications using pre-defined scenarios based on the identity or behavior of the internet users, and where they are in the conversion funnel. Personalization of communications is crucial for bringing in new converts.

The fundamental conditions for a marketing automation strategy are, firstly:
· the definition of SMART goals (Specific, Measurable, Attainable, Relevant, Time-based)
· highly detailed segmentation of the customer base and understanding of the various customer journeys
· definition of scenarios that are adapted to the behaviors of each pre-identified segment

Trigger marketing is an excellent method for improving click rates and conversions, and therefore for galvanizing the process of developing loyalty by leading the customer to engage with the brand.

It can be applied in various scenarios, notably including:
· reminders for abandoned shopping carts
· offering supplementary products or services
· sending a congratulatory email after an account is set up
· order confirmation
· offering incentives to get users to sign up friends and family
· invitation to rate the brand following a purchase
· reminder following subscription to a wishlist
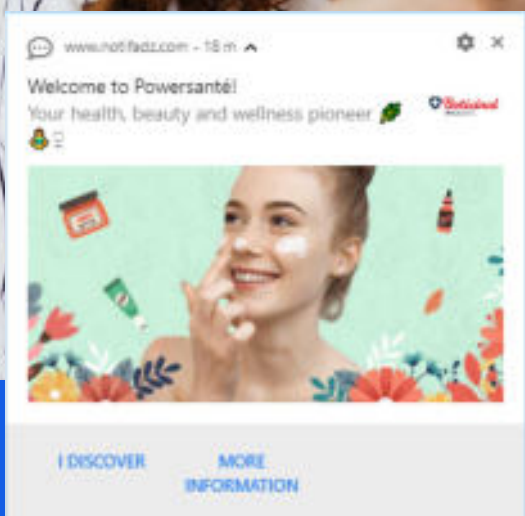
Welcome Web Push
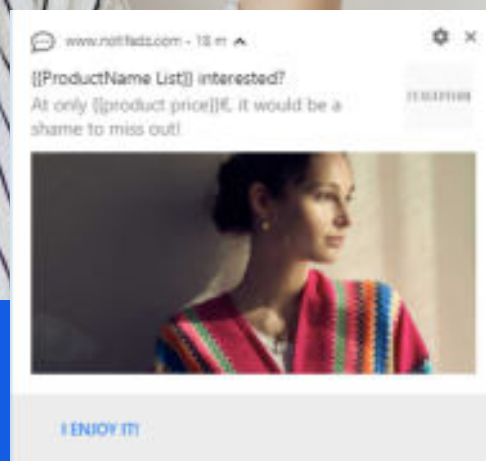
**Web Push to make a relaunch
following a visited section**
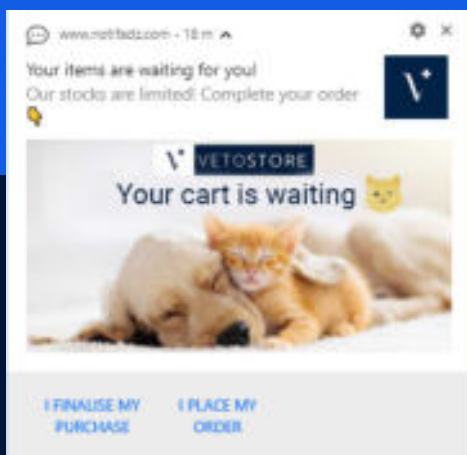
**Web Push for abandoned
shopping carts**

**Web Push to make a relaunch
following a visited section**

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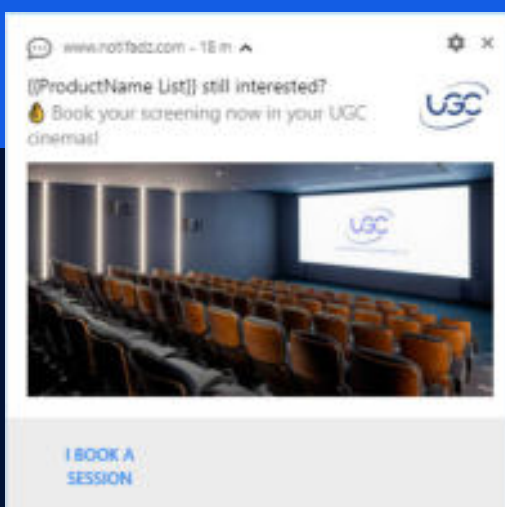
2.3 The phygital customer journey: creating hybrid experiences

Web-to-store

Web-to-store or ROPO (Research Online Purchase Offline) refers to a type of consumer purchase.

Web-to-store involves **capturing the consumer's attention via the digital channel so they can find out more about a product, but pushing them to visit a physical store in order to make the purchase.**

Web-to-store forms part of a point-of-sale marketing strategy that allows you to not only increase visibility, but also to generate in-store traffic following online browsing and therefore to increase in-store sales revenue.

Below are a few examples of web-to-store strategies:

Click and collect: customers select their purchases and pay online, then go directly to the store to collect them once they have received a confirmation email

The product or store locator: allows users to check the availability of a product in store or to find their nearest point of sale.

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Store-to-web

Store-to-web involves redirecting a customer back to the brand's e-store, for example if a product is not available in store.

This method allows brands to reassure customers who come into the physical store to see and handle the product, which they can then purchase online so they can select their desired color and style.

For a brand, the advantage of having both an online and brick-and-mortar presence is that it ensures optimum visibility, and allows it to develop customer loyalty by gathering contact information from in-store clientele.

Another considerable bonus:

The reduction in stock volumes, which makes it possible to reduce the retail surface required and results in fewer restocking operations.

One key prerequisite: providing customers with a digital link within the point of sale, such as a tablet device or terminal for ordering products.

3. Maintaining relationships in a cookieless world

3.1 1st party cookies vs 3rd party cookies

Cookies are what enable recognition of an internet user when they return to a website. Cookies have become a pillar of digital marketing, as they were developed in order to offer an improved and more personalized user experience, and to enable websites to remember a user's visit.

Different types of cookies exist: there are proprietary cookies (also known as internal cookies or first party cookies) and third-party cookies.

Proprietary cookies can be used to collect personal data for statistical or advertising purposes, notably by monitoring the internet user's behavior.

Third-party cookies mostly enable third parties to track users and see which pages they have visited within a given site, and to collect information about them. These third party sites gather information mainly for advertising purposes.

Now, however, with Google having announced that it is phasing out third-party cookies in Chrome (which represents 68%* of market share), what alternatives are available to advertisers?

 *   Source: Les Echos, article published on 22 October 2021

3.2 Alternatives to third-party cookies for connecting with prospects

Google Topics

Google Topics is the new solution from Google that will replace FLoC in Google Privacy Sandbox. This new topic-based targeting feature is selected entirely via the internet user's device, without the use of external servers - including Google's own.

The browser identifies the internet user's principal areas of interest based on their browsing history, and uses this to identify topics. When an internet user visits a site, Topics selects one topic from each of the past three weeks (three topics in total) to share with advertising partners.

Google Topics offers internet users a certain level of transparency and significant control over their data, and improves online privacy while also presenting them with safe and relevant advertising materials. For example, if you had recently viewed a clothing website,the browser might note fashion as one of your topics.

Within the Chrome browser, the internet user can view the topics they have been identified with, delete any they do not want to keep, or unsubscribe completely from the feature.

This new functionality enables companies to personalize advertising based on a limited number of content topics, which are updated regularly and determined by the browser.

These regular updates, together with the fact that the user's history is deleted after three weeks, suggests that the data gathered will certainly be more qualitative, and will give a clearer picture of the user's key areas of interest at a precise moment in time.

All without providing advertisers with access to the internet user's search history.

Unified ID

The unique identifier is a digital sequence associated with a single entity within a given system. It enables users and their information to be defined within an information system.

These values are generally attributed based on the needs of the specific application, and may be automatically generated in random fashion or selected by the user when they create an account on a site by entering their email address and selecting a password.

This is another alternative to cookies, as the identification system offers the advantage of remaining functional not only on the web, but also on mobile applications and smart TVs. This therefore enables advertisers to display targeted ads by harvesting email addresses which visitors have agreed to communicate. These emails allow companies to analyze users' browsing behavior based on the websites they have visited.

Contextual Targeting

Contextual targeting involves displaying advertisements based on the context of the page. It is a type of marketing technology that enables brands to target the right people at the right time and to automate online advertising.

This offers an opportunity to choose a marketing space and format based on the editorial context, with internet users receiving ads that are suited to their areas of interest and browsing history.

Google Ads, marketing platform, selects and displays context-based ads adapted not only to the user's identity, but also to the page content.

By using contextual targeting, brands can also select news items they wish to appear beside, and what kind of headlines they want to be associated with. Companies in all sectors use contextual advertising.

Indeed, at a time when third-party cookies (and by association, behavioral targeting) are being phased out, contextual targeting appears to be one of the most effective alternatives, given that it does not reply on third-party cookies.

In order to implement contextual targeting, advertisers rely on topic-based and/or socio-demographic elements. An example would be an e-vendor who sells motorcycle accessories seeking to advertise their products via media that specializes in this topic, or media aimed at socio-demographic groups which are likely to be interested in motorcycles.

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✓ Brand-safety

✓ Adblock-free

✓ No fraudulent click

✓ GDPR-compliant

✓ Cookieless

✓ Reduce reliance on display

Web Push Notifications

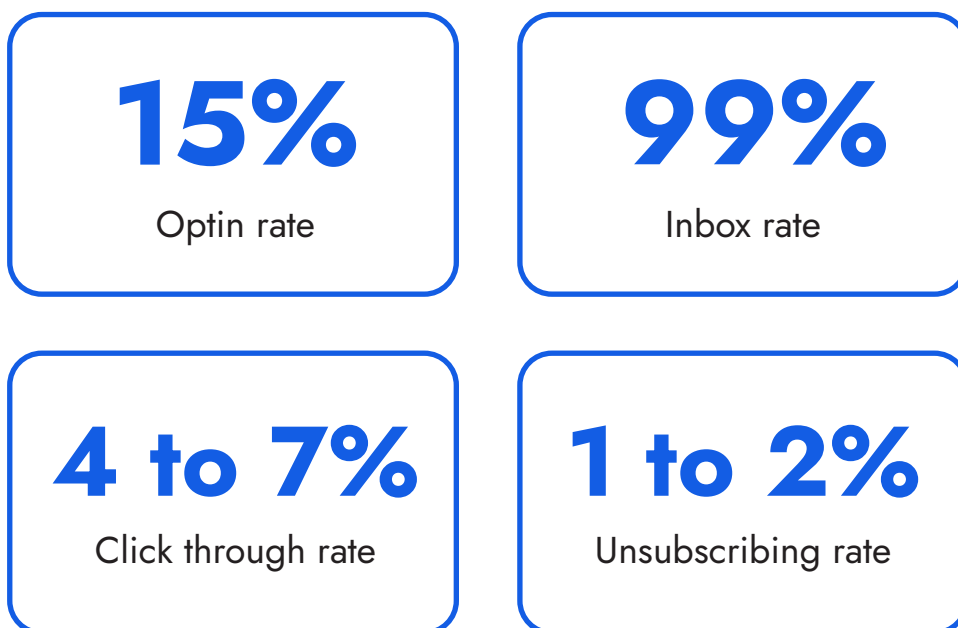## Why use Web Push Notifications in the cookieless era?

Getting closer to their audience...

This is what motivates advertisers today. At a time when behavioral targeting as we know it is on the way out, non-GAFA display remarketing risks losing a significant amount of its potential reach. So, how can you maintain contact with internet users who know your products and have already visited your site?

Web Push Notifications function in a similar way to email, in that each notification sent will connect with a targeted audience. While browsing an advertiser's site, the internet user gives their consent to receive notifications via a dedicated window. However, on average 15% of internet users are willing to give their consent to receive Web Push Notifications vs only 1 - 2% with email!

As such, companies that use Web Push technology can expect to develop a contact base that outstrips their email base in the space of just a few months.

Web push notifications in figures:

15%
Optin rate

99%
Inbox rate

4 to 7%
Click through rate

1 to 2%
Unsubscribing rate

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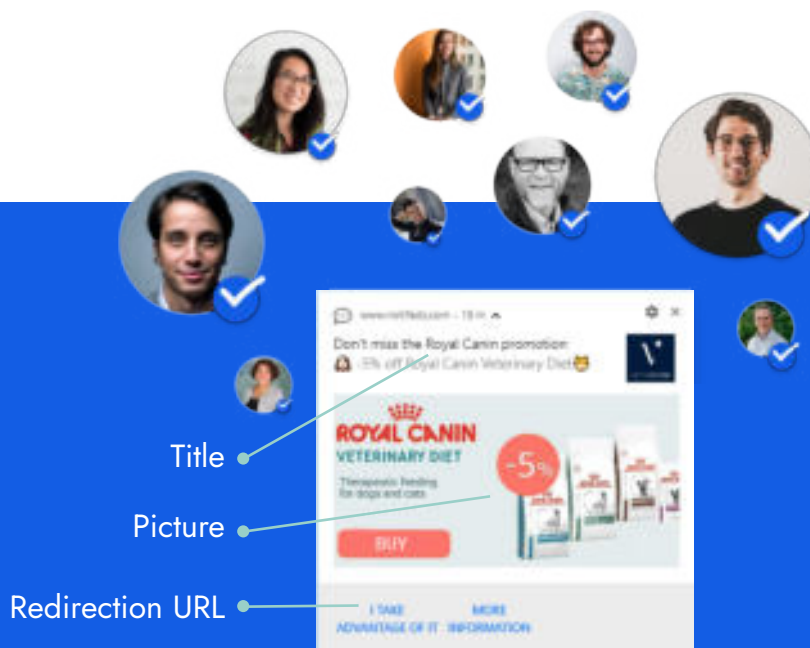
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How do Web Push Notifications work?

Web Push Notifications are an innovative and powerful form of communication. The technology is managed by the internet user's browser and OS. This means that is it displayed on-screen and is completely cookieless. An internet user who subscribes to Web Push Notifications therefore does not need to visit a specific site in order to receive the notification.

This format requires the internet user's consent to be explicitly obtained, making it 100% GDPR-compliant. And since it is displayed on-screen, it also circumvents adblockers! Other advantages of this format:

- **Full control over your marketing pressure (as opposed to display marketing andbehavioral targeting): the advertiser decides how many messages they want to send to the internet user, and when**

- **Makes advertising fraud impossible (temporary, on-screen format)**

- **Safeguards brand image (advertisement does not appear on a site)**

- **Redirects the subscriber to the desired landing page in a single click**

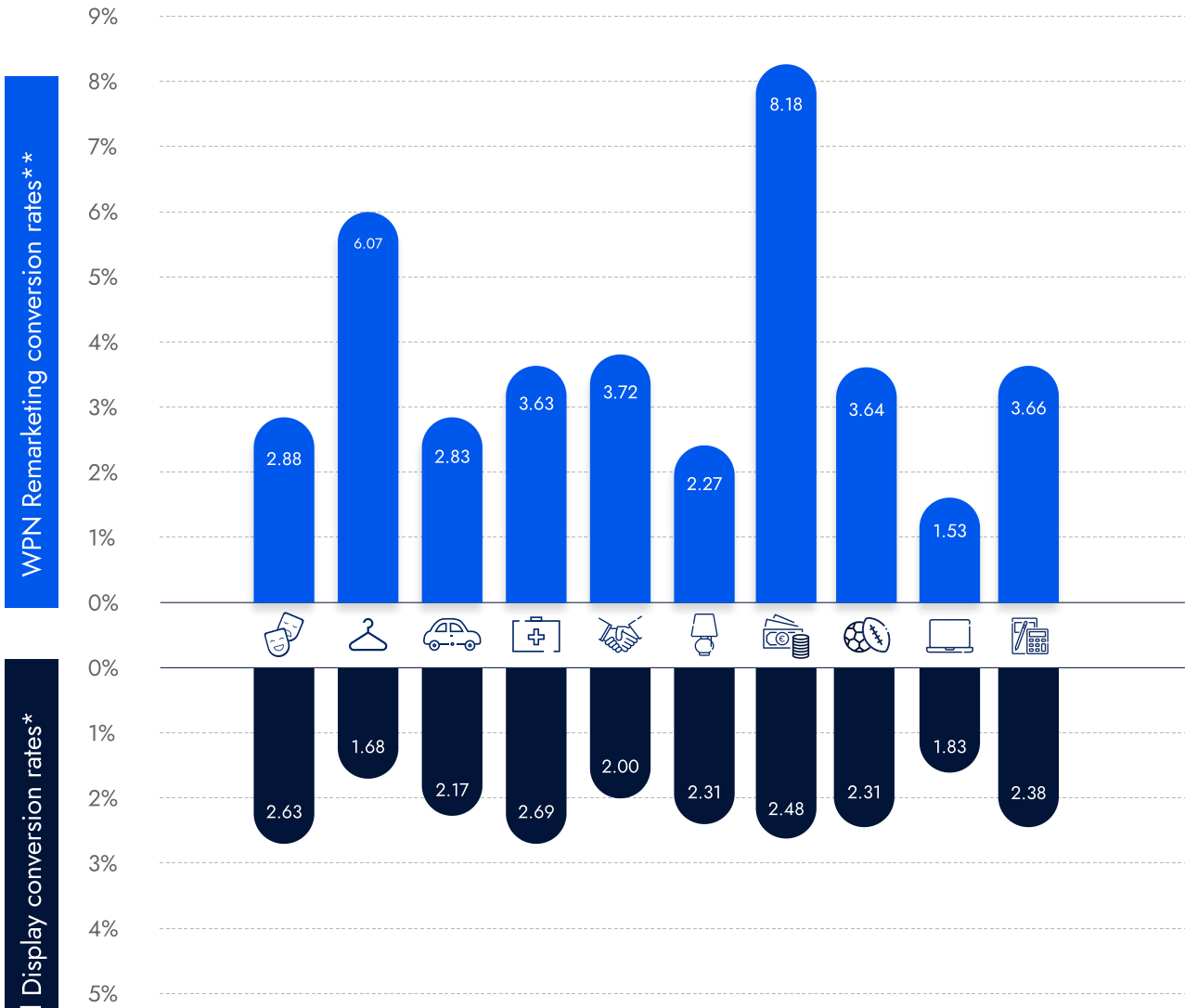As such, this cookieless communications format is becoming a powerful level for customer activation for all advertisers seeking to maximize their audience and regain control over their targeting campaigns.

Outperforming email in all categories, notifications are becoming a must-have feature for all advertisers seeking to continue to re-target visitors to their site during the cookieless era.

Title

Picture

Redirection URL

Match Web Push Notification
VS
Search & Display

2021 year Conversion Rate

WPN Remarketing conversion rates*

Category	Value
Arts & Entertainment	2.88
Apparel	6.07
Vehicles	2.83
Health	3.63
Business & Industrial	3.72
Home Decoration	2.27
Finance	8.18
Sport & Fitness	3.64
Computers	1.53
Retailers & General Stores	3.66

Search and Display conversion rates*

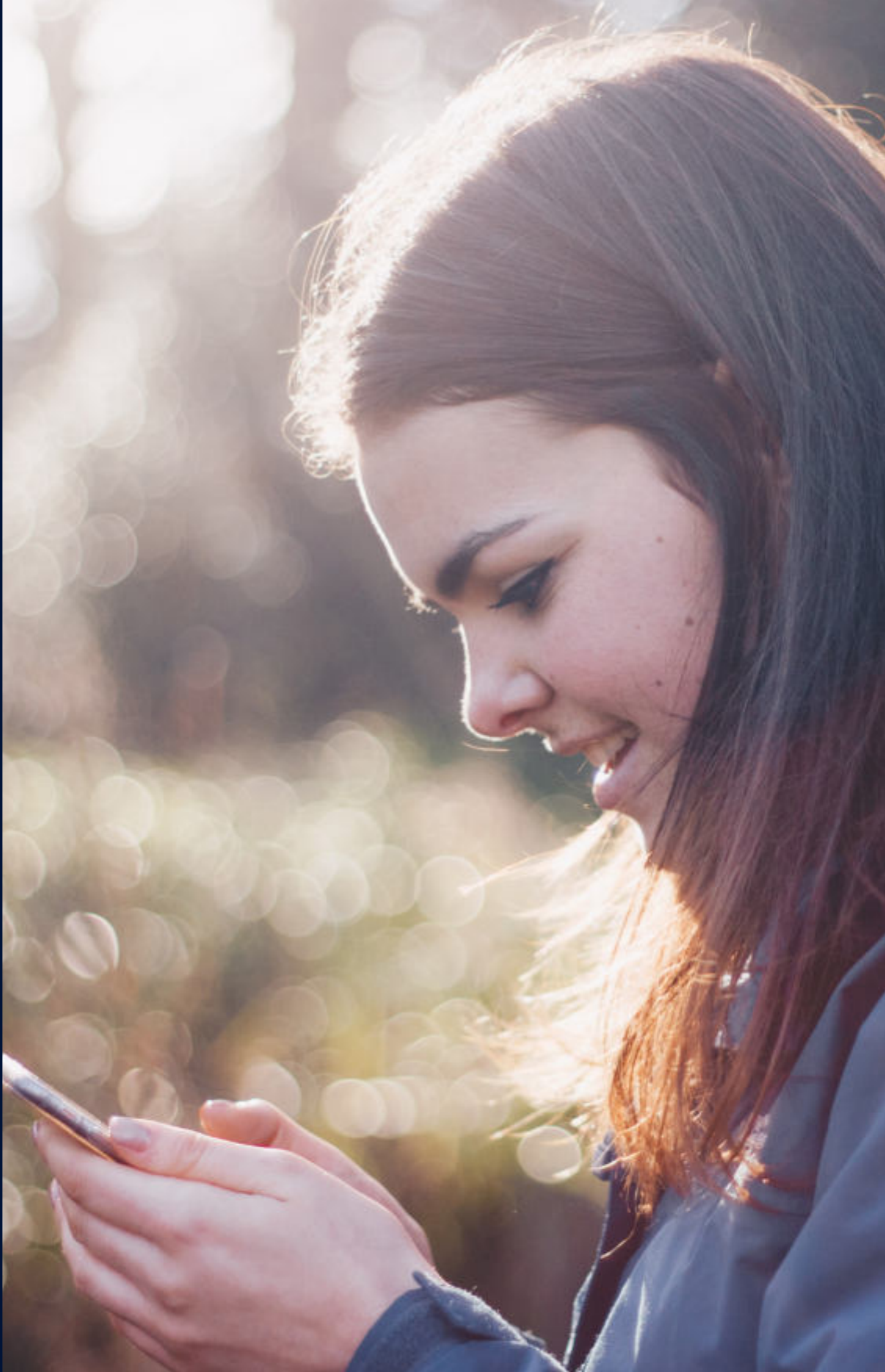| Category	Value
Arts & Entertainment	2.63
Apparel	1.68
Vehicles	2.17
Health	2.69
Business & Industrial	2.00
Home Decoration	2.31
Finance	2.48
Sport & Fitness	2.31
Computers	1.83
Retailers & General Stores	2.38

Legend:

- ARTS & ENTERTAINMENT
- APPAREL
- VEHICLES
- FINANCE
- SPORT & FITNESS
- HEALTH
- HOME DECORATION
- COMPUTERS
- RETAILERS & GENERAL STORES
- BUSINESS & INDUSTRIAL

*Conversion data from marketing.wordstream.com article of March 12, 2022, average between search and display.

**Conversion data noticed on web push notifications sent through Notifadz on 100+ partner brands for 2021 year.

The conversion rate is calculated as follows: Number of conversions (leads or sales depending on the sector) / Number of clicks.

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Taking a closer look…

In 2021, 95%* of French people aged 15 or over said they used a cellphone (77%* owned smartphones).

On average, French people spent over 3.5 hours** on their phones.

These trends are far from inconsequential for advertisers, given that they are transforming the ways in which people consume information and make purchases. Cellphones are synonymous with instantaneous results, and new and emerging consumption habits such as live shopping.

This is why brands need to find messages adapted to the needs of the internet user at the time they receive them, but also to look toward increasingly innovative pathways if they are to connect with over-solicited users.

Understanding targets and their behavior has never been of such strategic importance to advertisers, and nor has the definition of a clear editorial strategy to guide the internet user through the purchasing process (searching for a solution, comparison, decision, assessment):

''
Today it is the internet that must come to the user, rather than the visitor making their own way across the web.
''

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*   Source: INSEE Focus n°259, published 24/01/2022
** Source: Article entitled L'homme passe près de cinq heures par jour sur son mobile, (English: People spend almost five hours a day on their phones @), published in 20 Minutes on 18/01/22

BONUS

Download the 2022 highlights calendar, featuring practical examples of solutions you can implement in just a few clicks to:

Boost sales

Unite your communities

Generate leads

Promote promo codes/ vouchers for drive-to-store

Download the calendar

You want to learn more about **Web Push Notifications?**

Book your meeting

Adrenalead *Thanks*

1st SaaS Web Push Notification platform with an advertising network **to activate your audience.**

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