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Leveraging The Evolution Of Content In Ecommerce Marketing

Influencer Marketing Days 2016

An aerial, high-angle photograph of a large crowd of people walking on a checkered floor. The floor is composed of large, light-colored square tiles. The people are dressed in casual winter clothing, including coats, hats, and scarves. They are moving in various directions, creating a sense of a busy public space. The overall lighting is somewhat dim, giving the image a moody, atmospheric feel.

The Marketplace

Investors are paying higher multiples for
influencer-oriented companies.

Why? Let's look at the indicators in the marketplace.

Social Media and Influencer Traffic:

The Rise of Content and Its Value

- Although the majority of sales comes from discount and loyalty, the majority of traffic now comes from influencers - social media and bloggers.
- Changes in search environment now have less impact on revenue.
 - ▶ For example, influencers are immune to search engine algorithm changes because they have their own followers.

Micro-moments and The Internet of Things

Micro-moments

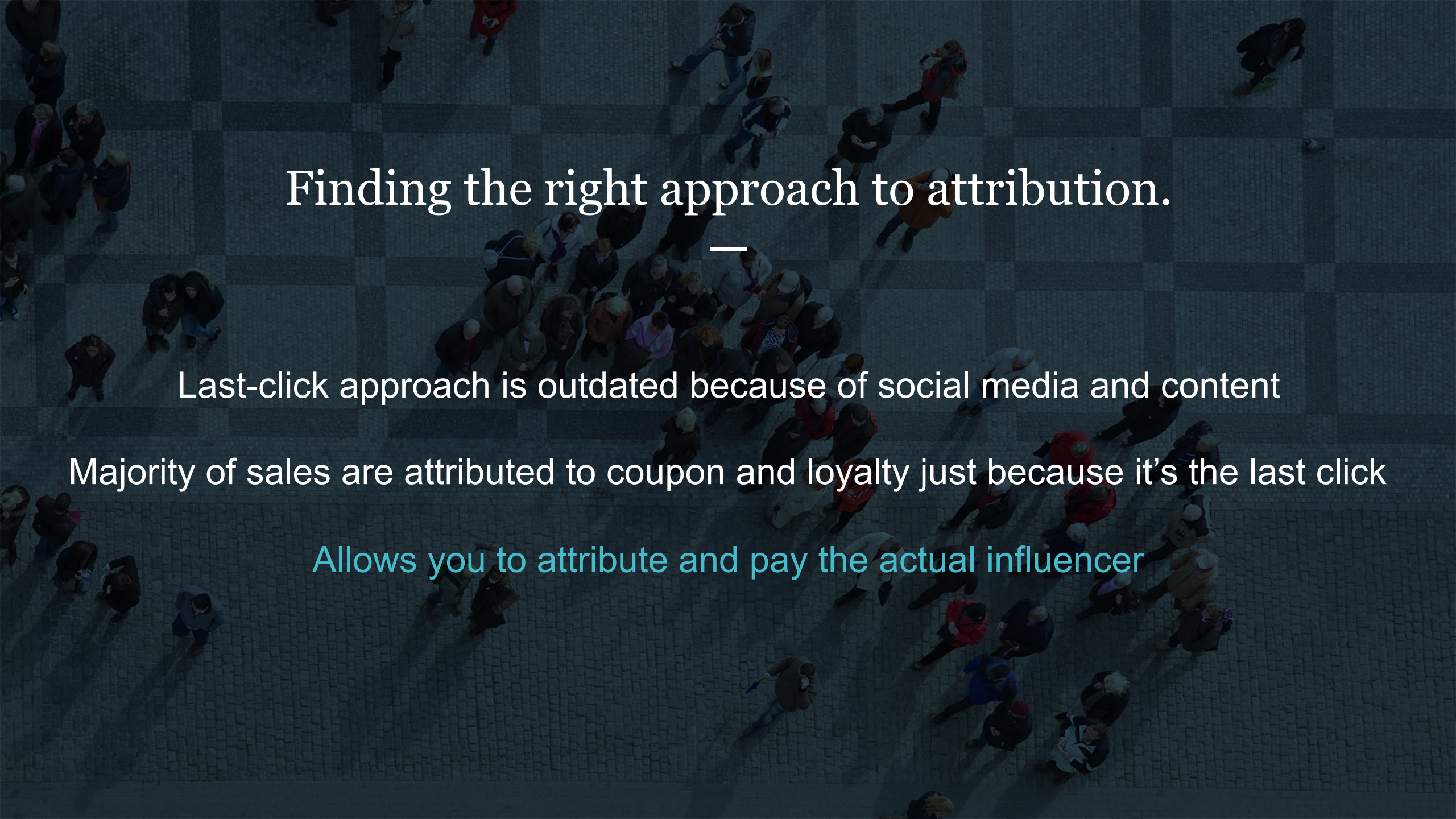
- Tiny moments in time that influence a decision lead up to an action

Internet of Things

- Engaging with consumers in new ways
- Driverless cars
- Smart TV's and refrigerators



**What are the problems we
face right now with
influencer marketing?**

An aerial, high-angle photograph of a large crowd of people walking on a checkered floor. The floor is composed of large, light-colored square tiles. The people are wearing various winter clothing, including coats, hats, and scarves. The overall scene is dimly lit, with the text overlaid in white and teal.

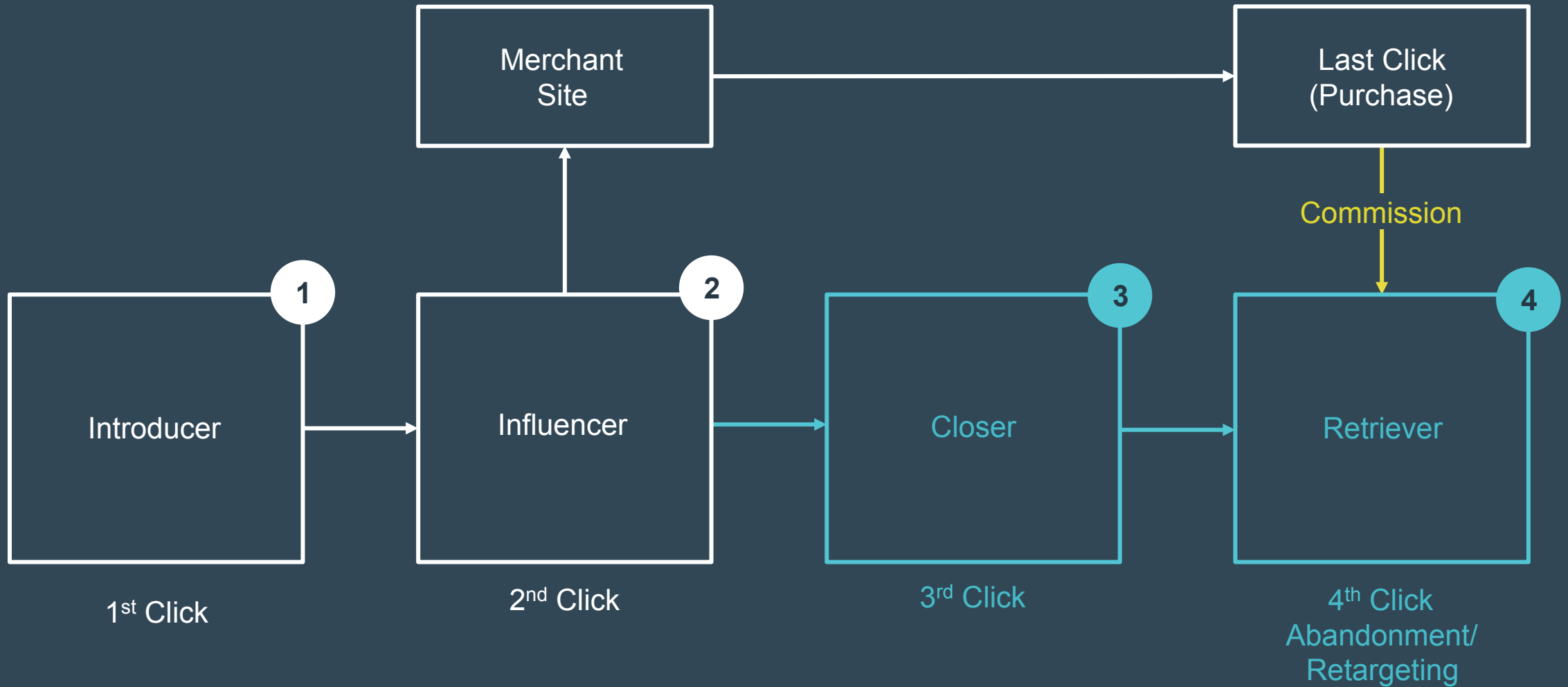
Finding the right approach to attribution.

Last-click approach is outdated because of social media and content

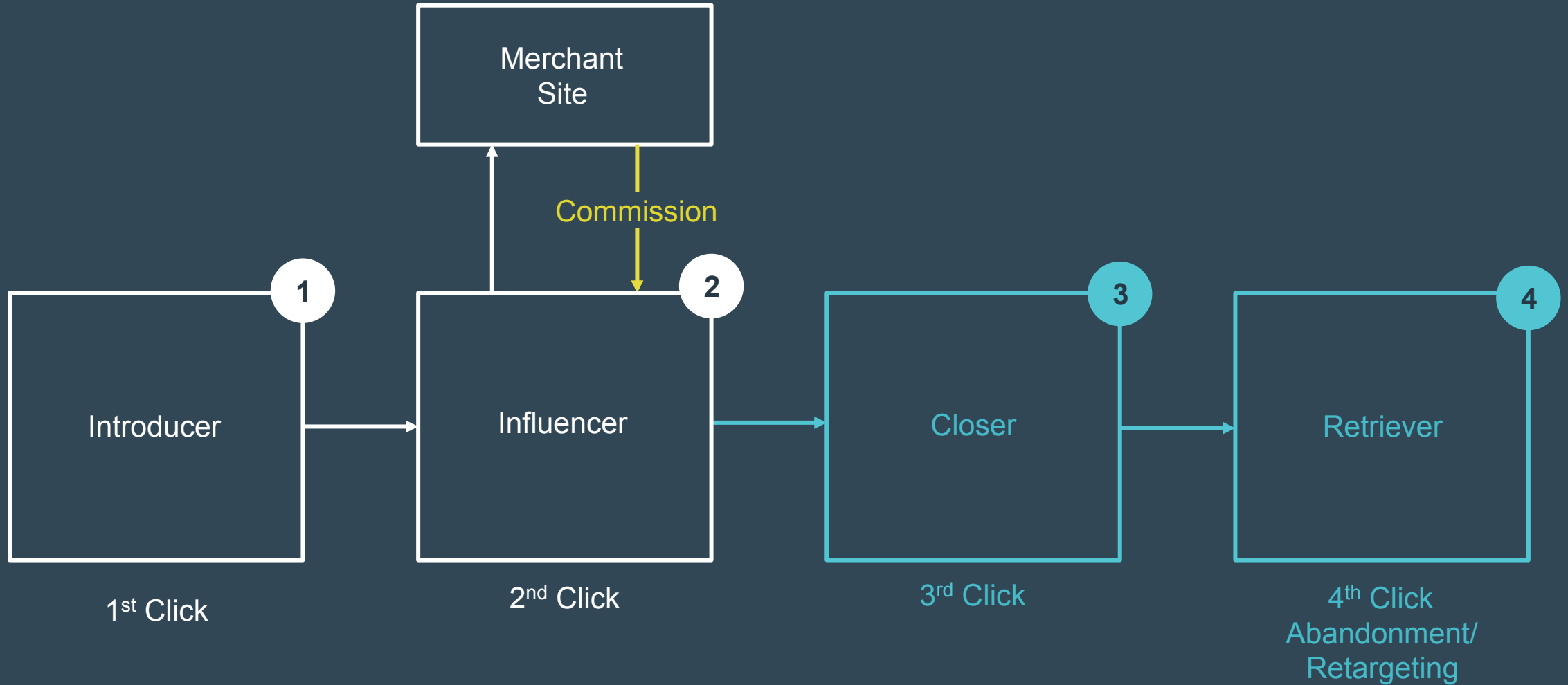
Majority of sales are attributed to coupon and loyalty just because it's the last click

Allows you to attribute and pay the actual influencer

Last click scenario



Dynamic attribution



Reducing Channel Overlap: Dynamic Attribution & Dynamic Commissioning



Attribution:
Who gets paid.



Commission:
How much?

Until now, all affiliates were paid the same. Now, you can identify an influencer that is giving you high-quality traffic and pay them accordingly.

Results we've seen

rewardStyle partnership with large US fashion retailer

Month	Clicks	Conv. Rate	EPC	Sales	Revenue
Feb 16	1213	0.00%	\$0.00	0	\$0.00
Mar 16	14770	0.03%	\$0.01	4	\$135.00
April 16	13188	0.08%	\$0.05	10	\$695.00
May 16	20877	0.18%	\$0.12	38	\$2580.25
Jun 16	27214	0.32%	\$0.18	87	\$4873.25
July 16	27024	01.18%	\$0.59	320	\$15946.30
Aug 16	23681	1.49%	\$0.94	337	\$29908.16
Sep 16	29608	1.27%	\$1.08	377	\$27293.95
Oct 16	16320	9.50%	\$6.23	1577	\$101639.58

Dynamic attribution
was turned on at
the end of June

Results we've seen

igourmet.com's 2015 Holiday Performance due to Dynamic Commissioning:

- 57% new customer acquisition rate
- 145% YOY increase in revenue
- 255% increase in Cyber Week revenue
- 388% increase in Cyber Monday revenue over prior year due to standout publisher partnerships with Offers.com and Ebates.com

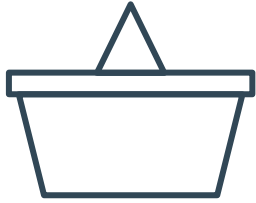
Where does this all lead?

**It leads to true omni-channel –
device to device and online / offline... all of it.**

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One thing that is currently broken is offline to online. But the good news is we have multi-device, and we have online to offline through card linking.

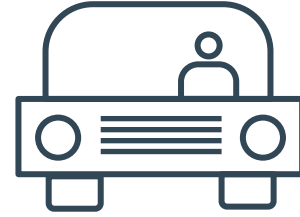
Omnichannel



On average
78% of consumers
abandon the cart



On average
80% have plans
to go in store



Weekend traffic
can be down 10%
because of in-store
(sometimes more if there are big
in-store events)

Sources:
Ve Interactive • Linkables • Quotient

Summary

Investors are paying higher multiples for influencer-oriented companies.

- Influencers drive majority of traffic and are immune to search engine changes

Social Media – Micro-moments – Internet of Things

Dynamic Attribution and Dynamic Commissioning

- Identify an influencer that is giving you high-quality traffic and pay them accordingly.

The Future of Omni-channel and Card Linking

A photograph of a person's hand using a white computer mouse on a wooden desk. A silver laptop is open to the right of the mouse. A smartphone lies on the desk between the hand and the laptop. The entire image is covered with a semi-transparent purple overlay. The word "Questions?" is written in white, bold, sans-serif font in the center of the image.

Questions?