

Jungle Scout Cobalt



Build a Winning Omnichannel Ecommerce Strategy

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Chapter 1

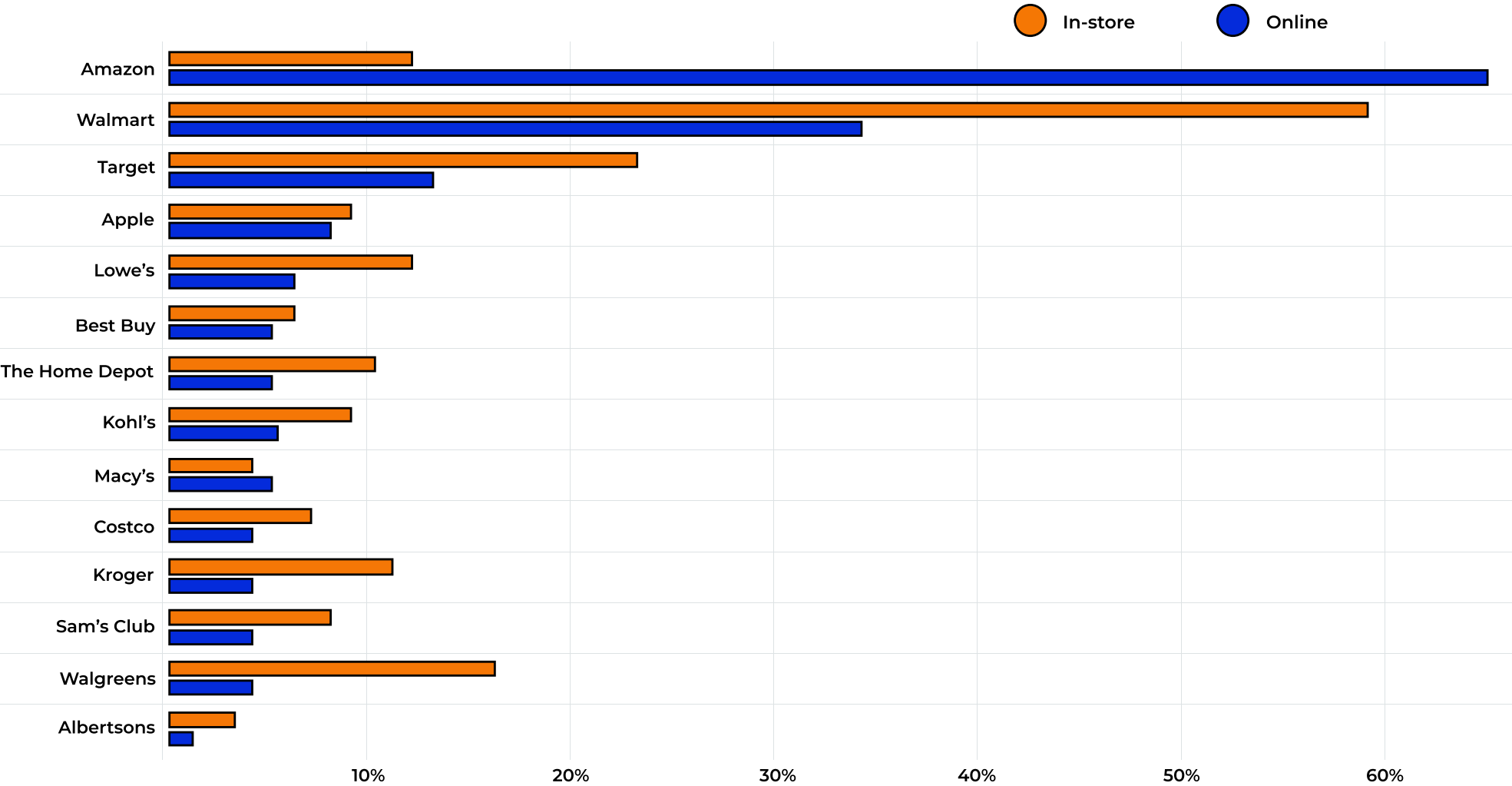
The Growth of Omnichannel Commerce

For many years, Amazon stood as *the* ecommerce retailer, growing from an online bookstore to a multi-billion dollar marketplace. Today, other retailers like Walmart are ramping up their own ecommerce channels to compete. Other platforms are also seeing a growing interest from ecommerce brands, including eBay, Shopify, Etsy, social media, and Google Shopping. At the same time, in-store shopping is experiencing a renaissance amid shoppers' desire for more balance between online and in-person experiences.

In-Store vs. online

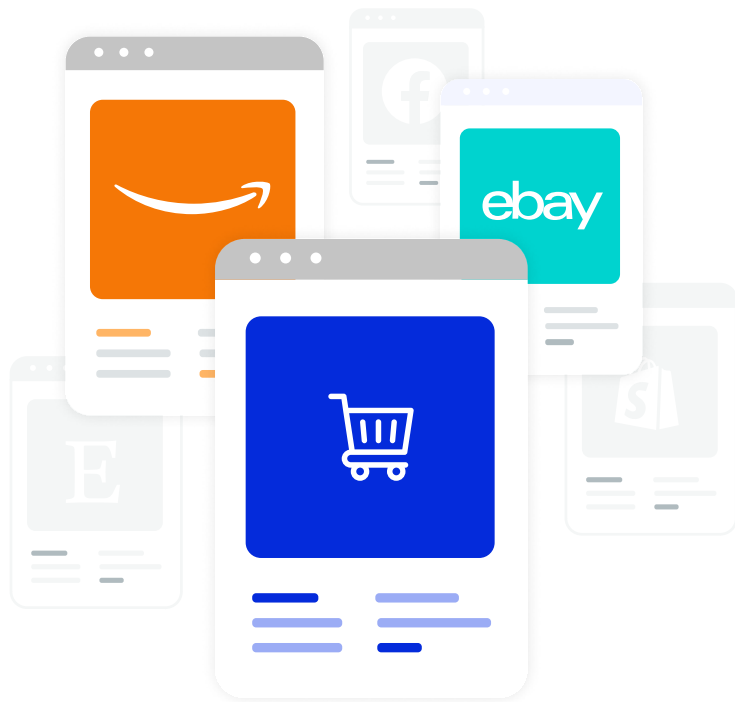
Retail giants like Walmart, Target, The Home Depot, and others have around half as many online customers as they do in-store, while traditional grocery and drug stores have around triple the number of in-store customers as online customers.

Consumers who Shopped online during Q3 2021



The omnichannel landscape

Consumers want the best of both worlds – the ease of ecommerce and the physical accessibility of brick-and-mortar. For enterprise brands, this means there is a greater need than ever for a strong omnichannel strategy that creates a streamlined experience whenever and wherever consumers are shopping.



Top alternative ecommerce platforms for Amazon sellers:

- **eBay**
- **Shopify**
- **Etsy**
- **Facebook Marketplace**
- **Walmart**

Top alternative ecommerce platforms for Walmart sellers:

- **Amazon**
- **eBay**
- **Shopify**
- **Facebook Marketplace**
- **Etsy**

Amazon



Walmart



Ebay



Shopify



Etsy



Facebook



Chapter 2

The Power of Omnichannel Commerce

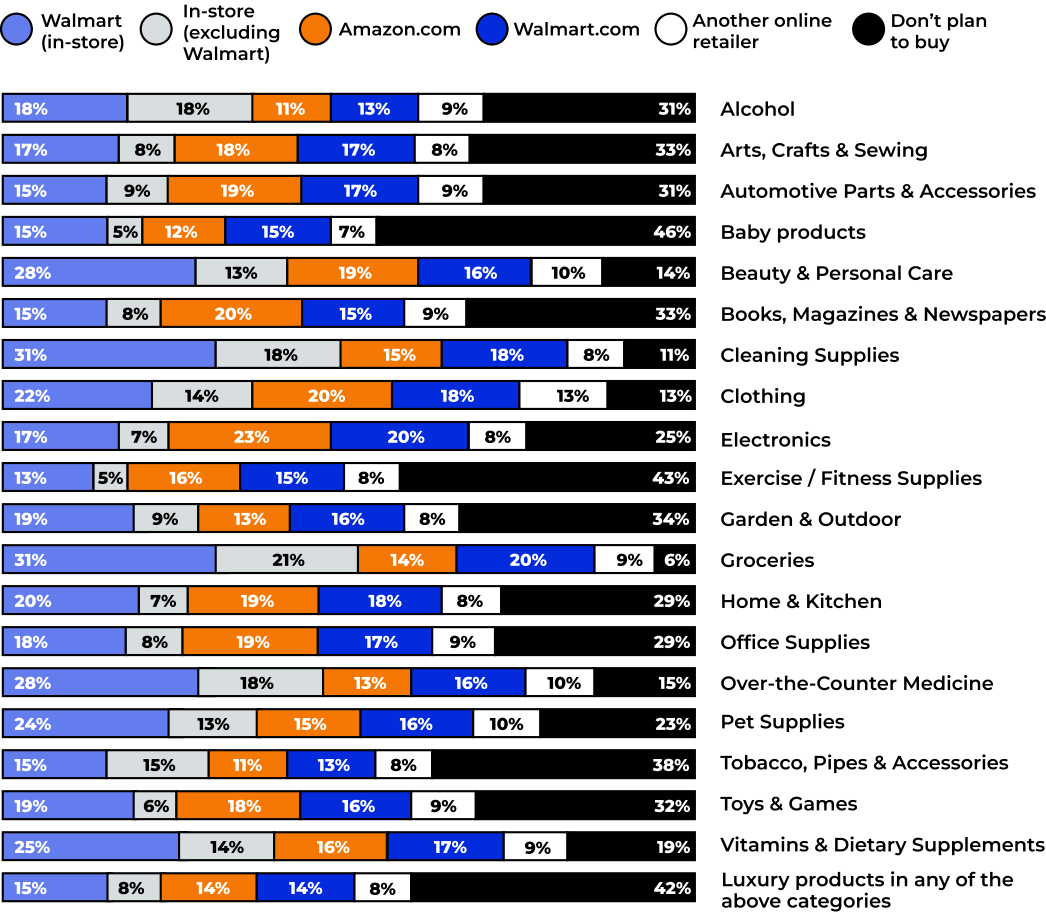
As shoppers turn to a wider range of channels to find what they're looking for, and as competition amongst ecommerce sellers continues to grow, a strong omnichannel strategy will help your brand or clients in a number of ways.

1. A better customer experience

Consumers highly value choice in where to purchase. Shoppers almost always need multiple touchpoints with your brand before they're ready to convert, and the exact number can vary depending on product type — as can the channel they're most likely to purchase from. For example, **32% of consumers** prefer to shop for cleaning supplies in-store at Walmart versus just 17% who'd rather shop the category on Amazon.

Where People Plan to Shop for Different Products: In-store, Online, Amazon, or Walmart

Where consumers plan to shop by product category



If your brand sells across multiple categories - like big-ticket electronics, everyday grocery items, and home decor – the same shopper may very well look to purchase those products through different channels. An omnichannel presence creates a seamless customer journey and empowers consumers with choice. This results in a more enjoyable shopping experience that drives both brand recognition and sales.

INSIGHTS

Consumers prefer to buy from Amazon over any other retailer (online and in-store) in the following categories: Arts, Crafts & Sewing, Automotive Parts & Accessories, Books, Electronics, Exercise/Fitness Supplies, and Office Supplies.

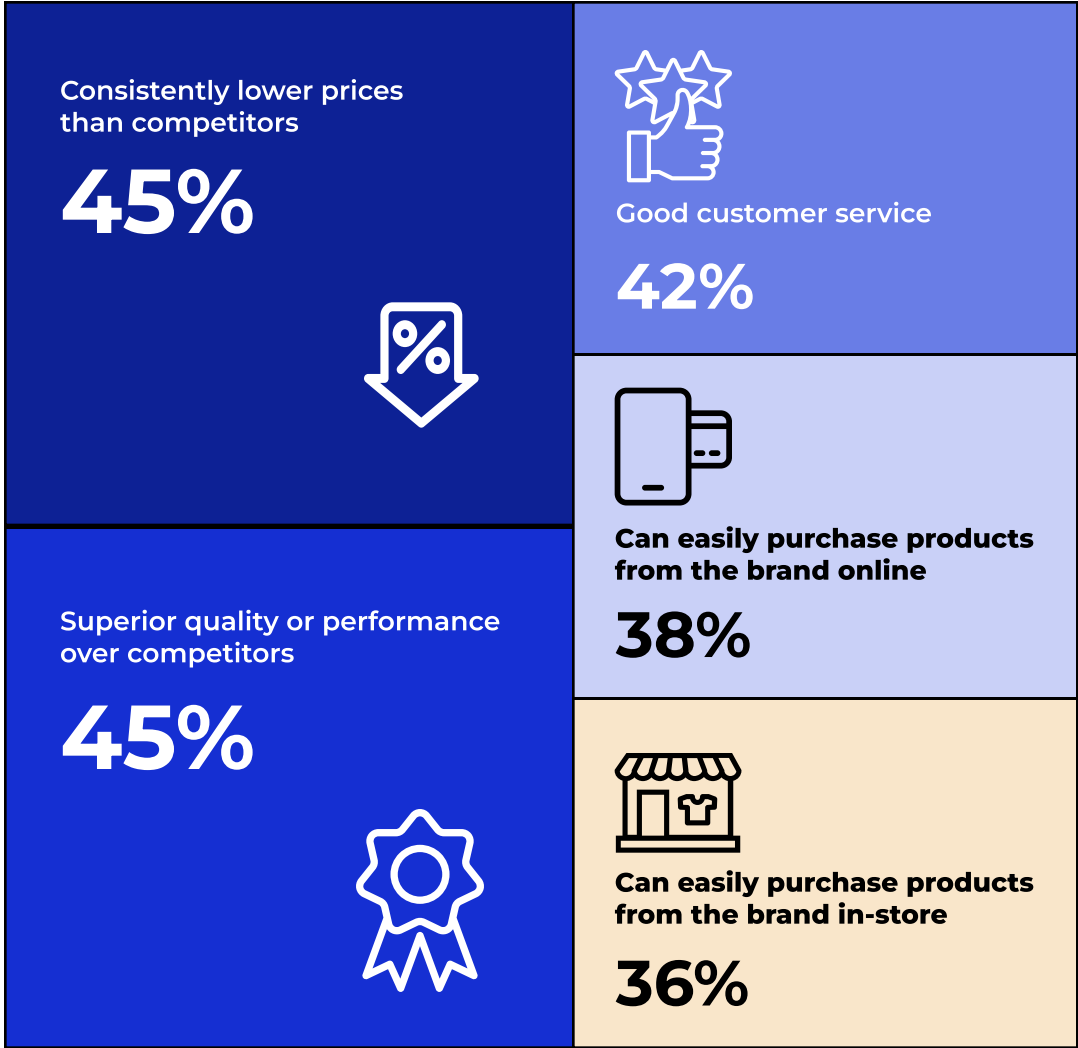
Consumers prefer Amazon over **Walmart.com** for most non-essential product categories, whereas they prefer **Walmart.com** over Amazon for essential items like baby products, cleaning supplies, groceries, and over-the-counter medicine.

Consumers prefer shopping at Walmart in-store over **Walmart.com** in all product categories except Automotive Parts & Accessories, Electronics, and Exercise/Fitness Supplies. In terms of in-store shopping, consumers prefer Walmart over any other store for all product categories.

2. Greater brand loyalty

Over half of consumers describe themselves as brand loyal. Moreover, customers say that being able to easily purchase products online and in-store are nearly equal in importance when choosing which brands to buy from.

Top 5 Reasons Consumers Buy from a Specific Brand



As ecommerce competition continues to grow, the value of customer loyalty can't be understated. It can mean more sales, broader awareness, and higher customer retention for your brand. The more opportunities that consumers have to purchase from you, the more likely they are to develop brand loyalty over time. Plus, if you are available on multiple channels, already-loyal customers are likely to choose your brand no matter where they shop. An omnichannel presence creates brand recognition that keeps customers coming back and makes them more likely to help drive organic traffic to your listings through reviews and referrals.



Kristen

★★★★★ **great for sensitive skin!**

Reviewed in the United States on March 7, 2020

Size: Size 3 | Color: Classic Stripes + Feeling Nauti | **Verified Purchase**

I have been using these diapers from when he was 3 days old til now (almost 1 year old)! Both my husband and I have sensitive skin, and allergies, so it was important for us to find a diaper that didn't contain unnecessary chemicals sitting on our babies skin for long periods of time. We have been so happy with Honest Company diapers the whole time. They are absorbent, comfortable, and have cute patterns. We also tried Hello Bello brand, but settled on Honest Co. We also really like the night time diapers, they really are more absorbent now that baby is sleeping through the night



Katie

★★★★★ **ABSOLUTELY IN LOVE!!!**

Reviewed in the United States on January 11, 2022

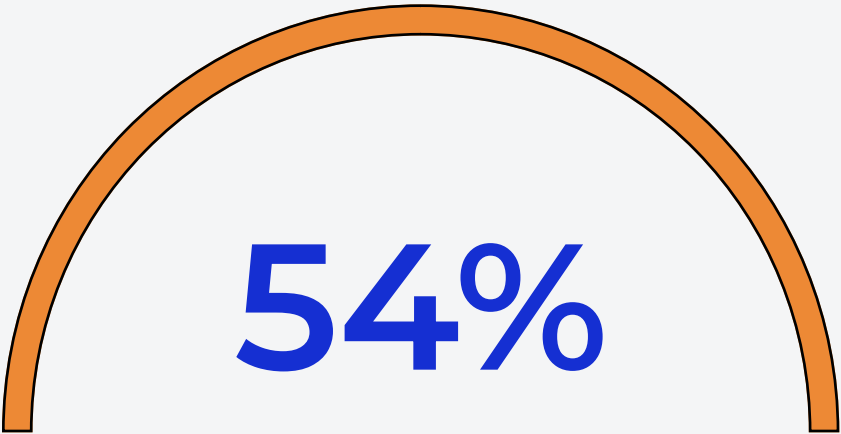
Style: WiFi | Size: 64GB | Color: Space Gray | **Verified Purchase**

I've been wanting an iPad ever since we had them in school and I had to turn mine back in. It's been 8 years since then and I've wanted to get myself one the whole time! I finally sprung for the newest entry level iPad 9th gen, and oh my god it is everything I thought it would be and more!! The screen is HUGE compared to my old school iPad! It exceeded every expectation I had and thensome!! I downloaded some games on it to try out and the graphics are INSANELY GOOD I was shocked!! The speaker quality is perfect, I just can't get enough of this iPad!! I've barely put it down since I got it!! I am an Avid Apple fan with lots of their devices, I have an iPod 5th gen, iPhone 8 Plus, iPhone XR, Apple Watch Series 6, AirPods 2nd gen and now I'm a proud owner of a brand new iPad 9th gen!! They're out of stock everywhere so this is the best option there is and I was extremely pleased with this purchase!! It was originally supposed to arrive January 20th, but it came January 9th!! Super early!! If you want an iPad that's not as pricey as the other models don't hesitate, just buy it!!! You won't be disappointed!! Probably my favorite apple device yet!!



3. Increased conversion opportunities

Consumers who shop across multiple channels tend to spend more than those who stick to single-channel shopping. The more channels your brand is on, the more opportunities shoppers have to purchase from you, and the higher the potential lifetime value of your customers. It also allows your brand to take advantage of a wider range of high-visibility promotions and events, like Amazon Prime Day and Walmart's Deals for Days Event.

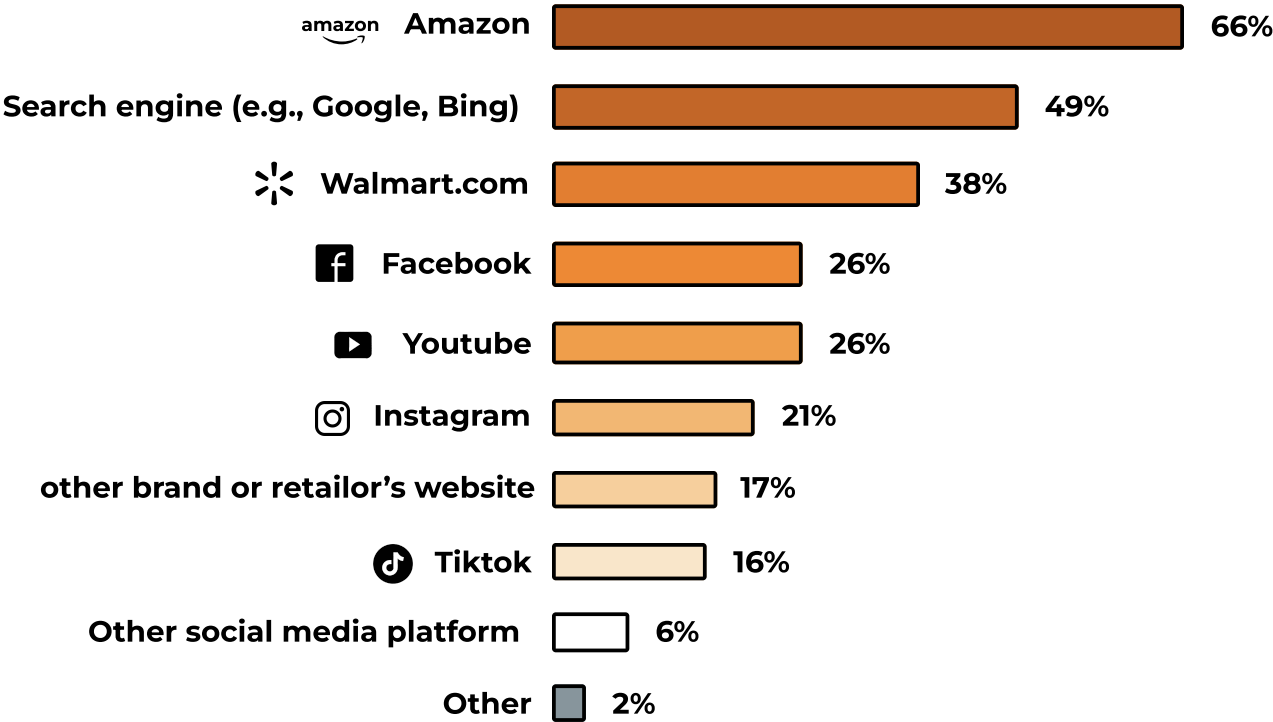


The majority of consumers don't limit their shopping to one particular channel, and an omnichannel presence gives them the option to purchase from your brand regardless of where they shop.

4. Expanded (and diversified) reach

The scope of Amazon and Walmart audiences alone shows the level of expanded reach your brand can gain with an omnichannel presence. Between brick-and-mortar and ecommerce, Amazon has over 300 million weekly customers worldwide, and Walmart has over 220 million.

An omnichannel strategy benefits your brand’s discoverability from the beginning of a customer’s journey. The channels that shoppers use to research products can vary as broadly as those they choose to purchase from. A staggering 95% of consumers, for example, frequently begin their search on social media.








The more your brand expands to multiple channels, the more it diversifies as well, which can empower your brand or clients to pivot in times where the market is facing unpredictable or unprecedented challenges. In 2021, when 74% of ecommerce sellers dealt with supply chain issues that cost them sales, many launched products on new platforms to help combat the lost revenue.

5. More advertising opportunities

Advertising plays a major role in building brand awareness, and being able to promote your products across multiple channels — both in-store and online — opens up unique opportunities to weave your brand into customers' daily lives even beyond the moments when they are actively shopping.

Advertising on multiple channels can help your brand or clients:

-  **Connect** with customers who are actively searching for products like yours.
-  **Remarket** to customers who have already purchased from your brand.
-  **Take advantage of lower competition** on newer marketplaces.
-  **Compare performance** across platforms for a deeper understanding of consumer behavior and overall market penetration.
-  **Test a wide range of ad formats and bidding strategies** and apply relevant insights from one channel to another. Tools that help you manage advertising across multiple platforms at once, such as [Downstream by Jungle Scout](#), or combine data from multiple sources, like the [Jungle Scout API](#), make it easier to track the performance of your omnichannel advertising.

Expert Advice

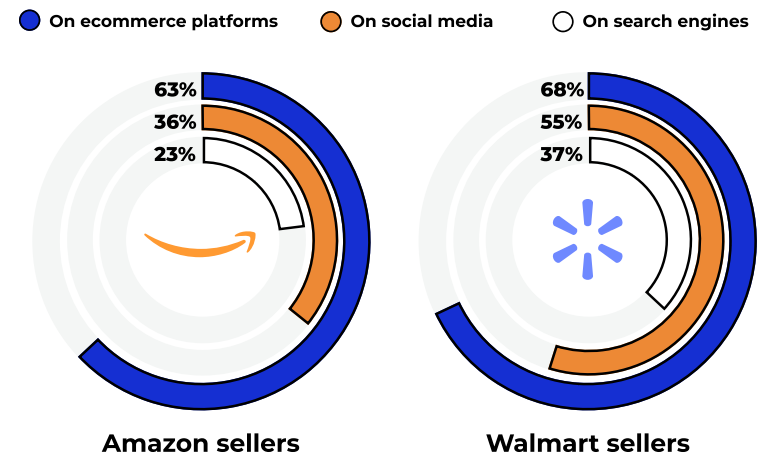
“By understanding how customers shop on different platforms, you can strategically promote products on the channels where shoppers are most likely to look for them. For example, a customer may be more likely to buy your grocery products in-store but more likely to buy your kitchen accessories online. You could use product sampling in-store to promote your grocery products, use **Sponsored Products ads** to promote your line of kitchen utensils, and use DSP advertising to drive general brand awareness when customers are browsing social media and other websites.”



Connor Folley

General Manager and Co-founder Downstream
by Jungle Scout

Where ecommerce brands market their products



Chapter 3

5 Tips for a Winning Omnichannel Strategy

1. Choose the right channels

While it's true that an omnichannel presence is becoming a key to ecommerce success, some platforms will be more valuable for your brand or clients over others. Factors like shipping cost, delivery times, product reviews, and more have a powerful influence on consumers' purchase decisions, and each channel has different benefits and limitations impacting these key factors.

Questions to ask when choosing channels:

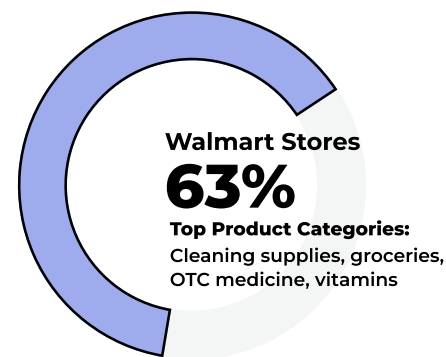
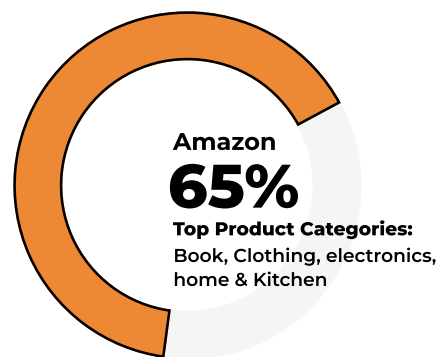
Are your competitors already there?

If you can beat your top competitors to new channels, you could secure a long-lasting foothold as those channels grow. If your competitors are already dominating a particular platform, you may need to allocate a higher advertising budget or offer incentives to break through to customers there.

Where do consumers prefer to shop for your products?

The more product types your brand offers, the more likely it is that consumers are shopping for those items across different channels. Even for the same retailer, top product categories can differ between online and in-store shopping.

Percentage of total consumers shopping in 2021



What is influencing customers to buy products like yours?

The conversations that consumers have with each other can have a huge impact on your brand's visibility and reputation. In addition to planning strategies to gather more reviews, consider how your brand or clients can leverage social channels to build awareness.

Top Social Media Channels Influencing Consumer Purchases

1. Facebook - 46%
2. Youtube - 37%
3. Instagram - 29%
4. Pinterest - 16%
5. Tiktok - 16%
6. Snapchat - 14%



Expert Advice

“Some ecommerce platforms have programs that facilitate connecting with influencers who can help spread the word about your brand or client’s products. These include [Amazon Vine](#), where brands can submit their products for consideration by trusted reviewers, and Walmart Connect’s content-to-commerce program that pairs brands with top influencers.” - Jenna Christie, Social Media Expert and Ecommerce Seller at Jungle Scout



Jenna Christie
Social Media Expert and Ecommerce Seller

Top ecommerce channels - enterprise subscription costs and seller fees		
Amazon \$39.99 (Professional) + additional selling fees	Walmart \$39.99 + referral fees per item	Shopify \$299 (Advanced) + transaction fees
Etsy \$10.00 (Etsy Plus) + selling and listing fees	eBay \$74.95 (Premium) + selling and listing fees	Facebook Marketplace \$0.00 + per-item seller fees

What resources do you have?

Fees vary across channels, as does the amount of competition for advertising bids and the support available to your brand or clients. When planning your omnichannel strategy, think strategically about the resources you have, as well as the costs associated with and resources offered by each platform, such as:

Subscription costs and seller fees

Some channels charge a per-item selling fee instead of a monthly seller subscription, while some charge both a per-item fee and a monthly cost. For others, the plan type you choose will determine whether you pay a monthly subscription cost or per-item seller fees.

Advertising costs and options

Every platform has its own minimum bid amounts, auction models, and level of competition for advertising space. Some channels also have advanced advertising resources, like [Walmart Connect](#), which enables your brand to work directly with ad specialists, take advantage of advanced enterprise-level ad solutions, and connect with [adtech partners](#) to automate and optimize your advertising.

Fulfillment methods and customer service support

Some channels offer fulfillment services and additional customer support, while others leave this entirely in your hands. If you or your clients already have a reliable in-house fulfillment and distribution operation, you may prefer to retain full control over things like shipping and customer service requests. If a service like Fulfillment by Amazon (FBA) has been a key element of your ecommerce strategy, expanding to a channel with similar support — like Walmart, which offers Walmart Fulfillment Services — could be a better first step.

Research and analytics tools

As your brand or client expands to additional marketplaces, you may also need to expand or update the tools that you use for analysis and reporting to ensure a high-level understanding of performance across all channels. Application programming interfaces (APIs) enable you to pull critical performance data from various sources and tools, import that data into your preferred reporting systems, and create customized dashboards that give a combined view of your entire omnichannel strategy. With the [Jungle Scout API](#), you can automatically gather market-, brand-, keyword-, and product-level data about your performance on Amazon at regular intervals and integrate those insights directly into omnichannel reports.



Expert Tip

Whether building from a single marketplace or expanding an already multi-platform presence, there are ways to leverage your brand or client's existing markets, inventory, resources, and community to grow the awareness that is key to a successful omnichannel strategy.

- If you've seen success on Amazon, there may be an opportunity to build additional brand awareness by advertising through the [Amazon DSP](#).
- If you're doing well on Walmart.com, explore options for advertising in-store as well.
- If your brand has a strong following on Facebook, try selling on [Facebook Marketplace](#).
- If you have a potential inventory of refurbished products, consider [eBay](#) or Amazon Renewed.
- If you have only sold through other retailers, like Amazon or Walmart, and want to build a stronger standalone brand, look into launching your own storefront with [Shopify](#).



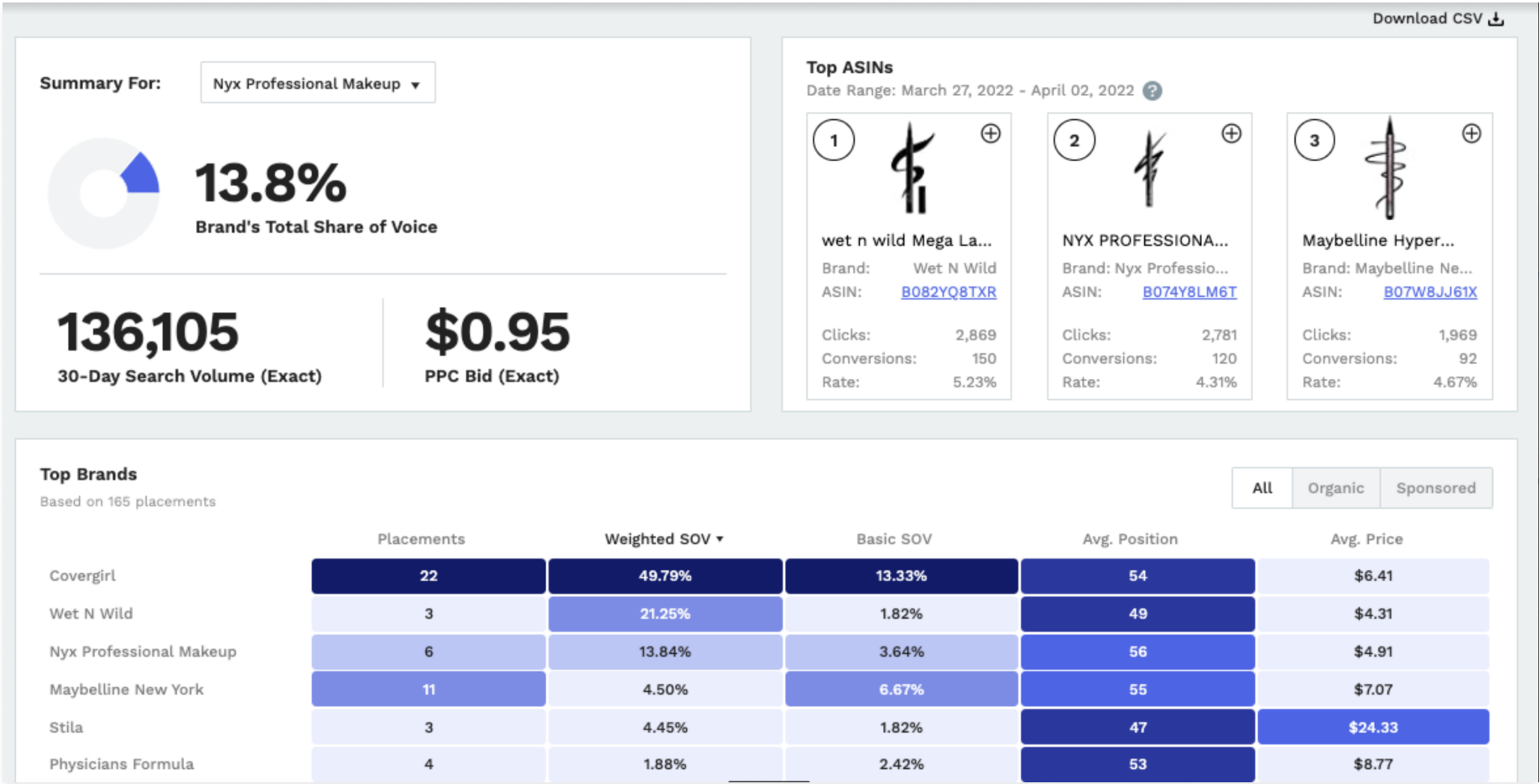
Michael Scheschuk
CMO at Jungle Scout and omnichannel
ecommerce seller

2. Optimize for every platform

Understand how each platform differs so you can ensure shoppers are finding the information they need to convert and getting a consistent brand experience regardless of channel. This requires not only following best practices for product listings, store pages, and images, but also understanding how consumers are searching on each platform and what the competitive landscape looks like for your product category, as well as monitoring your brand's performance over time to uncover opportunities for optimization.

For Amazon, [Jungle Scout Cobalt](#) can help you do all of this in a single interface:

- Use the **Share of Voice** feature to monitor your brand and competitors' market share.



Top Brands

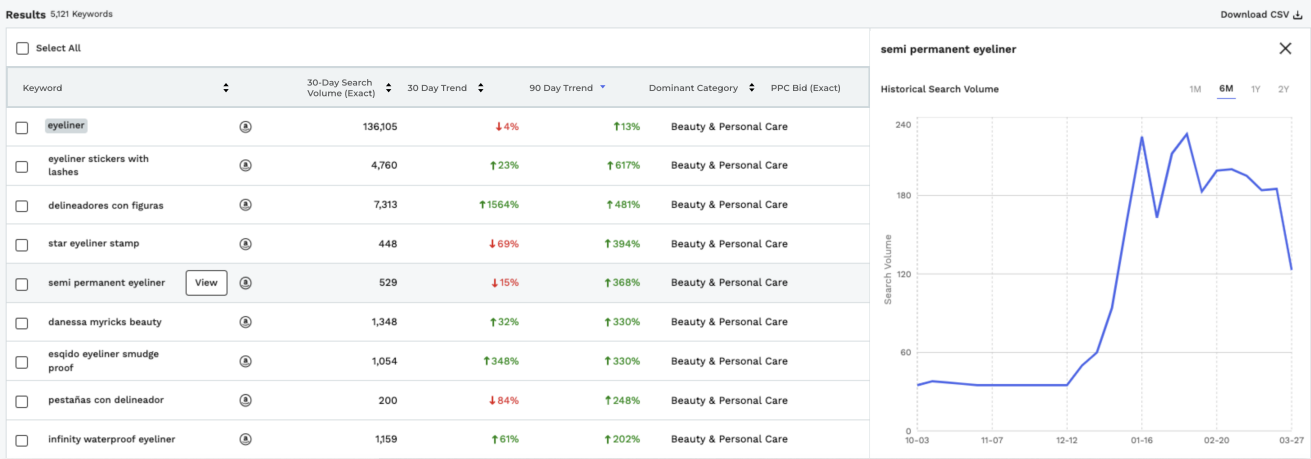
Based on 165 placements

AllOrganicSponsored

	Placements	Weighted SOV	Basic SOV	Avg. Position	Avg. Price
Covergirl	22	49.79%	13.33%	54	\$6.41
Wet N Wild	3	21.25%	1.82%	49	\$4.31
Nyx Professional Makeup	6	13.84%	3.64%	56	\$4.91
Maybelline New York	11	4.50%	6.67%	55	\$7.07
Stila	3	4.45%	1.82%	47	\$24.33
Physicians Formula	4	1.88%	2.42%	53	\$8.77

03. FIVE TIPS FOR A WINNING OMNICHANNEL STRATEGY

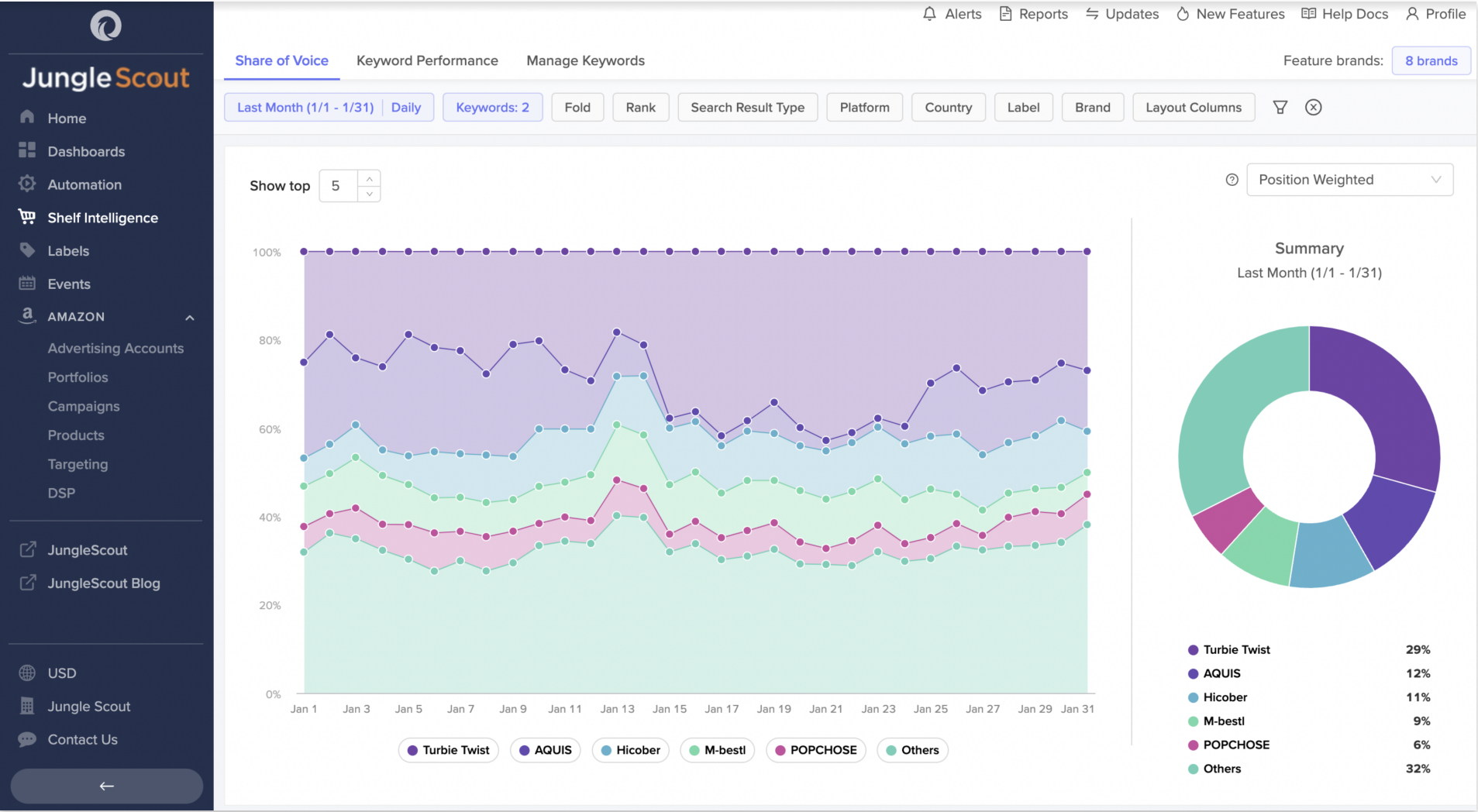
- Use **Keyword Scout** to find the searches driving shoppers to your brand and your competitors' listings.



- Use **Opportunity Finder** to find the most profitable opportunities for new or expanded product lines.



- You can also use the **Shelf Intelligence** feature within Downstream to track your position in the market and get recommendations to optimize your advertising campaigns.



3. Keep branding consistent

While optimizing for each platform’s requirements and audience behavior is key to omnichannel success, it’s equally important to keep branding consistent across all channels — including those outside of Direct-to-Consumer (DTC) marketplaces. **Nearly half of consumers** describe themselves as brand loyal, and the ability to search for specific brands is among the top reasons they give for choosing to shop for products online over in-store. When your brand is easily identifiable across platforms and touchpoints, your most loyal customers can always find you, and new customers begin to build brand recognition.

Consistent branding also makes it easier to protect your brand across channels. Not only does it make it easier to target your branded keywords using advertising management tools like Downstream, it also helps customers recognize potential unauthorized sellers and copycat products.

Keep things like logos, brand colors, and messaging about your products consistent across all channels, including:



Website



Brick and mortar



Social media



Mobile apps



Resellers and partners



Customer communications



Product support



DTC marketplaces



Events



Marketing and advertising

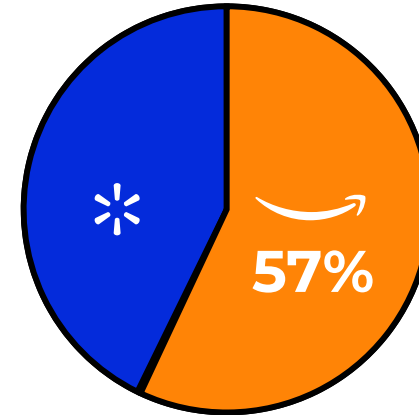
49%

of consumers describe themselves as brand loyal

4. Blend brick-and-mortar with ecommerce

Although **56% of consumers** now shop online weekly or more, in-store shopping is still highly valued by customers and highly valuable for brands. Amazon and Walmart — two of the largest online channels for ecommerce retailers — are prime examples of the combined power of a brick-and-mortar and online presence. For most non-essential items, for example, consumers prefer shopping online on Amazon, but for categories like automotive parts or electronics more consumers would rather shop in-store at Walmart. Even preference for a particular online marketplace does not necessarily translate into a preference for that same marketplace's brick-and-mortar stores: **57% of consumers** who always choose Amazon.com over Walmart.com regularly shop in-store at Walmart.

Throw in additional considerations, like the ability to return items to a local storefront rather than shipping them back to an online marketplace, and it's clear why consumers want both options — and how blending them can help more customers form a lasting connection with your brand.



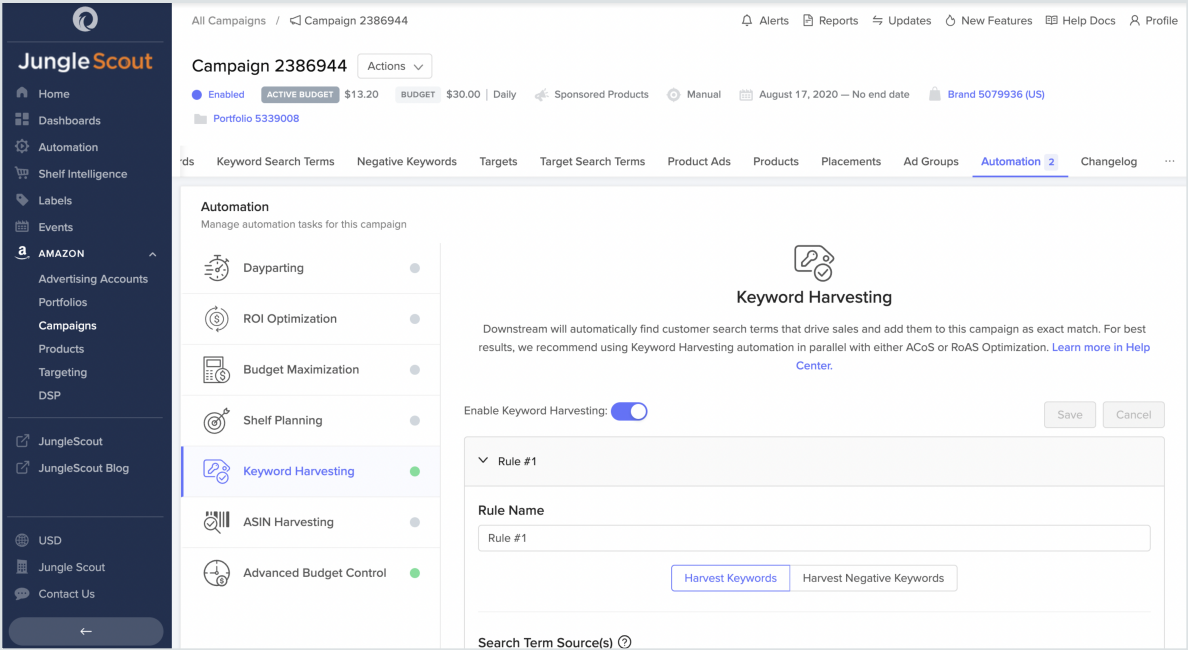
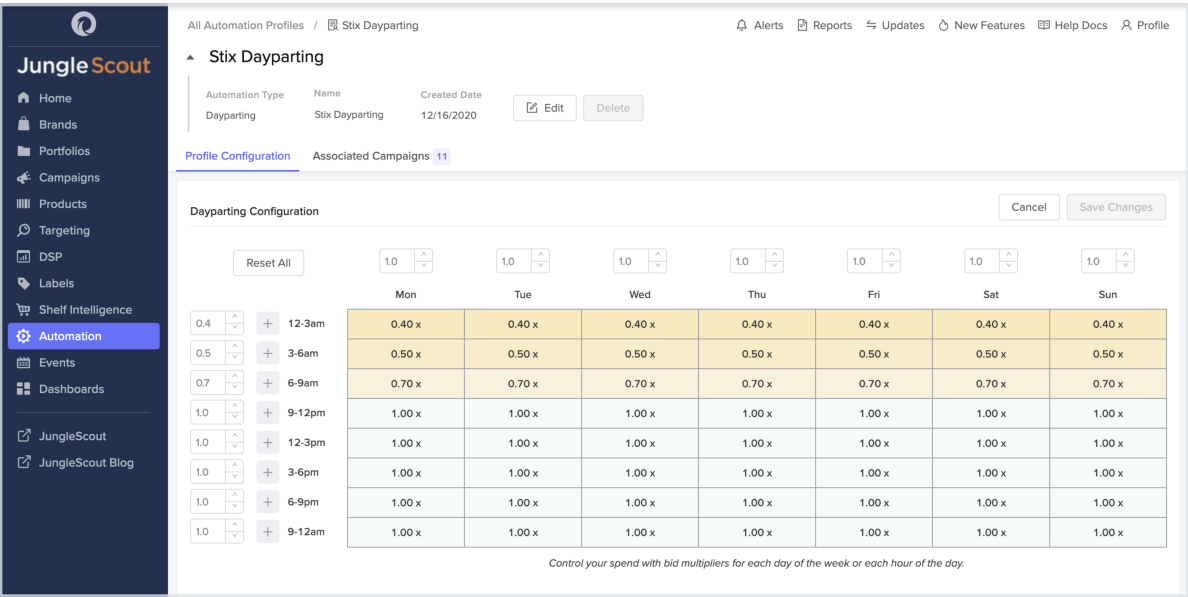
Expert Tips

Incorporating a brick-and-mortar presence into your omnichannel strategy doesn't have to start with global giants like Walmart. Pitching product lines to local, regional, and boutique retailers is also a great way to create more touchpoints between your brand and customers



Eva Hart

Enterprise ecommerce expert at Jungle Scout



5. Automate your advertising

Advertising can be a powerful way to highlight your brand continuously throughout a shopper’s purchase journey, but as your omnichannel presence grows so will the time and resources needed for effective advertising across multiple platforms.

Downstream enables brands to automate bidding on Amazon and Walmart, spend less time setting up and managing campaigns, and optimize their efforts to reduce wasted spend. This can open up more time and budget to devote to other channels.

Features like **dayparting** let you limit ad spend to the times when your customers are most likely to be shopping, while features like **keyword harvesting** help you automate the discovery of new keywords and add them to campaigns. Downstream also makes it easier for agencies to manage multiple clients’ Amazon and Walmart advertising by loading all accounts into a single, universal portal with permission controls to protect sensitive data.

Chapter 4

Explore Leading Solutions for winning on Amazon, Walmart, and beyond

In this guide, we've covered a number of **Cobalt** and **Downstream** tools to help you build, launch, and optimize an omnichannel ecommerce strategy for your brand or clients.



Automation

Save time and ad spend with tools that automatically adjust advertising campaigns to optimize ROI, reach, and conversions.



Dayparting

Schedule ads to deliver at the most optimal times of the day and allocate spend down to the hour.



Keyword Harvesting

Identify the search terms shoppers are using to find your products and automatically add them to your ad campaigns.



Shelf Intelligence

Track your brand's position in the market, monitor competitors, and identify trends in search behavior.



Opportunity Finder

Discover product niches that have low competition and high demand.



Keyword Scout

View the keywords driving discoverability and conversions for your brand and competitors.



Share of Voice

View your total SOV and the SOV of your competitors .



Gather critical Amazon insights at regular intervals and integrate Cobalt data into your internal systems to build custom reporting dashboards.

About Jungle Scout

Jungle Scout is the leading all-in-one platform for selling on Amazon and beyond. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help brands, agencies and investors manage their ecommerce businesses.



Supports \$40 billion in Amazon revenue



Serves more than 600,000 customers worldwide



Raised \$110 million in growth equity in 2021

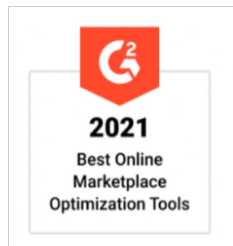
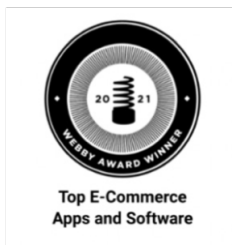


Monitors over 1.8 billion data points daily



Supports up to 17 global marketplaces

Recognized as the most trusted platform for selling on Amazon



Jungle Scout

Learn more about how Cobalt and Downstream can help you build a winning omnichannel strategy. Speak with a Jungle Scout expert today!

[REQUEST A DEMO](#)